novus
Loyalty

Date: 27th July, 2026

To,

BSE Limited (SME)
Listing & Compliance

1st Floor, Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai, 400001

Scrip Code: 544735

SYMBOL: NOVUS

Dear Sir/Madam,

Subject: Intimation to the Board Meeting to be held on 03rd August, 2026

Ref. NOVUS LOYALTY LIMITED ("Company")

Pursuant to the provision of Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, this is to intimate that a meeting of the Board of Directors of the Company will be held on Monday, 3rd August, 2026 at 4:00 PM, at the registered office of the Company at 727 Udyog Vihar Phase V, Gurugram, Haryana, India, 122016, inter alia to consider the following:

1. To consider and approve the proposed Employee Stock Option Plan (ESOP) for eligible employees, subject to applicable laws and the terms presented to the Board.

2. To consider and approve the establishment of a wholly owned subsidiary in Dubai to support the Company's business growth and expansion, subject to applicable laws and regulatory requirements.

3. To Consider and Approve an increment in Authorized Share Capital of the Company from Rs. 18 Crore to Rs. 20 Crore.

4. To giving approval for Issue of Notice to convene Extraordinary General Meeting for obtaining approval of Members on above Business.

This intimation will also be published on the company's Website.

This is for your reference and records.

Thanking You.

Yours Sincerely,

For Novus Loyalty Limited

(Formerly known as novus Loyalty Private Limited)

NOVUS LOYALTY LIMITED

Vibhore

Name: Vibhore Rastogi
Designation: Compliance Officer & CFO
DIN: 11127637