

October 15, 2024

To

National Stock Exchange of India Ltd

Exchange Plaza, 5th Floor,
Plot No. C /1, G Block, Bandra - Kurla Complex,
Bandra (E), Mumbai – 400051, Maharashtra, India.

(NSE Symbol: PHANTOMFX)

Subject: Media Release

Reg: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015

Dear Sir / Madam,

We wish to inform you that the intimation under Regulation 30 of SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015 is given with regard to our Company's press release to be issued in the media about an update titled "PhantomFX Forms Strategic Partnerships with Leading Chinese Production Houses, Backed by Chinese Government Support" is enclosed herewith.

Kindly take the above intimation on record.

Thanking you,

Yours faithfully,

For **Phantom Digital Effects Limited**

BEJOY ARPUTHARAJ Digitally signed by BEJOY
ARPUTHARAJ SAM MANOHAR
Date: 2024.10.15 19:47:30 +05'30'

SAM MANOHAR
Bejoy Arputharaj S

Chairman & Managing Director

DIN: 03459098



Phantomfx Forms Strategic Partnerships With Leading Chinese Production Houses, Backed By Chinese Government Support



Chennai, 15 October 2024– **Phantom Digital Effects Limited (NSE SYMBOL: PHANTOMFX)**, a leading creative visual effects (VFX) studio, has formed significant strategic partnerships with major Chinese production houses. The Chinese government initiated and endorsed these Strategic partnerships, which are designed to enhance PhantomFX's footprint in China's burgeoning entertainment sector. The collaborations include major film projects and short-form content creation, representing a significant advancement for the company in this vital market.

Through these partnerships, PhantomFX will leverage its cutting-edge VFX technologies to enhance storytelling and elevate production quality across various entertainment formats. This includes a Strategic Cooperation Framework agreement and a Memorandum of Framework (MOF) to provide visual effects for three feature films and 100 short dramas (skits)—a Chinese government-associated project with an estimated initial value of \$1 to \$1.2 million.

Key Highlights:

- **Expanding Market Reach:** China's entertainment industry is one of the largest and fastest-growing worldwide. These Strategic partnerships provide PhantomFX direct access to high-budget film productions and a booming short-form content sector, significantly boosting the company's client base and growth potential.
- **Expertise in Film Special Effects:** PhantomFX brings its extensive experience in theatrical film VFX, enhancing the visual quality of both cinematic and theatrical productions. This expertise positions the company as a leader in improving visual storytelling across various entertainment mediums.
- **Innovation in VFX and AIGC:** The partnership also explores the convergence of visual effects and AI-generated content (AIGC), placing PhantomFX at the forefront of innovation. This new approach has the potential to transform production workflows, enhancing both creative output and efficiency.
- **Transforming the Short Drama Industry:** PhantomFX aims to integrate advanced VFX technology into China's thriving short-form content industry, setting new production standards and opening additional revenue streams for the company.

- **Beyond Entertainment:** The collaboration will also explore the application of PhantomFX's VFX technology in emerging sectors such as the smart home industry, showcasing how these technologies can drive innovation beyond traditional media.
- **Opportunities in High-Budget Productions:** PhantomFX's track record in handling large-scale productions is a key advantage. China's entertainment industry, known for its high-budget films with substantial VFX demands, offers PhantomFX a chance to handle complex sequences, gain further global recognition, and grow its revenue through these high-profile collaborations.
- **Long-Term Strategic Alliances:** These Strategic partnerships are structured to foster enduring partnerships between PhantomFX, the Chinese government, and leading production houses. By pooling resources and expertise, the collaborations will unlock growth opportunities, drive increased revenue, and expand PhantomFX's influence in both the entertainment and technology sectors.
- **Mutual Growth Potential:** The partnerships are expected to expand capabilities for both PhantomFX and its Chinese collaborators, unlocking new opportunities in entertainment, smart home technology, and AI-generated content. Diversifying into these high-growth sectors will further boost PhantomFX's long-term growth prospects and create additional revenue streams.

Binu Joshua Sam, Director/COO/CFO of PhantomFX, commented that:

“These strategic partnerships with the Chinese government and leading production houses present exciting opportunities for PhantomFX, not only in the entertainment space but also in emerging areas such as smart home technology and AI-generated content. We are confident that these collaborations will drive innovation, growth, and long-term value for our stakeholders.

These partnerships mark a significant milestone in PhantomFX's expansion within China's entertainment industry and position the company at the forefront of technological innovation in visual effects.”

About Phantom Digital Effects Limited

Phantom Digital Effects Limited (NSE SYMBOL: PHANTOMFX) is one of the leading creative visual effects (VFX) studio specializing in Film, Web series, and Commercial projects. The Company, headquartered in India with additional offices in the United States and Canada, holds the esteemed Certified Trusted Partner Network (TPN) designation, underscoring its commitment to industry standards and security.

PhantomFX, strategically located in Chennai, Mumbai, and Hyderabad, extends its global presence through subsidiaries in the UK and administrative offices in Los Angeles, Vancouver, Montreal, and Dubai. Offering end-to-end services to global production houses, including final compositing, 3D element creation, animation, and more, the company, co-founded by a team of creative-driven professionals, has earned a solid reputation for managing complex and scalable VFX production tasks. With an impressive clientele and industry trust, PhantomFX solidified its position as one of India's most reliable visual effects providers, achieving a notable listing on the NSE Emerge platform in October 2022. Additionally, the Company successfully raised ₹ 80 Crores through a Qualified Institutional Placement (QIP) by issuing 19,39,200 Equity Shares in December 2023.

The Company is also currently expanding its operations through its wholly-owned subsidiary, M/s. Spectre Post Private Limited, to further enhance its service offerings and global footprint.

For FY 2023-24, the Company has reported Total Income of ₹ 90.43 Crore, EBITDA of ₹ 39.03 Crore & Net Profit of ₹ 24.11 Crore.

Disclaimer

Certain statements in this document that are not historical facts are forward looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local, political or economic developments, technological risks, and many other factors that could cause actual results to differ materially from those

contemplated by the relevant forward-looking statements. The Company will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.

For Further Information Please Contact Corporate Communication Advisor

 <p>Kirin Advisors</p>	<p>Kirin Advisors Private Limited Mr.Sunil Mudgal, Director sunil@kirinadvisors.com +91 98692 75849 www.kirinadvisors.com</p>
 <p>PhantomFX</p>	<p>Ms. Poornima Raghu, Company Secretary cs@phantom-fx.com +91 44 4283 3212 www.phantom-fx.com</p>