

Ref No: RML/2020-21/55

Date: March 8, 2021

To,

BSE Limited

Scrip Code: 543228

National Stock Exchange of India Limited

NSE Symbol: ROUTE

Dear Sir/Madam,

Sub: Press Release: Appointment of Tonio Ellul as Chief Executive Officer of 365squared Ltd, a wholly-owned subsidiary of Route Mobile Limited

We wish to inform you that Mr. Tonio Ellul, Director of 365squared Ltd – a wholly-owned subsidiary of Route Mobile Limited, has been appointed as Chief Executive Officer of 365squared Ltd with immediate effect.

A Press Release being issued in this regard is enclosed.

This is for your information and records.

Thanking you,

Yours faithfully,

For Route Mobile Limited



Rathindra Das

Head Legal, Company Secretary & Compliance Officer



Encl: as above

365squared Ltd appoints Tonio Ellul as Chief Executive Officer with immediate effect

Mumbai, India, March 8, 2021: Route Mobile Limited ("**Route Mobile**"), one of the leading cloud communication platform service providers to enterprises, over-the-top ("OTT") players, and mobile network operators, announced Tonio Ellul as Chief Executive Officer for 365squared Ltd, (365squared) a wholly-owned step-down subsidiary of Route Mobile, with immediate effect. Tonio, who is also the co-founder of 365squared and a member of the Board now takes on the additional responsibility of Chief Executive Officer, after the untimely demise of Rory Kyte in the month of November, 2020.

Tonio co-founded 365squared in the year 2013, and was the Chief Executive Officer up until April 2020, after which he took up Directorship in the Company.

Tonio has played an integral role in 365squared's success across technology, innovation, and market strategy. While Tonio accepts the role of Chief Executive Officer of 365squared, he will continue to remain on the Board of the Company.

Rajdipkumar Gupta, Managing Director and Group CEO, Route Mobile said, "*Rory was a fantastic colleague who brought his remarkable passion, energy, and experience to 365squared, and he will be dearly missed. Notwithstanding this loss, we are confident that Tonio, who had carried this baton in the past will take where Rory left and continue driving growth and innovation.*"

Tonio Ellul, Co-Founder, and CEO of 365squared said, "*We are in extraordinary times with markets picking up and our clients looking to drive innovation in a digitalized landscape. 365squared's value-added solutions coupled with Route Mobile's CPaaS enabled platform uniquely positions us to tap mobile operators and enterprises across the world and drive the Company to even greater levels of success*"

About Route Mobile Limited:

Established in 2004, Route Mobile Limited ("**RML**") is a cloud communications platform service provider, catering to enterprises, over-the-top (OTT) players and mobile network operators (MNO). RML's portfolio comprises solutions in messaging, voice, email, SMS filtering, analytics and monetization. RML has a diverse enterprise client base across a broad range of industries including social media companies, banks and financial institutions, e-commerce entities and travel aggregators. RML is headquartered in Mumbai, India with a global presence in Asia Pacific, Middle East, Africa, Europe and North America.

For further details, please contact:

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