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Date: April 8, 2025

To,
BSE Limited
Scrip Code: 543228

National Stock Exchange of India Limited
Symbol: ROUTE

Dear Sir/Madam,

Sub: Announcement under Regulation 30- Press Release

Please find enclosed Press Release titled “**Proximus Global launches new AI-powered SMS spam and fraud protection solution: 365guard**” issued by Proximus Global through its messaging specialist 365squared Ltd (Wholly owned subsidiary of Route Mobile Limited).

You are requested to take the above information on record.

The same is also uploaded on the Company’s website at www.routemobile.com

Thanking you,
Yours truly,
For Route Mobile Limited

Rathindra Das
Group Head- Legal, Company Secretary & Compliance Officer
Membership No: F12663

Encl: as above



Proximus Global launches new AI-powered SMS spam and fraud protection solution: 365guard

The new solution protects consumers by blocking millions of unwanted messages daily.

Brussels – 8 April 2025 – Proximus Global, through its messaging specialist [365squared](#), has unveiled 365guard, an innovative AI-powered solution designed to shield mobile network operators (MNOs) and their users from SMS spam, fraud, and smishing attacks.

The scale of the SMS spam problem is staggering. According to [Global Anti-Scam Alliance](#), scammers stole US\$1.03 trillion from global consumers in 2024 alone. SMS, alongside phone calls, has emerged as a leading delivery method for scams. In many digitally developing markets such as Brazil, Kenya and the Philippines, SMS surpasses voice calls as the most prevalent scam delivery method. Tactics like smishing – phishing style scams delivered via SMS – are on the rise, with devastating financial consequences. Proximus Global, through its international connectivity enabler, BICS, counted 331 million smishing messages worldwide in 2024. According to the IC3, each victim of a smishing attack suffers an average [loss of \\$800](#).

Proximus Global offers a game-changing solution for this escalating issue. By leveraging cutting-edge AI-powered analytics, the platform provides a smarter alternative to outdated, static detection systems. Its dynamic threat detection engine continuously learns and evolves to counter region-specific spam campaigns and increasingly sophisticated cyberattacks.

Tonio Ellul, Chief Executive Officer at 365squared said: *“SMS spam is a growing threat that must be addressed at industry level. It’s not something consumers should be left to deal with on their own. 365guard offers operators an efficient, fully managed solution to shield their customers, comply with regulations, and prevent network congestion. Our system is live and proven, blocking millions of fraudulent messages every day. Its AI engine grows smarter with time, enhancing protection for everyone.”*

365guard deploys AI-powered analytics and threat detection, offering a smarter alternative to static, rule-based legacy systems. Its dynamic detection engine continuously learns and adapts to regional threats. This is crucial in an environment where fraud regulations evolve and vary between regions and AI-driven attacks continue to grow in scale and complexity. The solution works in three stages: logging suspicious activity, alerting the MNO, and taking preventive action. Depending on the operator’s preferences, it can block suspected spam outright or append warning prefixes to alert consumers of suspected fraud.

365guard also complements existing security offerings in the Proximus Global portfolio, which includes products from Proximus Global companies Telesign and BICS. This unified approach provides mobile operators and enterprises with a flexible suite of tools to defend both P2P (person-to-person) and A2P (application-to-person) communication channels.

Rajdipkumar Gupta, Business Lead, Proximus Global, underscored the solution's importance: *"Telecom fraud is an existential threat to the mobile industry. Left unchecked, it can erode trust in SMS and mobile communications. 365guard is a powerful tool for MNOs to reduce SMS fraud effectively and bolster secure communication globally. It perfectly complements Proximus Global's cloud-based solutions, providing operators with on-premises or cloud deployment options for comprehensive protection."*

Global adoption of AI-driven security tools like 365guard is critical as regulations evolve and fraudsters continue to deploy cutting-edge AI for malicious purposes. Proximus Global, which unites Route Mobile, Telesign, and BICS under a single umbrella, is leading the charge in shaping the secure communication landscape of tomorrow.

