

**Ref No:** RML/2025-26/614**Date:** September 9, 2025**To,**  
**BSE Limited**  
**Scrip Code: 543228****National Stock Exchange of India Limited**  
**Symbol: ROUTE****Sub: Announcement under Regulation 30- Press Release**

Dear Sir/Madam,

Please find enclosed Press Release issued by Proximus Global S.A./N.V. (promoter company of Route Mobile Limited) titled "**Claro CENAM selects Proximus Global to support A2P across LATAM**".

This disclosure is made in accordance with Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.

You are requested to take the above information on record.

The same is also uploaded on the Company's website at [www.routemobile.com](http://www.routemobile.com)

Thanking you,  
Yours truly,  
For **Route Mobile Limited**

**Tejas Shah**  
Company Secretary & Compliance Officer  
ICSI Membership No: A34829

Encl: as above



# Claro CENAM selects Proximus Global to support A2P across LATAM

*The telco giants are partnering to deliver more secure and profitable business messaging services — driving growth while protecting end-users from fraud.*

**Brussels – 9 September 2025** – Claro CENAM, one of the largest telecommunications brands operating across Latin America and a subsidiary of América Móvil, has signed a major deal with Proximus Global, a leading digital communications company, to support the monetization and security of its application-to-person (A2P) messaging services across the region. The agreement will use Proximus Global's 365squared technology.

The A2P messaging market in Latin America is [expected to reach](#) a projected revenue of 5 billion USD by 2030. This rapid growth also makes it an attractive target for bad actors attempting to exploit its scale and legitimacy. Fraudsters attempt to mimic A2P traffic to deliver spam, launch smishing campaigns, or generate scams and trigger Artificially Inflated Traffic (AIT). That's why mobile network operators must stay vigilant and secure their networks to protect the trust and effectiveness of A2P as a reliable messaging channel.

By partnering with Proximus Global – as the gateway for these messages, combining the global scale and breadth of services of BICS, Telesign, and Route Mobile – Claro CENAM is building a safer and more equitable A2P ecosystem. This approach protects operators, brands and end users, while ensuring that businesses using legitimate SMS routes are no longer disadvantaged by unauthorized practices. This partnership safeguards customer experience, preserves network value, and ensures messages are delivered reliably, securely, and with the quality customers expect.

Ben Vandermeulen, Chief Revenue Officer, Proximus Global adds: *"We are thrilled to support Claro CENAM, not only as a leading force in LATAM, but as a champion of safeguarding customers and the communications ecosystem as a whole. Claro CENAM sets the standard by prioritizing the protection of end users and the network—making it a core mission, not an afterthought. This aligns perfectly with what Proximus Global brings to the table: a powerful combination of global scale, competitive services, and built-in value-adds like world-class security and revenue protection."*

Tonio Ellul, CEO, 365squared added: *"Protecting operator revenue is at the core of what we do. With Claro CENAM, we're proud to bring our advanced A2P firewall and analytics technology to the table – ensuring that every message is legitimate, every route secure, and every opportunity to monetize legitimate traffic is taken."*

### **About Proximus Global**

Proximus Global, combining the strengths of Telesign, BICS, and Route Mobile, is transforming the future of communications and digital identity. Together, our solutions fuel innovation across the world's largest companies and emerging brands. Our unrivalled global reach empowers businesses to create engaging experiences with built-in fraud protection across the entire customer lifecycle. Our comprehensive suite of solutions – from our super network for voice, messaging, and data, to 5G and IoT; and from verification and intelligence to CPaaS for personalized omnichannel engagement – enables businesses and communities to thrive. Reaching over 5 billion subscribers, securing more than 180 billion transactions.

For more information visit <https://www.proximusglobal.com>

### **About América Móvil**

América Móvil is the leading provider of integrated telecommunications services in Latin America. Through the development of a world-class integrated telecommunications platform, we offer our customers a portfolio of value added services and enhanced communications solutions, in 23 countries across the Americas and Europe. At March 31, 2025, the company had 402.1 million access lines, including 323.9 million wireless subscribers and 78,202 thousand fixed-line and other accesses (RGUs).

For more information visit [www.americamovil.com](http://www.americamovil.com)