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**ZOO DIGITAL GROUP PLC**  
**("ZOO", the "Group" or the "Company")**

**ZOO Digital expands operations in India with launch of Chennai facility**

ZOO Digital Group plc (AIM: ZOO), the leading provider of end-to-end cloud-based localisation and media services to the global entertainment industry, today announces the expansion of its operations in India with the launch of its new production facility in Chennai.

The launch of a second multi-purpose facility in India, alongside Mumbai, is a strategic move to support the production of dubbing and other media localisation services in regional languages. The facility will harness the rich pool of local talent to create authentic localised content, helping to address the increasing global demand for high-quality South Indian language content and distribution of non-South Indian titles in India.

This expansion follows a successful first full year for ZOO India since its integration to the Group in March 2022. It also highlights ZOO's commitment to meeting the evolving market needs of its entertainment industry clients, recognising the significant growth potential of the region with OTT revenue in India predicted to grow to approximately \$4.5bn by 2026.

**Stuart Green, CEO of ZOO Digital, said:**

*"The establishment of our new facility in Chennai marks a significant milestone for ZOO Digital's operations in India. We are proud of the success of ZOO India to date, which reflects the importance of the region to all global streaming services and the expertise of our talented team. This second facility will scale up capacity to more than double ZOO India's revenues in FY24, while catering to the region's wide array of languages and the diverse post-production needs of our clients."*

**Rajiv Raghunathan, Managing Director, India, said:**

*"India plays a crucial role in the global media landscape, boasting rich linguistic diversity and a vibrant entertainment industry. As a leading localisation services provider, ZOO Digital recognises the immense potential of the South Indian market and is committed to supporting content creators in reaching these growing international audiences. Our new facility in Chennai further solidifies our presence in India, enabling us to deliver leading localisation services and unlock new revenue streams for globalised content."*

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**About ZOO Digital Group plc:**

ZOO Digital supports major Hollywood studios and streaming services to globalise their content and reach audiences everywhere, by providing leading, technology-enabled localisation and media services.

Founded in 2001, ZOO Digital operates from hubs in Los Angeles, London, Dubai, Turkey, South Korea, India and Denmark with a development and production centre in Sheffield, UK.

The Group provides media services through its platforms that include: ZOOsubs, ZOOdubs and ZOOstudio. Its full-service proposition delivers the end-to-end services required to prepare both original and catalogue content for digital distribution; these services include dubbing, subtitling & captioning, metadata creation & localisation, mastering, artwork localisation and media processing. Alongside this offering, ZOO also provides its customers with management platforms and strategic solutions to support their own internal globalisation operations.

ZOO is a go-to service partner for media businesses looking to globalise their content across different territories, languages and distribution platforms. Using its innovative technology-enabled approach, ZOO helps its customers to reduce time to market, lower costs and deliver high quality products to their global audiences. The business has

frameworks in place with all major Hollywood studios and streaming services. Its customers include Disney, NBCUniversal, HBO and Paramount Global.

ZOO's competitive advantage arises from three interlinking factors - the leading role it has played in the digital transformation of its sector; the world class proprietary platforms that it develops to enable this transformation; and the global supply chain of thousands of freelancers, working collaboratively in ZOO's platforms, which delivers services that scale easily to meet demand. These factors combine to make ZOO uniquely placed to capitalise on new market opportunities in a fast-paced and constantly evolving industry.

[www.zoodigital.com](http://www.zoodigital.com)

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