September 30, 2025

To,

National Stock Exchange of India Limited	**BSE Limited**
(NSE: RATEGAIN)	(BSE: 543417)

Sub: Press Release on "RateGain to Acquire Sojern, Strengthening AI-Led Capabilities in Hospitality Tech"

Dear Sir / Ma'am,

In accordance with Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed the press release on "*RateGain to Acquire Sojern, Strengthening AI-Led Capabilities in Hospitality Tech.*"

Please take the above information on record.

Thanking you.

Yours faithfully,
For RateGain Travel Technologies Limited

Mukesh Kumar
Digitally signed by Mukesh Kumar
Date: 2025.09.30 22:23:42 +05'30'

Mukesh Kumar
General Counsel,
Company Secretary & Compliance Officer
Membership No.: A17925

RateGain to Acquire Sojern, Strengthening AI-Led Capabilities in Hospitality Tech

India, 30th September 2025: RateGain Travel Technologies Limited, a global provider of AI-powered SaaS solutions for travel and hospitality, today announced, through its wholly owned subsidiary, RateGain Technologies Limited, UK, that it has entered into a definitive agreement to acquire Sojern Inc., a leading AI-led MarTech company focused on the hospitality sector. This acquisition underscores RateGain's AI-first strategy and strengthens its unified vision of building a platform that helps hotels to acquire guests, engage & retain them during their stay, and expand wallet share with them.

Founded in 2007 and headquartered in the USA, Sojern serves over 13,000+ hospitality and travel customers worldwide. The company has developed deep expertise in Martech with strong adoption across properties, destinations, attractions, and corporates. By combining Sojern's demand-generation capabilities with RateGain's existing distribution, analytics, and revenue optimization solutions, RateGain will be able to provide hospitality players with a broader set of complementary tools to compete in a complex, fast-changing travel environment. The addition of Sojern will also help RateGain expand its ability to serve both large hospitality clients and the fast-growing SMB hotel segment, enabling hotels of all sizes to access advanced AI-powered solutions. Customers can expect improved efficiency, and new opportunities to enhance guest experience.

In CY2024, Sojern generated $172.2 million in gross revenue. Under the terms of the agreement, the transaction is valued at $250 million. This will be funded by a mix of RateGain's internal cash reserves and debt.

Bhanu Chopra, Founder and Chairman, RateGain, said, "This acquisition is another important step in advancing RateGain's AI-first mission. Sojern's proven financial performance and expertise in MarTech complement our unified vision of embedding AI across every workflow in hospitality, from guest acquisition to retention and wallet share expansion. Just as important, both organizations share a culture of customer orientation, innovation and agility. Together, we can help hospitality businesses make smarter decisions, adapt faster to changing guest behaviors, and create seamless experiences throughout the guest journey, while building a thriving workplace for our teams."

Mark Rabe, Chief Executive Officer, Sojern, added, "Joining RateGain represents a natural next step for Sojern as it will allow us to continue executing on what we set out to do: Empower travel marketers to acquire and retain customers cost efficiently, at scale. We share not only a common vision of using AI and data to transform the travel ecosystem, but also a culture that values people and accountability. By combining our product, people and financial strengths, we plan to accelerate growth by delivering even greater value to our travel partners globally."

The transaction remains subject to customary closing conditions and regulatory approvals.

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About Sojern

Sojern is a marketing platform built for hospitality, designed to boost growth and profitability for the travel industry. The Sojern marketing platform is a set of easy-to-use software and services that delivers unrivaled traveler insight, intelligent audiences, multichannel activation and optimization, and a connected guest experience—all in one place. More than 13,000 travel marketers rely on our platform annually to find, attract, convert and engage travelers. Founded in 2007, Sojern is headquartered in San Francisco, California with teams in the Americas, Europe, Middle East and Africa, and Asia Pacific.

About RateGain
RateGain Technologies Limited is a global provider of AI-powered SaaS solutions for travel and hospitality that works with 3,200+ customers and 700+ partners in 100+ countries, helping them accelerate revenue generation through acquisition, retention, and wallet share expansion.

RateGain today is one of the world's largest processors of electronic transactions, price points, and travel intent data—helping revenue management, distribution, and marketing teams across hotels, airlines, car rentals, cruise lines, and OTAs drive better outcomes. Founded in 2004 and headquartered in India, RateGain works with 26 of the Top 30 Hotel Chains, 25 of the Top 30 Online Travel Agents, 3 of the Top 4 Airlines, and all the top car rentals, including 15 Global Fortune 500 companies, unlocking new revenue every day. For more information, please visit www.rategain.com.