

March 03, 2026

To,  
National Stock Exchange of India Limited  
(NSE: RATEGAIN)

BSE Limited  
(BSE: 543417)

**Sub: Press Release on “RateGain Consolidates MarTech Capabilities Under Sojern, Creating the World’s Largest Source of Travel Intent Data”**

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 Consolidates MarTech Capabilities Under Sojern, Creating the World’s Largest Source of Travel Intent Data*”

Please take the above information on record.

Thanking you.

Yours faithfully,  
**For RateGain Travel Technologies Limited**

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

## RateGain Consolidates MarTech Capabilities Under Sojern, Creating the World's Largest Source of Travel Intent Data

**India, 3<sup>rd</sup> March, 2026: RateGain Travel Technologies Limited (NSE: RATEGAIN), a global leader of AI-powered SaaS solutions for the travel and hospitality industry,** today announced the strategic unification of Adara and Sojern into a single global entity operating under the Sojern brand, creating the world's largest and most comprehensive source of travel intent data.

By combining products, talent and data assets under a single brand, the unified platform will deliver predictive traveler insights and multichannel engagement at global scale. This deliberate alignment brings together complementary strengths while preserving the expertise and customer value each organization has built, deepening product depth and data moats to reinforce differentiation in the global travel technology landscape.

**Bhanu Chopra, Founder and Managing Director, RateGain, said,** "Our mission is to simplify growth for travel brands by unlocking the full potential of integrated data. Adara joining Sojern under one roof, represents a defining step in that journey. We are creating a platform that combines deep travel-intent intelligence with global media activation and performance capabilities, delivering a unified growth engine designed to set new benchmarks for the industry."

"We're proud to have Adara join our ranks, and even further increase our capability to deliver on the demands of the rapidly evolving travel marketing industry," said **Mark Rabe, CEO of Sojern.** "By uniting our people, data, and technology under the Sojern brand, we are creating an undeniable powerhouse that connects marketing, distribution, and revenue decisions. This alignment allows us to focus on what matters most: helping our customers navigate a complex travel landscape and capture every opportunity for growth."

Sojern will retain the Adara workforce under newly organized leadership. These changes are part of a multi-stage, strategic alignment being undertaken as RateGain creates the industry's most comprehensive AI-powered growth platform, purpose-built to help hospitality and travel companies maximize direct bookings.

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### About RateGain

RateGain Travel Technologies Limited is a global provider of AI-powered SaaS solutions for travel and hospitality, working with 13,000+ customers and 700+ partners across 160+ countries. RateGain helps travel and hospitality businesses accelerate revenue generation through acquisition, retention, and wallet share expansion.

Today, RateGain is one of the world's largest processors of electronic transactions, price points, and travel intent data, enabling revenue management, distribution, and marketing teams across hotels, airlines, destination marketing organizations, online travel agents, metasearch companies, package providers, car rentals, travel management companies, cruises, and ferries to drive better business outcomes.

Founded in 2004 and headquartered in India, RateGain works with 33 of the Top 40 Hotel Chains, 4 of the Top 5 Airlines, 7 of the Top 10 Car Rental companies, and all leading DMOs, OTAs, and metasearch platforms, including 25 Global Fortune 500 companies, unlocking new revenue every day.

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