

August 28, 2025

To,

National Stock Exchange of India Limited
(NSE: RATEGAIN)

BSE Limited
(BSE: 543417)

Sub: Press Release on “RateGain and Profitroom Announce Strategic Partnership to Strengthen MEA Hotels’ Distribution Capabilities”

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 and Profitroom Announce Strategic Partnership to Strengthen MEA Hotels’ Distribution Capabilities*”

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®

RateGain and Profitroom Announce Strategic Partnership to Strengthen Distribution Capabilities for hotels in Middle East and Africa

Noida, 28th August 2025: RateGain Travel Technologies Limited (RateGain), a global provider of AI-powered SaaS solutions for the travel and hospitality industry, today announced a strategic partnership with Profitroom, an award-winning hospitality technology provider, to help hotels in the Middle East and Africa expand their reach and optimize distribution through seamless channel connectivity.

With APMEA being a key growth market for RateGain, driven by rapid digital adoption and evolving travel trends, this collaboration reinforces the company's focus on expanding its footprint, strengthening partnerships, and delivering AI-powered solutions that enable customers to maximize revenue and enhance distribution.

Profitroom's hotel technology will integrate with RateGain's industry-leading channel manager, giving hoteliers real-time connectivity to 400+ demand partners worldwide and the ability to maintain accurate rates and availability across all platforms. This unified setup not only reduces the risk of overbookings but also connects booking, distribution, pricing, marketing, and guest engagement into a single commercial ecosystem. Hoteliers will be able to capture demand across the full booking journey from discovery to conversion to loyalty while leveraging automation to minimize manual work, respond faster to market changes, and ultimately increase profitability.

"We're confident that our partnership with RateGain is a perfect fit for hoteliers in the Middle East and Africa," said **Zineb Belyasmine, Regional Director, Profitroom**. "RateGain's innovations like Smart ARI, which eliminates update delays and ensures rate accuracy, will equip our customers with smarter technology, deeper insights, and more connected solutions to drive direct bookings, boost profitability, and streamline operations. This collaboration ensures that hotels get exactly what they need: greater reach, stronger control, and more time to focus on delivering standout guest experiences."

"At a time when hotels are navigating intense competition for travelers, the ability to connect seamlessly to a wider network while managing operations in one place is a game changer," said **Anurag Jain, Executive Vice President - Revenue (APMEA), RateGain**. "Our partnership with Profitroom gives hoteliers in the Middle East and Africa the tools to not only reach more guests, but also to optimize every step of the booking journey, driving revenue, improving efficiency, and building stronger guest relationships."

About Profitroom

Profitroom is a leading provider of hospitality technology, specializing in high-converting booking engines, CRM tools, and marketing automation designed to increase direct bookings and guest loyalty. Serving thousands of properties worldwide, Profitroom combines innovative software with expert support to help hotels reduce OTA dependency, improve profitability, and deliver exceptional guest experiences.

About RateGain

RateGain Travel 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 is one of the world's largest processors of electronic transactions and price points, supporting revenue management, distribution, and marketing teams across hotels, airlines, meta-search companies, package providers, car rentals, travel management companies, cruises, and ferries. 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. For more information, please visit www.rategain.com.

Media Contact:

Aastha Khurana, Director- Corporate Communication
media@rategain.com

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