



PRIME FOCUS
L I M I T E D

January 02, 2026

To,
National Stock Exchange of India Limited
Listing Department,
Exchange Plaza, Bandra Kurla Complex,
Bandra East,
Mumbai - 400 051
Fax Nos.: 26598237/ 26598238

To,
BSE Limited
Listing Department,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001
Fax Nos.: 22723121/2037/2039

Dear Sir/ Madam,

Ref.: Scrip Code: BSE: 532748/ NSE: PFOCUS

Sub.: Disclosure under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended

Pursuant to the provisions of Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended (“**LODR Regulations**”), we would like to inform you that the Board of Directors (“**the Board**”) of the Company vide its circular resolution approved on Friday, January 02, 2026, pursuant to recommendation of the Nomination and Remuneration Committee, considered and approved appointment of Mr. Björgólfur Thor Björgólfsson (DIN: 11452424) as an Additional Non-Executive Director of the Company, not liable to retire by rotation, with effect from January 02, 2026.

The relevant details regarding appointment as per Regulation 30 of the LODR Regulations read with Para A of Part A of Schedule III of the LODR Regulations and SEBI Master Circular bearing reference number SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024, are enclosed herewith as **Annexure**.

This information is also being uploaded on the website of the Company at <https://www.primefocus.com>.

Kindly take the above on your record and acknowledge receipt of the same.

Thanking You.

For Prime Focus Limited

Parina Shah
Company Secretary & Compliance Officer
Encl.: a/a



Annexure

The relevant details regarding appointments as per Regulation 30 of the LODR Regulations read with Para A of Part A of Schedule III of the LODR Regulations and SEBI Master Circular SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024

Sr. No.	Particulars	Details
1	Reason for Change viz. appointment, re-appointment, resignation, removal, death or otherwise;	Appointment of Mr. Björgólfur Thor Björgólfsson (DIN: 11452424) as an Additional Non-Executive Director w.e.f. January 02, 2026.
2	Date of appointment/ re-appointment/ cessation & term of appointment/ re-appointment;	Date of Appointment: January 02, 2026 Term of Appointment: Not liable to retire by rotation, subject to approval of members of the Company, as per the regulatory requirements.
3	Brief Profile (in case of appointment);	Mr. Björgólfur Thor Björgólfsson, Iceland's first billionaire and a self-described "adventure capitalist," is a renowned entrepreneur and investor with a track record of successfully navigating frontier markets since the early 1990s. Over the past three decades, he has built a diverse and dynamic investment portfolio that spans industries from telecommunications and digital innovation to biotechnology, artificial intelligence, and sustainability. Mr. Thor's autobiography, "Billions to Bust—and Back: How I Made, Lost, and Rebuilt a Fortune, And What I Learned on the Way", first published in 2014, offers an introspective look at his remarkable journey with the second print and updated version released in December 2025. He was also honoured in the first cohort of the World Economic Forum's Young Global Leaders at DAVOS.



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4	Disclosure of relationships between directors (in case of appointment of a director).	None of the Directors of the Company are inter-se related to Mr. Björgólfur Thor Björgólfsson.
5	Information as required under BSE circular number LIST/COM/14/2018-19 and NSE circular no. NSE/CML/2018/24 dated June 20, 2018.	Mr. Björgólfur Thor Björgólfsson is not debarred from holding the office of Director pursuant to any SEBI order or order of any other such authority.