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infrastructure solutions provider to becoming an integrated technology partner, delivering end-to-end capabilities that support the Edge-to-AI digital transformation journey of our customers.

What has ROX learned about adapting its solutions and delivery model while expanding into international markets?

ROX's expansion into international markets has reinforced an important lesson. While technology may be global, customer expectations, business processes and market dynamics are often shaped by regional realities. Success therefore requires the ability to combine global technology expertise with a strong understanding of regional business requirements.

Our international journey has also strengthened the importance of building strong relationships and collaborating closely with technology partners and customers. By combining on-ground engagement with our broader delivery capabilities, ROX is able to deliver solutions that reflect the unique needs of each customer, backed by specialised expertise and global best practices.

Ultimately, our experience has demonstrated that international growth is not simply about taking the same solutions to new markets. It is about understanding international business environments, adapting to customer needs and delivering

solutions that create meaningful value while drawing on the scale, experience and capabilities of a global technology organisation.

How has becoming an NSE-listed company influenced ROX's governance, growth priorities, and approach to investor confidence?

Becoming an NSE-listed company has been an important milestone in ROX's journey and has further strengthened our commitment to strong corporate governance and responsible business conduct. The transition has sharpened our focus on structured processes, compliance, financial discipline and robust reporting practices across the organisation.

Investor confidence is built through consistent execution, transparent communication and the ability to deliver on our commitments. We therefore remain focused on maintaining high standards of governance, providing timely and meaningful disclosures, and demonstrating clear progress against our strategic priorities.

Ultimately, the listing has reinforced a culture of accountability across ROX. It has strengthened our focus on creating long-term value for all stakeholders including—our customers, employees, partners, shareholders and the broader ecosystem—while building a resilient organisation positioned for sustainable growth. ■

How has ROX evolved its business from IT infrastructure services to AI, automation, and integrated enterprise solutions?

ROX has evolved from a strong foundation in IT infrastructure and enterprise systems integration into a broader digital transformation partner for enterprises. While infrastructure continues to remain an important part of our business, we have progressively expanded our capabilities across cloud, cybersecurity, enterprise applications, intelligent automation, and Artificial Intelligence.

This progress has been driven by the changing needs of our customers. Enterprises today require more than technology products. They need integrated solutions that connect infrastructure, applications, data and business processes. ROX has therefore focused on building capabilities that enable customers to modernise their technology landscape while delivering measurable business outcomes.

This transformation represents a strategic shift from being primarily an