November 19, 2026

NETSOL Technologies expands digital retail footprint as Jim Ellis Automotive Group signs up for Transcend Retail

Jim Ellis Automotive Group's Genesis of Atlanta to connect online and showroom buying experience as Transcend Retail go-live approaches

ENCINO, Calif., Nov. 19, 2026 (GLOBE NEWSWIRE) -- NETSOL Technologies, Inc. (Nasdaq: NTWK), a provider of AI-enabled solutions and services powering OEMs, dealerships and financial institutions to sell, finance and lease assets, today announced that Jim Ellis Automotive Group's Genesis of Atlanta has signed on to implement Transcend Retail, with go-live planned for the near term.

Genesis of Atlanta is operated by Jim Ellis Automotive Group, a family-owned dealer group serving the Atlanta metro area since 1971. Its move to Transcend Retail will bring a connected buying experience to its customers once the platform goes live.

"We selected NETSOL after a detailed evaluation process," said Frank Dickenson, General Manager of Genesis of Atlanta. "Our vision is to eliminate unnecessary paperwork, simplify the transaction and give our customers a seamless experience whether they're shopping online or sitting in our showroom. We believe Transcend Retail and our partnership with NETSOL will help us set a new standard for automotive retail."

"Today's dealers need more than another digital tool," said Najeeb Ghauri, Founder and Chief Executive Officer of NETSOL Technologies, Inc. "They need a connected retail platform that eliminates friction, creates transparency and empowers their teams to deliver a better customer experience. We're pleased to welcome Jim Ellis Automotive Group's Genesis of Atlanta, and we look forward to supporting their team as they bring Transcend Retail to their customers."

Transcend Retail is designed to connect the consumer and dealership throughout the purchasing journey, bringing together online shopping, in-store desking, financing and transaction management within a unified digital platform.

About NETSOL Technologies
NETSOL Technologies delivers state-of-the-art solutions for asset finance, leasing and digital automotive retail, serving automotive and equipment OEMs, dealerships, auto captives and financial institutions across over 30 countries. Since its inception in 1997, NETSOL has been at the cutting edge of technology, pioneering innovations with its asset

finance solutions, and today leverages advanced AI and cloud services to meet the complex needs of the global market. Renowned for its deep industry expertise, customer-centric approach and commitment to excellence, NETSOL fosters strong partnerships with its customers, ensuring their success in an ever-evolving landscape. With a rich history of innovation, ethical business practices and a focus on sustainability, NETSOL is dedicated to empowering businesses worldwide, securing its position as the trusted partner for leading firms around the globe.

Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 regarding the company's products and services, expectations for future operations, and other statements that are not historical facts. These forward-looking statements may be identified by terminology such as "expects," "anticipates," "believes," "intends," "plans," "projects," "targets," and similar expressions. These statements are not guarantees of future performance and are subject to a number of risks, uncertainties, and assumptions that are difficult to predict. Factors that could cause actual results to differ materially include, but are not limited to, the timing of customer go-lives and contract renewals, the rate of adoption of AI-enabled product capabilities, foreign currency volatility, and other factors discussed in NETSOL's most recent Annual Report on Form 10-K and subsequent Quarterly Reports on Form 10-Q filed with the U.S. Securities and Exchange Commission. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date hereof. NETSOL undertakes no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events, or otherwise.

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Source: NETSOL Technologies Inc.