

To

<b>BSE Limited</b> <b>Phiroze Jeejeebhoy Towers,</b> <b>Dalal Street, Mumbai 400 001</b>	<b>National Stock Exchange of India Ltd</b> <b>Exchange Plaza, 5th Floor, Plot No. C-1, G</b> <b>Block, Bandra Kurla Complex, Bandra</b> <b>(East), Mumbai - 400 051</b>
<b>Scrip Code: 542752</b>	<b>Symbol: AFFLE</b>

**Re: Earnings Press Release on the unaudited Consolidated Financial Results of the Company for the third quarter and nine months period ended December 31, 2024**

Dear Sir/ Madam,

In accordance with Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the Earnings Press Release on the unaudited Consolidated Financial Results of the Company for the third quarter and nine months period ended December 31, 2024.

Submitted for your information and records.

Thanking you,

**Yours Faithfully,**  
**For Affle (India) Limited**

**Parmita Choudhury**  
**Company Secretary & Compliance Officer**

## Press Release

### Affle reports robust performance for Q3 & 9M FY2025

**Anuj Khanna Sohum re-appointed as the Chairperson of Affle for next 10 years, in addition to his MD & CEO role**

**Q3 FY2025: Revenue growth of 20.6% y-o-y | EBITDA growth of 35.9% y-o-y**

**9M FY2025: Revenue growth of 24.5% y-o-y | EBITDA growth of 33.3% y-o-y**

**February 8, 2025:** Affle (India) Limited, a consumer intelligence driven global technology company, today announced results for the third quarter and nine months ended December 31, 2024.

#### Consolidated Performance Highlights

##### Q3 FY2025 Highlights (y-o-y):

- Revenue from Operations of Rs. 601.7 crore, an increase of 20.6% y-o-y
- EBITDA at Rs. 131.4 crore, an increase of 35.9% y-o-y
- PAT at Rs. 100.2 crore, an increase of 30.5% y-o-y

##### Q3 FY2025 Highlights (q-o-q):

- Revenue from Operations up by 10.8% q-o-q
- EBITDA up by 15.9% q-o-q
- PAT up by 8.9% q-o-q

##### 9M FY2025 Highlights (y-o-y):

- Revenue from Operations of Rs. 1,664.1 crore, an increase of 24.5% y-o-y
- EBITDA at Rs. 349.2 crore, an increase of 33.3% y-o-y
- PAT at Rs. 278.8 crore, an increase of 32.9% y-o-y

Affle reported robust performance for Q3 FY2025 with a consolidated revenue from operations of Rs. 601.7 crore, an increase of 20.6% y-o-y from a revenue of Rs. 498.7 crore in Q3 last year. EBITDA stood at Rs. 131.4 crore, an increase of 35.9% y-o-y. EBITDA margin was at 21.8% in Q3 FY2025, an increase of 245 basis points on a y-o-y basis. PAT increased by 30.5% y-o-y to Rs. 100.2 crore from Rs. 76.8 crore in Q3 last year. This growth was broad-based coming across India & International markets.

For 9M FY2025, consolidated revenue from operations stood at Rs. 1,664.1 crore, an increase of 24.5% y-o-y. EBITDA was at Rs. 349.2 crore, an increase of 33.3% y-o-y and EBITDA margin stood at 21.0%, an increase of 138 basis points on a y-o-y basis. PAT increased by 32.9% y-o-y to Rs. 278.8 crore.

The CPCU business noted strong momentum delivering 10.3 crore converted users in Q3 FY2025, an increase of 23.3% y-o-y and taking the total converted users delivered in 9M FY2025 to 28.9 crore. The CPCU Revenue stood at Rs. 596.8 crore in Q3 FY2025, an increase of 25.0% y-o-y. The top industry

verticals for the company continued the strong momentum, helping it register a robust growth anchored on the CPCU business model along with an operating margin expansion on both y-o-y and q-o-q basis.

Taking a long-term view of sustainable value creation, Affle's Board of Directors have appointed Anuj Khanna Sohum as the Chairperson of Affle for the next 10 years, in addition to his MD & CEO role. With this strategic development, Affle aims to further augment its culture of tech innovations & entrepreneurial leadership combined with its long range clarity of vision and strategy with deep commitment towards consistent execution. Anuj has a proven track record in this combined role as the Chairperson, MD and CEO and his re-appointment will ensure a cohesive and credible approach towards achieving Affle's long-term growth goals and enhancing its thought leadership position.

In Rs. Crore	Q3 FY2025	Q3 FY2024	Y-o-Y Growth	Q2 FY2025	Q-o-Q Growth	9M FY2025	9M FY2024	Y-o-Y Growth
Revenue	601.7	498.7	20.6%	542.9	10.8%	1,664.1	1,336.6	24.5%
EBITDA	131.4	96.7	35.9%	113.3	15.9%	349.2	262.0	33.3%
<i>% EBITDA Margin</i>	<i>21.8%</i>	<i>19.4%</i>		<i>20.9%</i>		<i>21.0%</i>	<i>19.6%</i>	
Reported PAT	100.2	76.8	30.5%	92.0	8.9%	278.8	209.8	32.9%
<i>% PAT Margin</i>	<i>16.1%</i>	<i>15.1%</i>		<i>16.1%</i>		<i>16.0%</i>	<i>15.4%</i>	

**Commenting on the results, Anuj Khanna Sohum, the Chairperson, MD and CEO of Affle said:**

*“Q3 FY2025 marked a landmark period for Affle, as we surpassed Rs. 600 crore revenue, Rs. 100 crore PAT and over 100 million CPCU conversions for the first time ever in a quarter, with broad-based growth across geographies and industry verticals. Our focused execution on higher productivity, operational efficiency and continuous innovation enabled us to achieve yet another quarter of significant EBITDA growth marking our highest-ever quarterly EBITDA, with robust margin expansion.*

*Despite a formidable global macro environment, we continued to witness accelerated business momentum. As RoAS and ROI take centre-stage in advertisers' strategic planning, our distinct moat in conversions-driven CPCU advertising, positions us at the forefront of delivering consistent, scalable and profitable outcomes for the brands globally.*

*Looking ahead, we are optimistic of the industry trends and future-ready to leverage upon new market opportunities & deliver sustainable growth for all our stakeholders.”*

**About Affle**

Affle is a global technology company with a proprietary consumer intelligence platform that delivers consumer recommendations and conversions through relevant Mobile Advertising. The platform aims to enhance returns on marketing investment through contextual mobile ads and also by reducing digital ad fraud. Through its end-to-end platform capabilities, Affle powers integrated consumer journeys for marketers to drive high ROI, measurable outcome-led advertising and deliver online & offline user

conversions across connected devices. Affle (India) Limited successfully completed its IPO in India in 2019 and trades on the stock exchanges (BSE: 542752 & NSE: AFFLE). Affle Holdings is the Singapore based promoter for Affle (India) Limited, and its investors include Microsoft, Bennett Coleman & Company (BCCL) amongst others.

For more information, visit - [www.affle.com](http://www.affle.com) | contact - [pr@affle.com](mailto:pr@affle.com)