

To

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

Re: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/ Madam,

Pursuant to the abovementioned Regulations, please find enclosed the copy of Press Release titled “Affle awarded the prestigious Data Protection Trustmark Certification by IMDA Singapore.”

Submitted for your information and records.

Thanking you,

Yours Faithfully,
For Affle (India) Limited



Parmita Choudhury
Company Secretary & Compliance Officer

Encl: As above

Affle (India) Limited

Regd. Office | 102, Wellington Business Park-I, Off Andheri Kurla Road, Marol, Andheri (East), Mumbai – 400059

Communication Office | P 659, 6th floor, Tower C, JMD Megapolis, Sohna Road, Sector – 48, Gurgaon:122018

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Press Release

Affle awarded the prestigious Data Protection Trustmark Certification by IMDA Singapore

June 14, 2022: Affle (India) Limited, a consumer intelligence driven global technology company, today announced that its wholly owned Singapore subsidiary Affle International Pte. Ltd. (“Affle”), has been awarded the Data Protection Trustmark (DPTM) Certification for a period of three years by the Infocomm Media Development Authority of Singapore (IMDA). This was a result of stringent evaluation on various aspects of the company by TÜV SÜD PSB, an independent assessment body appointed by IMDA and final approval by IMDA.

The Data Protection Trustmark (DPTM) is a voluntary enterprise-wide certification based on Singapore’s Personal Data Protection Act (PDPA) and international best practices, for organisations to demonstrate accountable data protection practices, validate their data protection regime and comply with the Act. The framework includes reasonable collection, use and disclosure of data, appropriate measures for protection, retention and disposal of data and many more aspects.

Commenting on the development, Anuj Khanna Sohum, the MD and CEO of Affle said “It is a significant validation of our Affle2.0 strategy powered best-in-class processes that go much beyond tech innovation towards the highest levels of data security, business integrity, scalability and sustainability. We at Affle, lay strong emphasis on users' privacy & data protection through every phase of the engagement lifecycle and this certification makes us part of a selective group of companies that made it to the DPTM. It notably enhances our customers' trust, builds greater strategic moat, fosters growth and augments our global market position. We thank IMDA for their continued support.”



Commenting on the development, Charles Yong, Chief Architect and Technology Officer of Affle said “Digital marketing & data technologies globally are undergoing extensive privacy shifts. As more deep technologies emerge, data privacy will be the underpinning factor to thrive in this new environment. We keep the consumers' interest and privacy concerns as central to our innovation and are proud to be featured as a DPTM certified company. We will continue to focus our endeavours on customer-centric technologies that have strategic differentiation and global appeal, while following the highest levels of data security and privacy standards.”



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. Affle powers unique and integrated consumer journeys for marketers to drive high ROI, measurable outcome-led advertising across global connected devices. Some of Affle's leading platforms include - Appnext, Jampp, MAAS, mDMP, mediasmart, mTraction Enterprise, RevX and Vizury.

Affle (India) Limited successfully completed its IPO in India and now 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

For further queries, you may contact - pr@affle.com