

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
Scrp Code: 542752	Symbol: AFFLE

Re: Earnings Press Release on the audited Consolidated Financial Results of the Company for the fourth quarter and financial year ended March 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 audited Consolidated Financial Results of the Company for the fourth quarter and financial year ended March 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 Q4 & 12M FY2024

Q4 FY2024: Revenue growth of 42.3% y-o-y | PAT growth of 40.2% y-o-y

12M FY2024: Revenue growth of 28.5% y-o-y | PAT growth of 21.5% y-o-y

May 24, 2024: Affle (India) Limited, a consumer intelligence driven global technology company, today announced results for the fourth quarter and twelve months ended March 31, 2024.

Consolidated Performance Highlights

Q4 FY2024 Highlights (y-o-y):

- Revenue from Operations of Rs. 506.2 crore, an increase of 42.3% y-o-y
- EBITDA at Rs. 99.0 crore, an increase of 38.2% y-o-y
- PAT at Rs. 87.5 crore, an increase of 40.2% y-o-y

Full-Year Highlights (y-o-y):

- Revenue from Operations of Rs. 1,842.8 crore, an increase of 28.5% y-o-y
- EBITDA at Rs. 361.1 crore, an increase of 23.2% y-o-y
- PAT at Rs. 297.3 crore, an increase of 21.5% y-o-y

Affle reported a robust performance for Q4 FY2024 with a consolidated revenue from operations of Rs. 506.2 crore, an increase of 42.3% y-o-y from revenue of Rs. 355.8 crore in Q4 last year. EBITDA stood at Rs. 99.0 crore, up by 38.2% y-o-y. EBITDA margin was at 19.5% in Q4 FY2024. PAT stood at Rs. 87.5 crore, up by 40.2% y-o-y.

For FY2024, consolidated revenue from operations stood at Rs. 1,842.8 crore, an increase of 28.5% y-o-y. EBITDA was at Rs. 361.1 crore, an increase of 23.2% y-o-y and EBITDA margin stood at 19.6%. PAT increased by 21.5% y-o-y to Rs. 297.3 crore.

The CPCU business noted strong momentum to deliver 8.8 crore converted users in Q4 FY2024, an increase of 41.4% y-o-y and taking the total converted users delivered in FY2024 to 31.3 crore.

The CPCU revenue stood at Rs. 503.8 crore in Q4 FY2024, an increase of 57.4% y-o-y. The top industry verticals for the company continued to show favourable momentum, helping it register a robust growth anchored on the CPCU business model.

In Rs. Crore	Q4 FY2024	Q4 FY2023	Y-o-Y Growth	Q3 FY2024	Q-o-Q Growth	FY2024	FY2023	Y-o-Y Growth
Revenue	506.2	355.8	42.3%	498.7	1.5%	1,842.8	1,434.0	28.5%
EBITDA	99.0	71.6	38.2%	96.7	2.4%	361.1	293.0	23.2%
Profit After Tax	87.5	62.4	40.2%	76.8	13.9%	297.3	244.6	21.5%
% PAT Margin	16.4%	16.7%		15.1%		15.6%	16.4%	

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

“Q4 FY2024 marked a landmark period for Affle, as we achieved record growth on both year-over-year and sequential basis. We achieved our highest quarterly revenue run-rate, highest EBITDA, PAT and consumer conversions till date. This reflects our ongoing commitment to enhance our product capabilities delivering integrated platform solutions and premium propositions, as well as expand our technological prowess particularly in Gen AI, to significantly strengthen our market position.

As we conclude FY2024 on a strong note, our achievements are not just a testament to our resilience, but also a clear indicator of our long-term potential. With over 5X growth in topline and profitability in the last five years powered by our unique ROI-linked CPCU business model, and our continued investments in tech, markets and teams expansion, we are poised to continue our trajectory of robust growth with enhanced profitability.

We remain dedicated to delivering sustainable value creation for all stakeholders. We are excited about harnessing next-gen technologies to shape the future of digital advertising in a hyper-connected world, as we enter FY2025 with great optimism.”

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 | contact - pr@affle.com