

To

<p>BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai 400 001</p> <p>Scrip Code: 542752</p>	<p>National Stock Exchange of India Ltd Exchange Plaza, 5th Floor, Plot No. C-1, G Block, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051</p> <p>Symbol: AFFLE</p>
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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 to acquire Jampp, a leading global programmatic marketing company.”

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

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Press Release

Affle to acquire Jampp, a leading global programmatic marketing company

09 June 2021: Affle (India) Limited through its subsidiaries (“Affle”), today announced that it has approved 100% acquisition of Jampp, a leading programmatic mobile marketing company. Jampp is a global platform that started in 2013 in Latin America (LATAM) and its largest teams continue to be based there.

Jampp’s programmatic mobile advertising platform is used by leading app marketers to acquire new users and also to drive repeat usage and transactions with existing users. The company’s deep focus on leveraging unique contextual and behavioural signals to deliver in-app engagements has helped it to drive incremental growth for top marketers in North America, LATAM, APAC and many other markets.

Commenting on this development, **Anuj Khanna Sohum, the Chairman, MD and CEO at Affle** said “We are excited to announce this acquisition and welcome the Jampp team on-board. We see a lot of complementary strengths for our platforms and are confident that by leveraging these, we will strengthen our CPCU business and deliver greater scale and ROI to our customers. We also see a lot of synergies in the market focus for Affle and Jampp, and believe that this acquisition will allow us to scale our business in fast-growing markets like the US and LATAM. The entrepreneurial and collaborative culture at Jampp will blend in well with Affle and enable us to deliver consistently to our strategy and vision”



Talking about it, **Diego Meller, Co-CEO & Co-Founder of Jampp** commented “We are thrilled to join forces with Affle and see this as a transformative milestone for our Company. Over the years, Jampp has emerged to be one of the successful adtech stories and ranked amongst the leading platforms in the region by Appsflyer, Kochava, Singular and more. This deal will strategically strengthen our technology, accelerate growth and position us to achieve a greater global scale. I would like to thank our team, customers and partners for their continued support and look forward to our long-term collaboration together with Affle, driving fast-paced innovation in this ecosystem.”



This announcement comes together with Affle entering into definitive agreements to increase its strategic ownership in Bobble AI (Talent Unlimited Online Services Private Limited) to 17.72%, as on date.

About Affle

Affle is a global technology company with a proprietary consumer intelligence platform that delivers consumer engagements, acquisitions and transactions through relevant Mobile Advertising. The platform aims to enhance returns on marketing investment through contextual mobile ads and also by reducing digital ad fraud. While Affle's Consumer platform is used by online & offline companies for measurable mobile advertising, its Enterprise platform helps offline companies to go online through platform-based app development, enablement of O2O commerce and through its customer data platform.

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, D2C (An NTT DoCoMo, Dentsu & NTT Advertising JV), Itochu, Bennett Coleman & Company (BCCL) amongst others.

For more information visit www.affle.com

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

About Jampp

Jampp is the programmatic mobile advertising platform of choice for many of the fastest-growing mobile companies worldwide. Jampp leverages machine learning to drive incremental growth for its customers, whether that means looking to grow their user base or increase purchases after users install their app.

Started in 2013 in Argentina, Jampp is today one of the leading adtech companies with global business and teams across US, Argentina, Brazil and Singapore.

For more information, visit <https://jampp.com>