

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

Dear Sir/Madam,

Sub: Disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“SEBI Listing Regulations”)

This is to inform that the Company has been granted a patent in India, which was filed previously. This enhances the overall granted IP portfolio of the Company.

The patent subject area is “Method and system for distribution of advertisement fraud data to third parties”.

This patent is related to the field of optimizing advertising outcomes based on a data-sharing platform that analyzes and correlates the advertising-related application data, publisher data and the fraud data to generate reports in a pre-defined interval of time.

This patent grant in India comes soon after the Company was granted a US patent related to the monitoring and integration of one or more intelligent conversational agents, announced on May 2, 2024.

This is our 9th patent grant out of a total IP portfolio of 36 Patents and is one of the multiple patents filed by Affle in the areas of mobile advertising. This grant fortifies our previously granted IPs that directly or indirectly enhance the quality of conversions-driven marketing for advertisers.

Submitted for your information and records.

Thanking You,

Yours Faithfully,
For Affle (India) Limited

Parmita Choudhury
Company Secretary & Compliance Officer