

AIL/SE/2023-24/01

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: Presentation made on May 25, 2023

Dear Sir/ Madam,

This is further to our letter dated May 23, 2023, whereby we had informed about an in-person group investor meeting hosted by Ambit Capital on May 25, 2023 in Mumbai.

In this respect, please find enclosed the Presentation made by the Company at the meeting, which is also available at our website www.affle.com.

Submitted for your information and records.

Thanking you,

Yours Faithfully,
For Affle (India) Limited

Parmita Choudhury
Company Secretary & Compliance Officer



Affle (India) Limited

FY2024 Growth Strategy Update

May 25, 2023

Consumer Intelligence Driven Global Technology Company

Affle Growth Strategy Plan | FY2024

- 1** Reorganized developed market teams to upsell & cross-sell all our platform use cases on CPCU model with Affle CEO directly leading these business units
- 2** Realigned strategic partnerships with deeper lock-ins for multi-year growth, having large contracts with select supply-side partners, OEMs & Operators
- 3** Introduced CPCU use cases on our CTV with household sync capabilities to strengthen our moat as the only CPCU model-based CTV platform
- 4** Rolled out Apple's App Store related multiple touchpoints, providing advertisers with ROI driven use cases on iOS SKAN & Apple App Store
- 5** Recalibrated our inorganic growth plan for our customers to leverage all use cases of our CPCU business across high-growth emerging verticals globally

The logo for Affle, featuring the word "affle" in a white, lowercase, sans-serif font. Above the letter "l" are three curved orange lines that resemble a Wi-Fi signal icon.

affle

Affle to acquire YouAppi, a global gaming focused
programmatic mobile app marketing platform

The logo for YouAppi, consisting of the word "YOU" in a light blue, uppercase, sans-serif font, followed by a dot and the word "APPI" in a bold, black, uppercase, sans-serif font. The "APPI" is contained within a rounded rectangular box with a blue-to-purple-to-pink gradient.

YOU • APPI

an affle  company

Affle | Inorganic Growth Execution

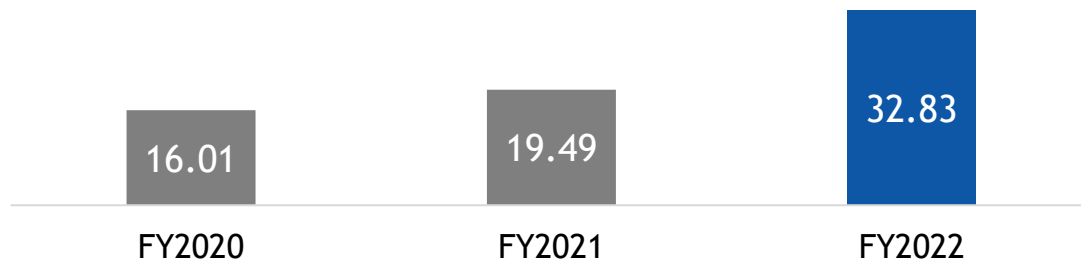
Transaction Details

- ✓ Acquirer: Affle International Pte. Ltd., a wholly-owned Singapore subsidiary
- ✓ 100% ownership of YouAppi Inc., USA (“YouAppi”)
- ✓ Total consideration of USD 45 million
- ✓ Upfront cash consideration of USD 35.44 million
- ✓ Contingent consideration of USD 9.56 million

YouAppi - At a Glance

- ✓ YouAppi is a global gaming focused programmatic mobile app marketing platform
- ✓ Founded in 2011
- ✓ Strong ground presence with teams based out of USA, Israel and Japan
- ✓ Operates across EMEA, North America & APAC
- ✓ Deploys AI & ML-powered technology with audience segmentation & real-time results optimization

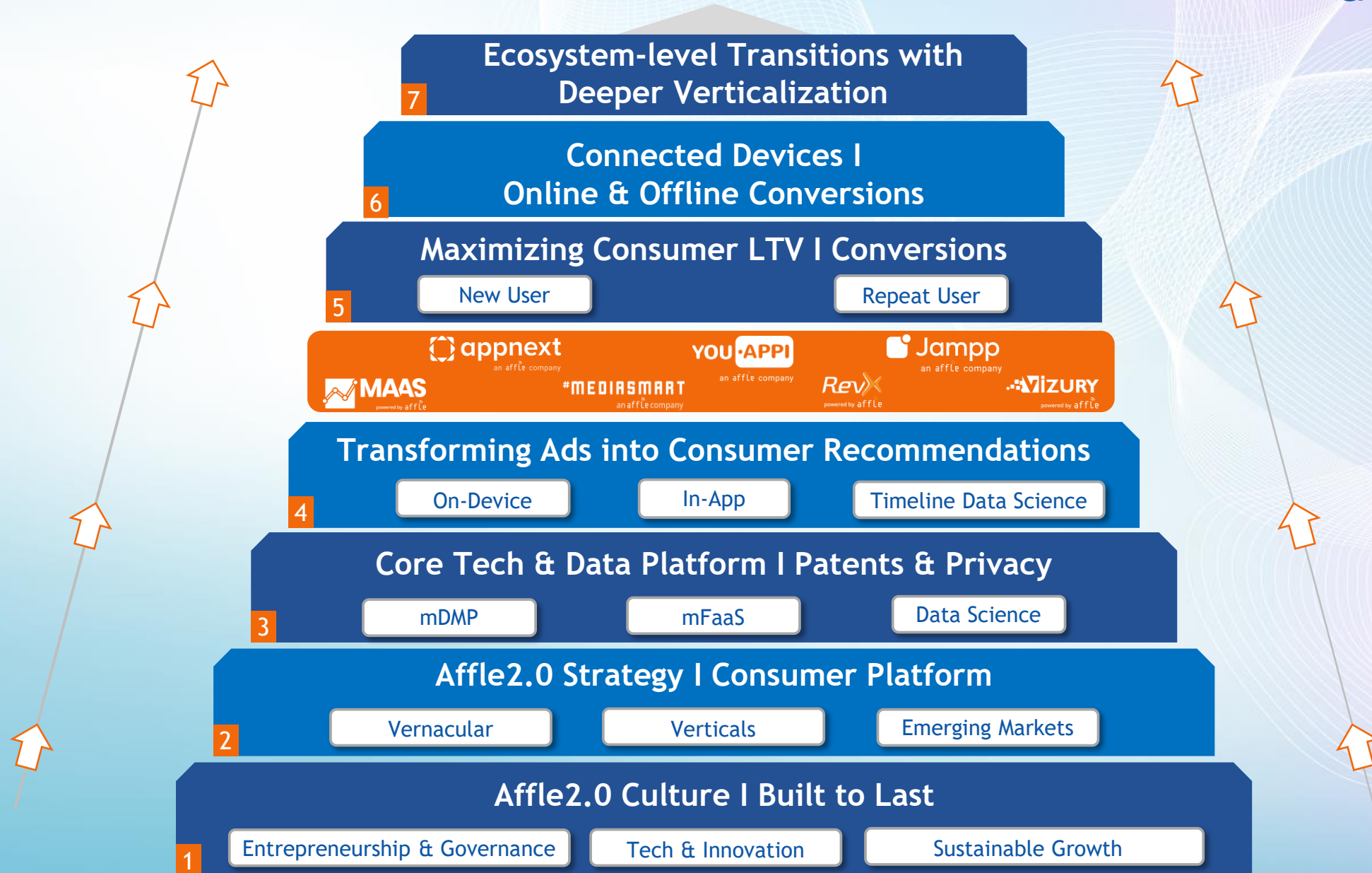
YouAppi Revenue (USD mn)



YouAppi PAT (USD mn)

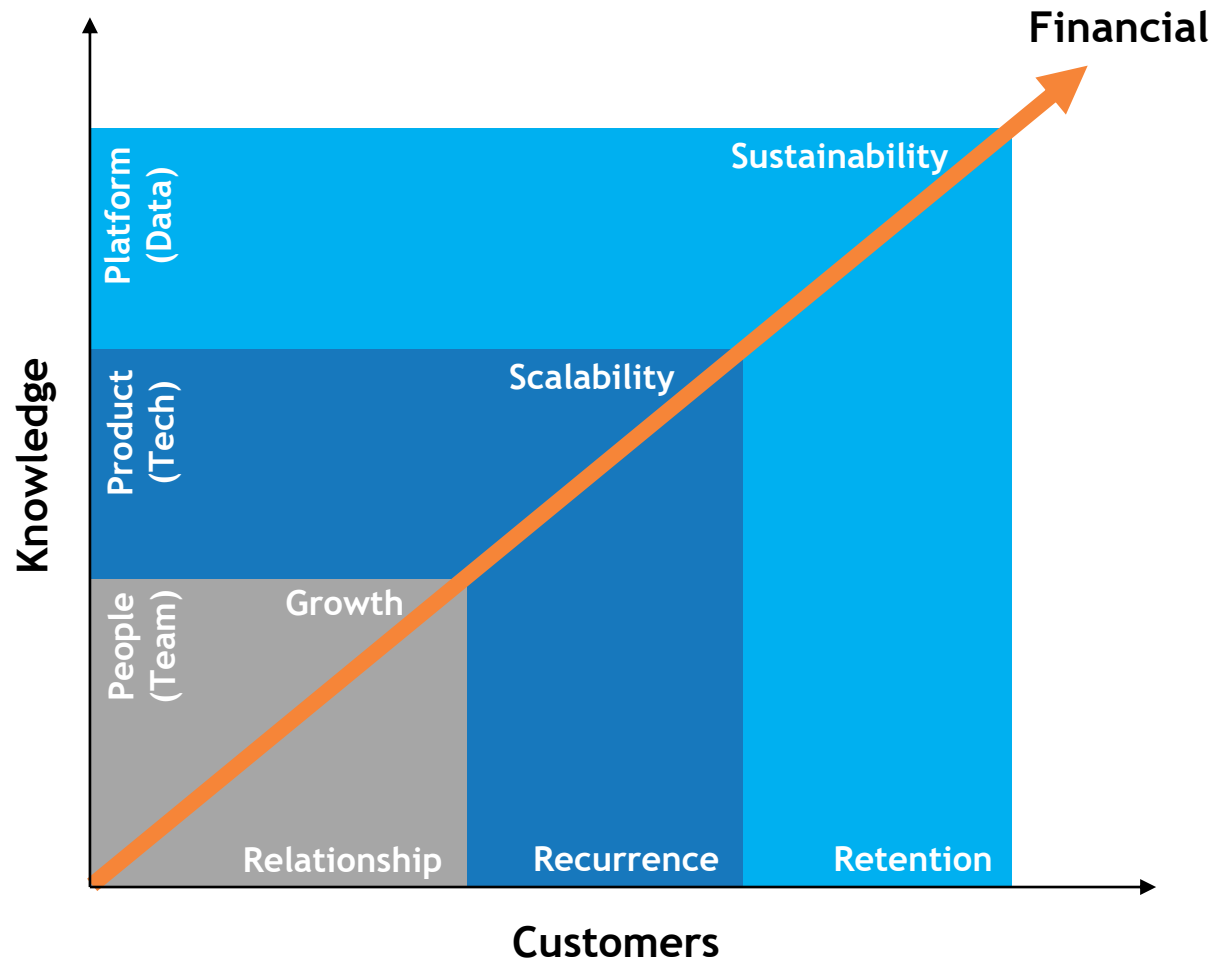


Affle2.0 Consumer Platform Stack



YouAppi fits all our criteria of inorganic growth plan

Key Capability Attributes



Strategic Vision

2019 RHP Quote: “There are over 100 companies around the world that offer one or more components of the digital advertising technology. Only a few companies/groups operate internationally, such as us, InMobi, Criteo, Trade Desk, Freakout, Mobvista and **YouAppi**, among others, thereby providing us with opportunities for consolidation”.

2021 QIP Quote: “Our verticalisation focus enables deeper insights across industry verticals leading to greater ROI impact for our advertisers. We are focused on **increasing our revenue in high growth industry verticals**. in particular, companies in the Category EFGH industries”.



Affle + YouAppi | Value Accretive Proposition

Acquisition Rationale

Aligns to Affle2.0 global growth strategy of verticalizing our platforms to enable our customers leverage all use cases of CPCU business in the gaming vertical

Platform Synergies

Full-funnel user engagement on CPCU model on both iOS & Android for leading game developers globally

Deeper Client Penetration

Penetrate and grow into high-growth customer accounts by upselling all Affle propositions and build greater recurrence with integrated technology and data

Financial Fundamentals

Strategic focus on inorganic margin expansion and greater profitability

FY2024 Accretion

~ USD 178.2 mn
Affle FY23 Revenue

+

20%-25%
Organic Growth (y-o-y)

+

YouAppi
Business consolidation

~ USD 36.4 mn (20.4%)
Affle FY23 EBITDA & Margin



With Incremental margin expansion

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