



AIL/2020-21/07

January 26, 2021

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

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

Dear Sir/ Madam,

This is to inform you that the subsidiary and step-down subsidiary of the Company has entered into transactions as mentioned below:

Transaction 1

The Company, through its wholly-owned step down subsidiary Affle MEA FZ-LLC (“AMEA”) (subsidiary of Affle International Pte. Ltd.) has entered into a definitive Business Transfer Agreement to acquire the Business Assets of Discover Tech Limited (registered in Israel). As part of the deal, Business Assets including the technology platform, brand name, intellectual property rights, business relationships and technical information of Discover Tech Limited will be acquired by AMEA (“Business Transfer”).

The details of the transaction are given as under:

S. No.	Particulars	Details
1.	Name of the Seller.	Discover Tech Limited (“Discover Tech”) 94 Yigal Alon St., Tel Aviv, Israel 6789139
2.	Whether the Business Transfer would fall within related party transaction(s) and whether the promoter/promoter group/group companies have any interest in the Business Transfer? If yes, nature of interest and details thereof and whether the same is done at “arm’s length”	It is not a related party as on the date of entering into the agreement. Promoters of the Company have no interest in the said Business Transfer. The transaction has been done at Arms' Length Basis.

Affle (India) Limited

Regd. Office | 102, Wellington Business Park-I, Off Andheri Kurla Road, Marol, Andheri (East), Mumbai – 400059
Communication Office | P 601-612, 6th floor, Tower C, JMD Megapolis, Sohna Road, Sector – 48, Gurgaon – 122018
(P) 0124-4992914 (W) www.affle.com CIN: L65990MH1994PLC080451

3.	Objects and effects of Business Transfer	<p>This Investment is strategic for Affle’s consumer platform business.</p> <p>It is an Out of Box Experience (OOBE) technology platform offering a major consumer touchpoint in the mobile device lifecycle for Dynamic app discovery and recommendation at initial boot or reset of the device during its lifetime through its platform integrations with Original Equipment Manufacturers (OEMs) and Mobile Network Operators (MNOs).</p> <p>It fortifies Affle’s vernacular on-device consumer experiences and strengthens the ecosystem connect with advertisers, OEMs and MNOs across India, global emerging markets in general and Africa in particular.</p>
4.	Brief details of any governmental or regulatory approvals required for the acquisition	Not Applicable
5.	Indicative time period for completion of Business Transfer	90 days
6.	Nature of Consideration- whether cash consideration or share swap and details of the same.	Cash Consideration
7.	Cost of Business Transfer.	Fixed Consideration for Business Transfer is USD 1.15 million and maximum Success Fee (Incremental contingent consideration) is USD 3.37 million to be paid over a period of maximum 4 years.
8.	Brief background about the Business Transfer in terms of products / line of business acquired.	Discover Tech is an Out of Box Experience (OOBE) mobile device marketing platform providing a major consumer touchpoint in the mobile device lifecycle through Initial Device Customization (dynamic app discovery and recommendation at initial boot or reset of a device, welcome wizards, etc.) through its platform integrations with Original Equipment Manufacturers (OEMs) and Mobile Network Operators (MNOs).

Affle (India) Limited

Transaction 2

Affle International Pte. Ltd. (AINT), a wholly-owned Singapore subsidiary of the Company has entered into a definitive Share Purchase Agreement to sell its minority investment of 8.0% in OSLabs Pte. Ltd., Singapore (Indus OS) to its Promoter Group Company Affle Global Pte. Ltd. (AGPL Singapore) for a consideration of USD 2.86 million in cash. AINT has also secured an option to purchase the minority investment back from AGPL Singapore at a premium of 5% after 1 year or 10% after 2 years subject to any approvals that may be required.

Submitted for your information and records.

Thanking you,

**Yours Faithfully,
For Affle (India) Limited**

 

**Parmita Choudhury
Company Secretary & Compliance Officer**

Affle (India) Limited

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