

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

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 strengthens its Board with four additional appointments to support its global growth momentum.”

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

Press Release

Affle strengthens its Board with four additional appointments to support its global growth momentum

July 4, 2022: Affle (India) Limited (“Affle”), a consumer intelligence driven global technology company, today announced the appointment of four additional Directors further strengthening its Board structure. The additions are designed to support Affle’s accelerated global growth momentum, provide greater accountability to the senior leadership and reflect upon the company’s commitment to maintain the highest standards of Corporate Governance with enhanced depth of expertise.

The new members welcomed to the Board include an **Independent Director - Lay See Tan** (seasoned finance professional who has served as CFO of public-listed companies on Singapore Stock Exchange, NASDAQ and led hyper growth tech start-ups across various industries); **Executive Director - Vipul Kedia** (one of the earliest team members associated with Affle since 16 years and currently serving as Chief Data & Platforms Officer and Head of MAAS Platform in India); **Non-Executive Director - Noelia Amoedo** (Founder & CEO of mediasmart, now part of the Affle group. She has extensive experience in the mobile, internet & social media, with a proven track record of developing profitable businesses from scratch in international markets) and **Non-Executive Director - Elad Natanson** (CEO of Appnext, now part of the Affle group and has been at the forefront of mobile & internet innovation for more than 20 years evangelizing several companies in the digital sphere).

With this, Affle’s Board will now comprise of 10 Directors led by an Independent Non-Executive Chairman and will include four Women Directors (40% women composition).

Commenting on the appointment, Bijynath, the Non-Executive Chairman and Independent Director of Affle said “I am pleased to welcome new Directors to the Board where their years of invaluable experience, skills and diversity of opinion will help us on our journey ahead. This will further enhance our overall corporate governance, risk management processes & thought leadership enabling holistic organisational development and sustainable value creation for all our stakeholders.”



Commenting on the development, Anuj Khanna Sohum, the MD and CEO of Affle said “These appointments come at a time when we are amidst our accelerated growth trajectory, embarking on several innovations and I am elated to welcome the Directors joining our Board at such a pivotal phase of Affle. The Directors’ unique and entrepreneurial perspective will further augment our strategic differentiation, global market position following the highest levels of transparency and governance.



We look forward to leveraging their scientific and strategic expertise while keenly promoting our Affle2.0 culture of diversity, equity and inclusion across the organisation including at our Board of Directors.”

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. Affle powers unique and integrated consumer journeys for marketers to drive high ROI, measurable outcome-led advertising across global connected devices. Some of Affle's leading platforms include - Appnext, Jampp, MAAS, mDMP, mediasmart, mTraction Enterprise, RevX and Vizury.

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, Bennett Coleman & Company (BCCL) amongst others.

For more information visit www.affle.com

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