Affle 3i Limited

Corporate Presentation

As of June 30, 2026

Consumer Intelligence Driven Global Technology Company

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affle 3i

innovation | impact | intelligence

21+ years
Track record

Global
Reach & opportunity

Performance driven
Business model

Leading
In India

Scalable
Data platforms

Committed
Leadership

High
Growth markets

Positive
Cashflows

Growth driven
Global customer base

Robust
Profitability

Accelerated
Consumer digital adoption

Strategic
Organic & inorganic growth plan

Affle Overview

About Us

- Global technology company enabling AI-led solutions in digital advertising, driving performance across connected devices
- Delivers consumer recommendations and conversions through relevant mobile advertising for leading global brands

ROI-driven CPCU Business Model

Business Credentials

- Affle Consumer Platform Stack powers integrated consumer journeys for marketers to drive high ROI, outcome-led advertising anchored on our CPCU model
- AI/ML deep learning algorithms powered by our in-house Data Management Platform

4 Billion+[1]
Connected Devices

Tech Capabilities

- Tech IP addressing privacy & ad fraud
- R&D focus with a strong patent portfolio
- DPTM accredited
- ISO 27001:2022 certified

Total 39 Unique Patents
18 Granted; 21 filed & pending

Global Reach

- Affle boasts a global reach across all key regions including Asia, North America, South America, Europe and Africa, encompassing both developed and emerging markets

72.9%
India & Emerging Markets Revenue - 12M FY26

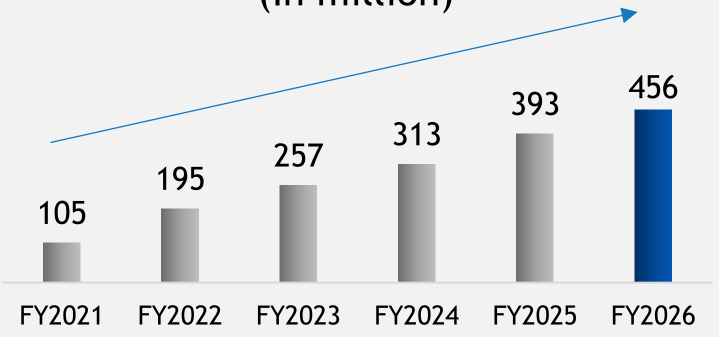
27.1%
Developed Markets Revenue - 12M FY26

Financials

	5-yr CAGR	FY2026
Revenue	25.8%	INR 27,093 mn
EBITDA	30.1%	INR 6,101 mn
PAT	25.5%	INR 4,549 mn

Converted Users

Performance-driven CPCU Conversions (In million)



*1) For the 12 months period of July 1, 2025 to June 30, 2026; *All numbers are on a consolidated basis, unless otherwise stated*

Affle 3i Consumer Platform Stack | Simplifying and unifying the ecosystem

Affle 3i Consumer Platform Stack

appnext · Jampp · mDSP · MEDIASMART · newton · RevX · ultra · YOU APPI · CONVERGEAI · FaaS

Verticalized AI-Powered Ad Intelligence

4Bn+ AI-Powered Audience Intelligence

Advertisers

Verticalization - Direct to Advertisers

- E-commerce
- Entertainment
- Edtech
- Fintech
- Foodtech
- FMCG
- Gaming
- Groceries
- Healthtech
- Hospitality & Travel

Use-Cases

- New User Conversions
- Repeat User Conversions
- Branding & O2O Conversions

- Data Management Platform
- 1st Party Data Integrations & Intelligence
- Multiple Patents filed & granted
- Agentic AI Automation - Campaigns & Creatives

ROI

affle

Shoppers

ConvergeAI - Direct to Consumer Conversions

- Human vs Non-Human Data Distillation
- Mobile In-app, CTV & DooH Optimization
- Verticalized Personas & Vernacular Intelligence
- Personalised Recommendations
- Fraud Prevention
- Data Privacy Compliance
- Cloud & Supply Optimization

- Supply-Side Platforms
- OEMs & Operators
- Direct Partnerships
- Walled Gardens

Consumers

CPCU Model

CPCU Revenue = No. of Conversions X Average CPCU Rate

Key Investment Highlights

1. Performance driven end-to-end mobile tech platform powered by technology and innovation
2. Robust intellectual property (IP) portfolio addressing data privacy issues, fraud intelligence and futuristic tech use cases
3. Long term industry tailwinds remain well grounded
4. Leading position in India, operating in a market with substantial barriers to entry
5. Affle 3i vision guiding Company’s growth strategy in the third decade
6. Strong track record of growth and profitability
7. Affle Culture | Entrepreneurial & committed team, robust governance, thought leadership and sustainability

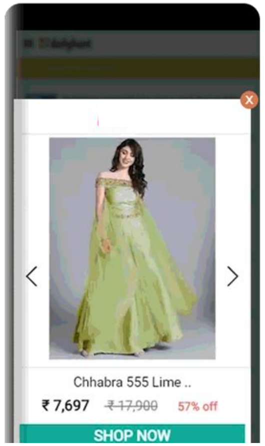
1 Performance driven, high ROI CPCU business model

99.8% of Revenue from Contracts with Customers contributed by CPCU model in Q1 FY2027

New user conversion (online)

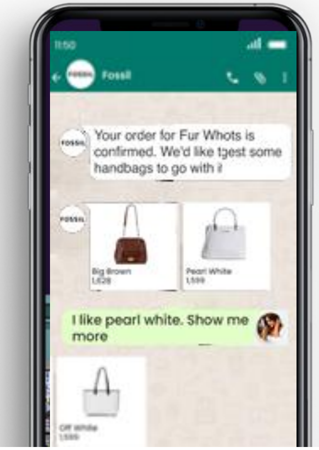
Use Case – Targeted new user acquisition optimized to in-app transaction/registration/event

Existing user repeat conversion (online)



Use Case – Target interested user to complete the transaction

New/existing user conversion (offline)



Use Case – Driving footfalls and transactions at physical retail stores (O2O)

1 Consumer intelligence driven end-to-end mobile tech platform

affle

Data and quality focused mobile advertising platform-based solution

Audience	Data	Quality	Experience
Publishers integrated over SSP/API[1] Programmatic outreach over Trading Desk	DMP[1] Appographic data Commerce data Intent data	FaaS Real-time Fraud checks to help reduce ad fraud and enhance quality	mkr8 Engaging Rich media, video & native ad units to maximize ad experience

Note: 1) SSP - Supply Side Platform; API - Application Programming Interface; DMP - Data Management Platform

1 mDMP - Enabler of our CPCU Business

Usage Affinity

Who will be the next user?

Intent Affinity

Who will be the next shopper?

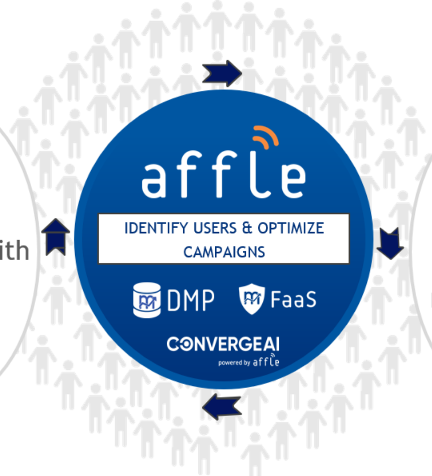
Product Affinity

What product will they buy?

4 Bn+ Connected Devices	100+ Pre-Defined Segments	40+ Interest Categories	Advanced AI / ML Models	Internal AffleID For Each Device

1 Technology and innovation powered growth

Affle Platforms enabling an omni-channel connected ecosystem



MEDIASMART an affle company

Cross Screen Programmatic advertising with unique strengths on high impact **CTV & Video**

appnext an affle company | Jampp an affle company | mDSP powered by affle | newton powered by affle | ultra powered by affle

User Acquisition (UA) focused ad platforms across Programmatic, O&O & Walled Gardens for **SKAN and non SKAN users**

Jampp an affle company | mDSP powered by affle | RevX powered by affle | YOUAPPI an affle company

Re-engagement and Retargeting led platforms

Asset light, automated and scalable platform

Flexible and scalable

More ads delivered → Growth in connected devices reached → Self learning & predictive algorithm → Delivery of targeted ads

Strong network effects

- Generate actionable outcomes, more businesses to use Affle's platforms

In-house platform leveraging cloud computing infrastructure

- Securely process and store large scale data

Proprietary and real time (RT)

- RT prediction and recommendation algorithm

Research & development (R&D)

- 21+ years of focused R&D and innovation

2 Robust IP portfolio addressing data privacy issues, ad fraud and futuristic tech use cases

Global Tech IP Portfolio

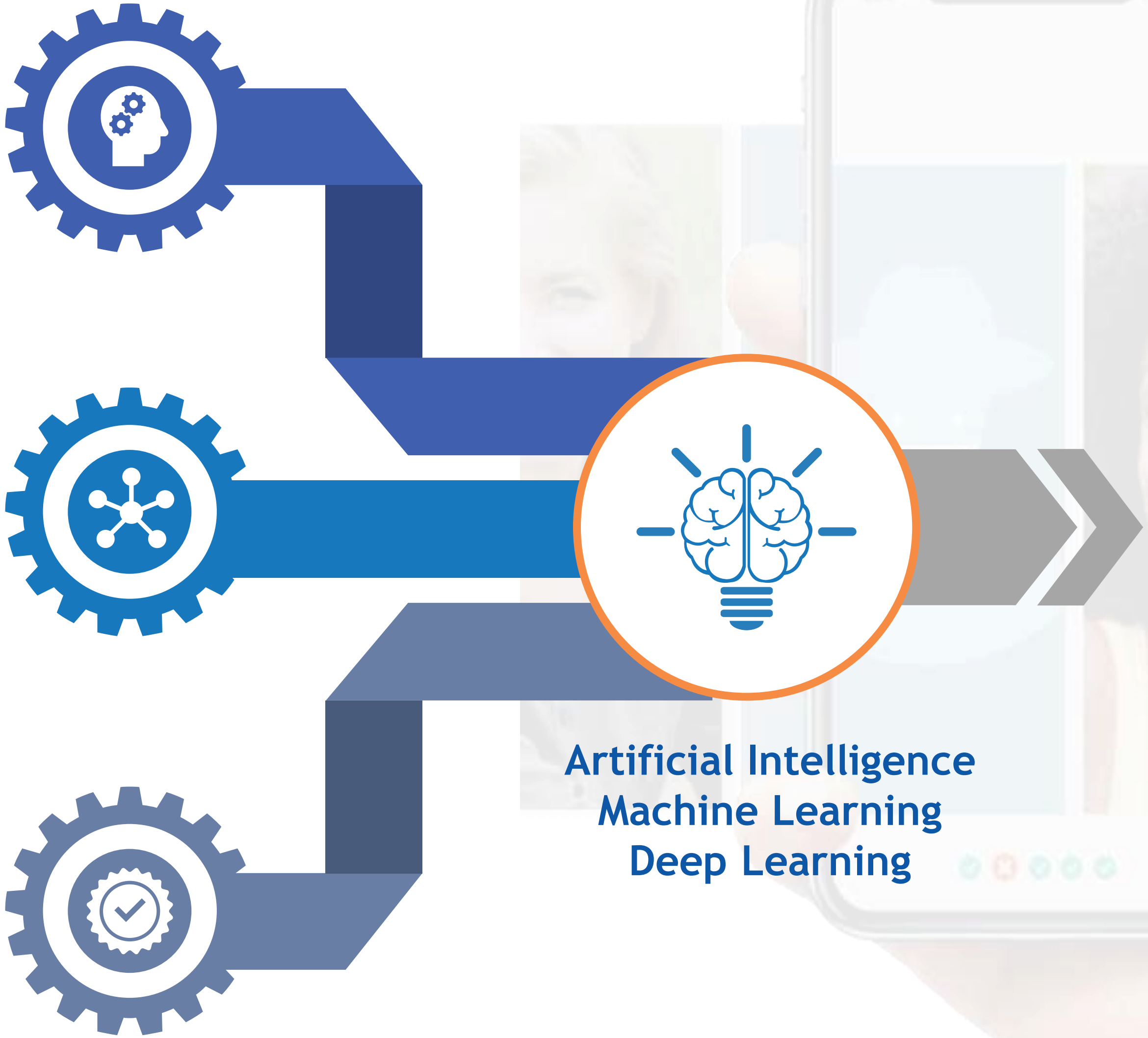
Total **39** Patents with **18 granted** and **rest** filed & pending across jurisdictions

Award-winning Ad Fraud Detection Platform

Affle's mFaas: Real-time solution for addressing digital ad fraud, with multiple patents granted and/or filed

Global Accreditations

- Data Protection Trustmark certified
- ISO 27001:2022 certified



Unified Consumer Tech Proposition

4 Bn+[1] Connected Devices Reached

21+ years of focused R&D and innovation

Real-time Predictive Algorithm

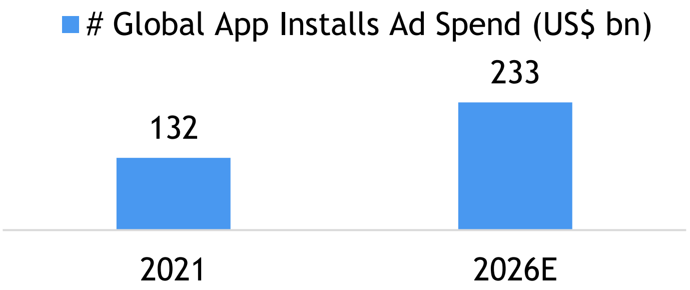
Powering Futuristic Tech Use Cases

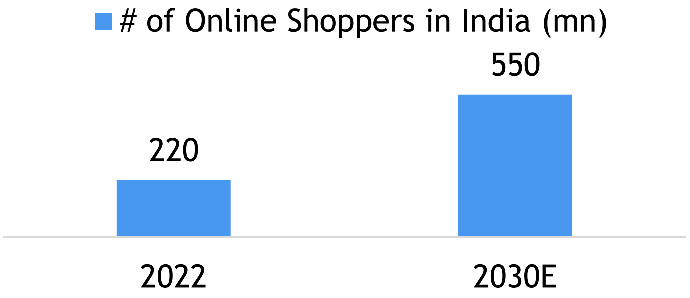
Note: 1. For the 12 months period of July 1, 2025 to June 30, 2026

CPCU monetization maximizes ROI for advertisers…Remains a long-term structural growth driver

3

New User Acquisition

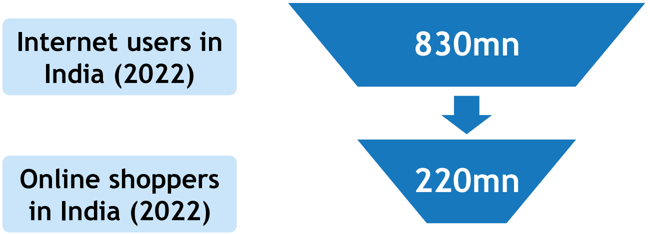




- **Advertisers will continue to invest resources to attract first-time app users**

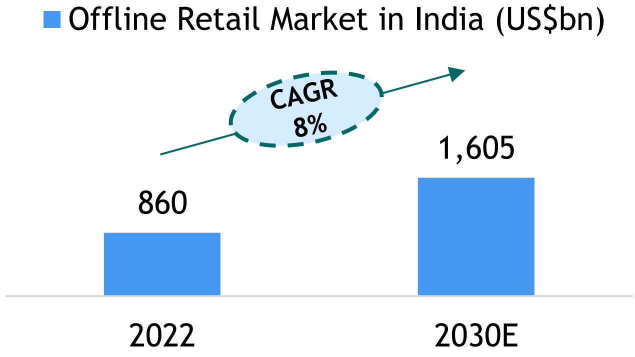
Getting Repeat Transactions

Up-sell	✓
Cross-sell	✓
Increase frequency of purchase / make non-active shoppers re-engage or purchase	✓



- **Companies spend huge ad-$ to make existing customers shop more**

Online and Offline Marketing



Online advertising with integrated measurement for offline resultant actions	✓
Omnichannel consumer experiences leveraging unified online to offline intelligence	✓

- **Affle enables offline footfall & transactions with incrementality measurement**

CPCU is the most efficient model for advertisers to target users across all use cases

Source: Sensor Tower Store Intelligence, Bain & Co., Hootsuite, IBEF, Deloitte, Company Estimates

4 Leading position in India, operating in a market with substantial barriers to entry

Strong track record in fast growing Indian market characterized by low prevailing CPCUs and other unique challenges

Indian market - substantial barriers to entry		affle Strategic advantage
Disjointed demographics	Wide variation in shopping patterns by audience segment makes optimization of marketing spends challenging	✓ Familiarity with local demographics ✓ Track record of working with Indian brands ✓ Predictive algorithm and strong network enabling precise consumer targeting
Price sensitivity	India remains a low CPCU market vs. other global markets	✓ Track record of profitability in the low CPCU Indian market
User behaviour	Online commerce penetration is still low in India and thus challenging to convert transacting users	✓ Extensive connected devices reach, proprietary technology and local knowledge

Source: Company information, Frost & Sullivan Report titled "Industry Insights on the Advertising and Ad Tech Market", 2021

5 Affle 3i Vision: Powering 10x Decadal Growth

affle | 3i innovation impact intelligence

innovation

- Leading with platform & product innovation powering the connected ecosystem
- AI-driven hyper-contextual creative generation at exponential scale

impact

- Maximising measurable business outcomes driving real-world impact
- Inclusive, democratized access to media for brands of all sizes

intelligence

- Leveraging Authentic, Actionable and Augmented Intelligence (Affle AI)
- AI agents to enhance operational productivity

5 Affle Strategy | Targeting high growth markets and industry segments

Verticalized approach within fast-growing resilient industry segments across E, F, G, H Categories driving 100% of our revenue

Category E

E-commerce
Online marketplace for shopping and retail

Entertainment
Apps for casual consumption of entertainment content & activities

Edtech
Apps for education & learning through online channels

Category F

Fintech
Apps enabling online payments or delivering financial products & services

Foodtech
Apps for online food ordering and F&B related supply chain services

FMCG
Brands promoting wide range of everyday goods & items across categories

Category G

Gaming
Apps for gamers with skills and gaming related money & transactions

Groceries
Marketplace for ordering groceries and having it delivered to doorstep

Government
Facilitation of government services / distribution of citizen services

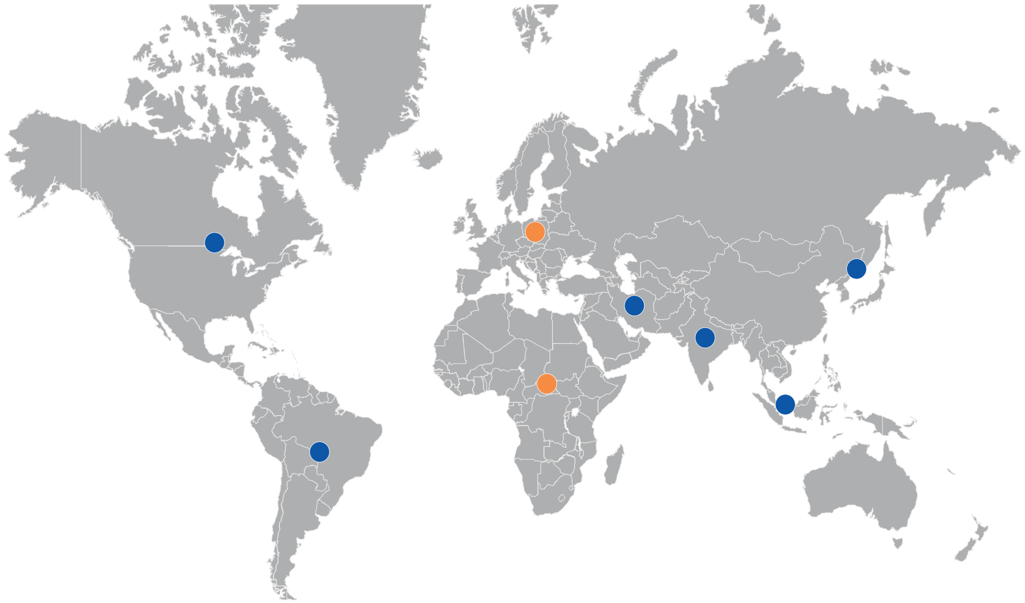
Category H

Healthtech
Spanning across a range of medical, healthcare & wellness related services

Hospitality & Travel
Services related to hotels, travel, ride-hailing, auto, and more

Home & Other Utilities
Brands promoting range of household and utility related products & services

Global business anchored in Emerging Markets (INDIA, SEA, LATAM & MEA)



Primary markets: Asia, North America and South America

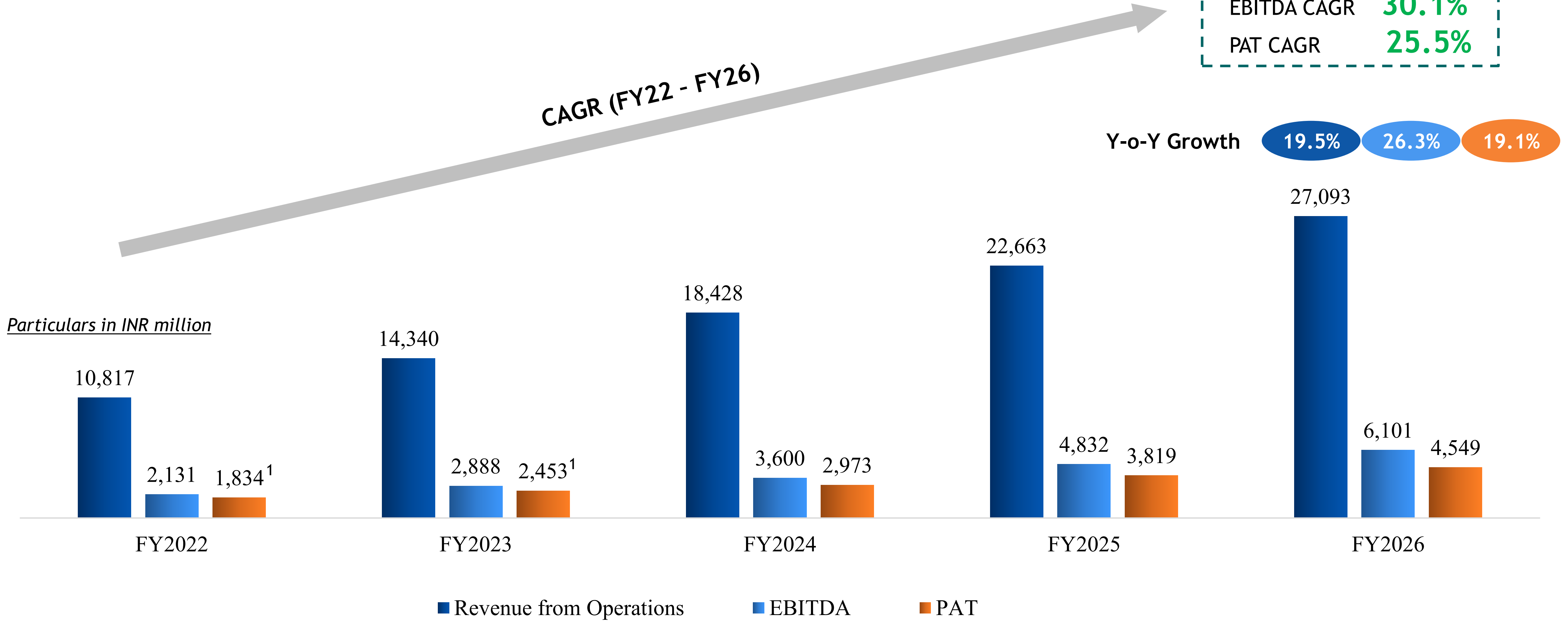
Other key markets: Europe and Africa

4 bn+ Connected Devices Reached Globally

6 Strong track record of growth and profitability

Annual Performance Trend (Consolidated)

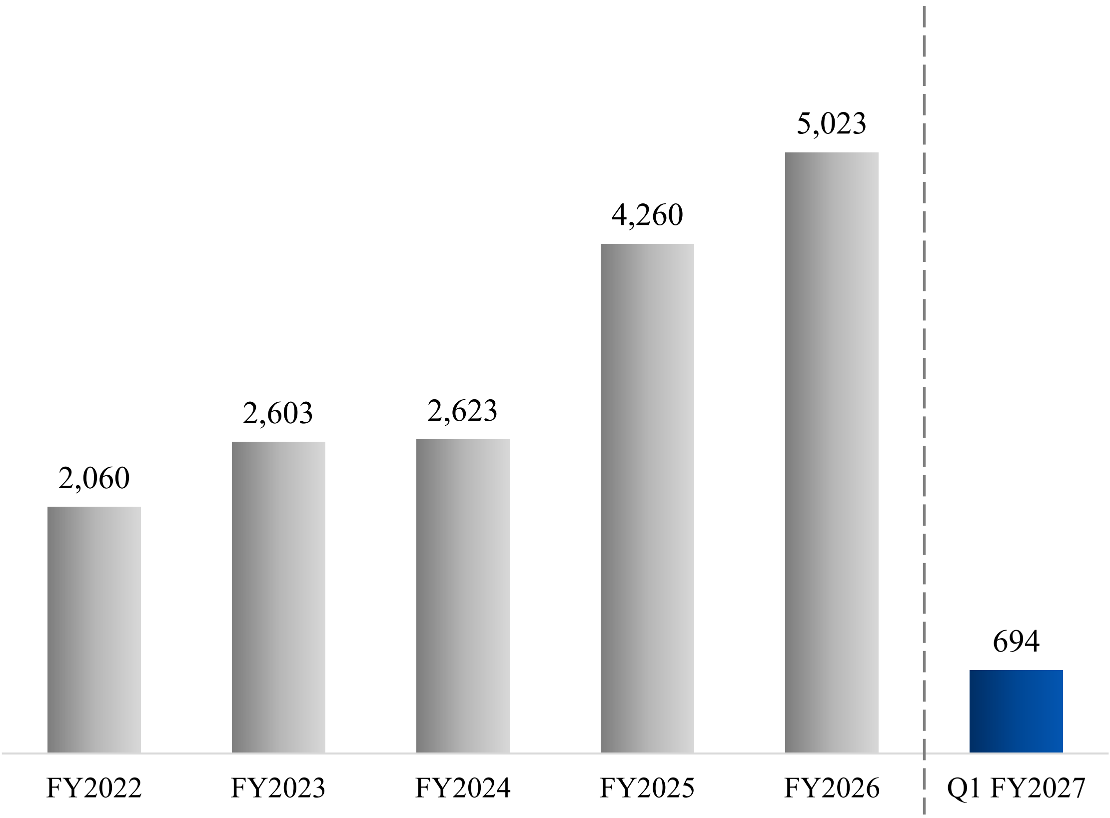
Revenue CAGR	25.8%
EBITDA CAGR	30.1%
PAT CAGR	25.5%



Note: 1) Normalized PAT (Refer respective quarter's earnings presentation for the detailed working)

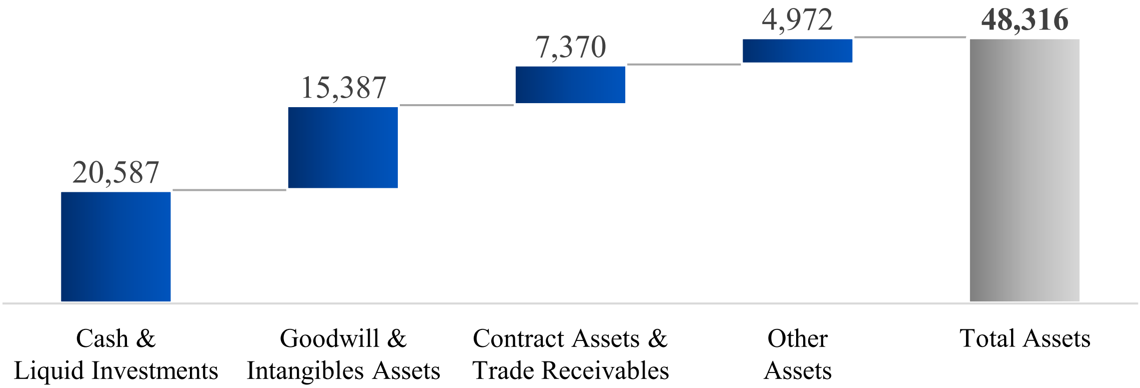
6 Cashflow Trend and Balance Sheet Position (Consolidated)

Operating Cash Flows* (INR mn)

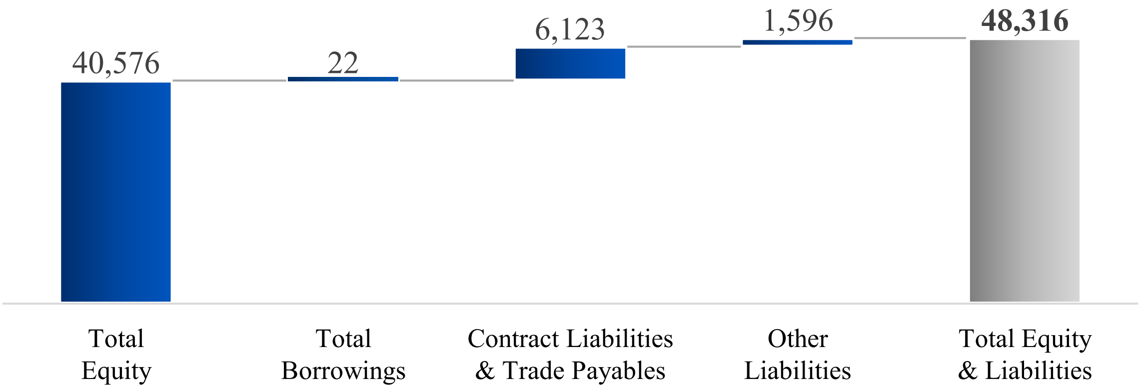


Asset & Liabilities (INR mn) - As of June 30,2026

Assets



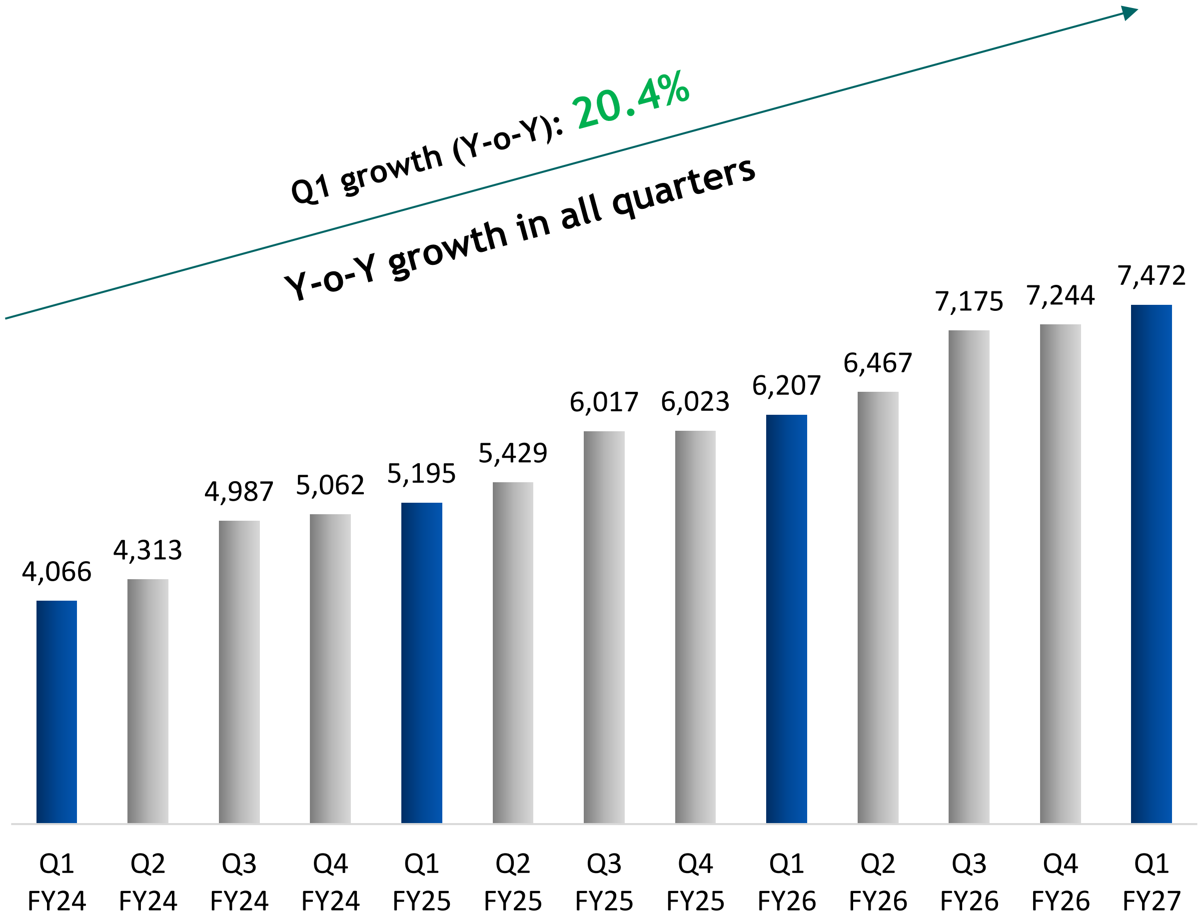
Equity & Liabilities



**Operating Cashflow includes impact of FCTRs (Foreign Currency Translation Reserves) as per IND AS*

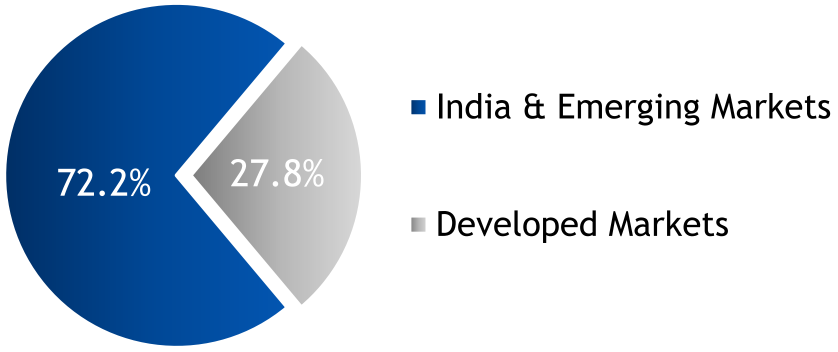
6 Revenue Growth Trend (Consolidated)

Revenue from Operations (INR mn)

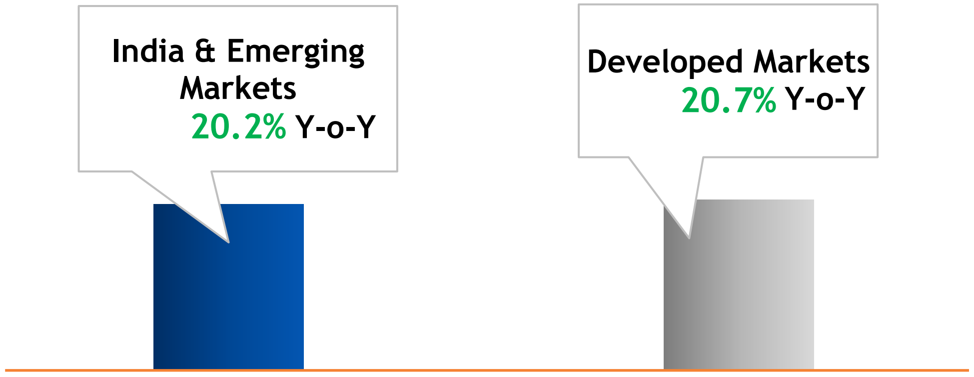


Market-wise Performance (Q1 FY2027)

Revenue Split

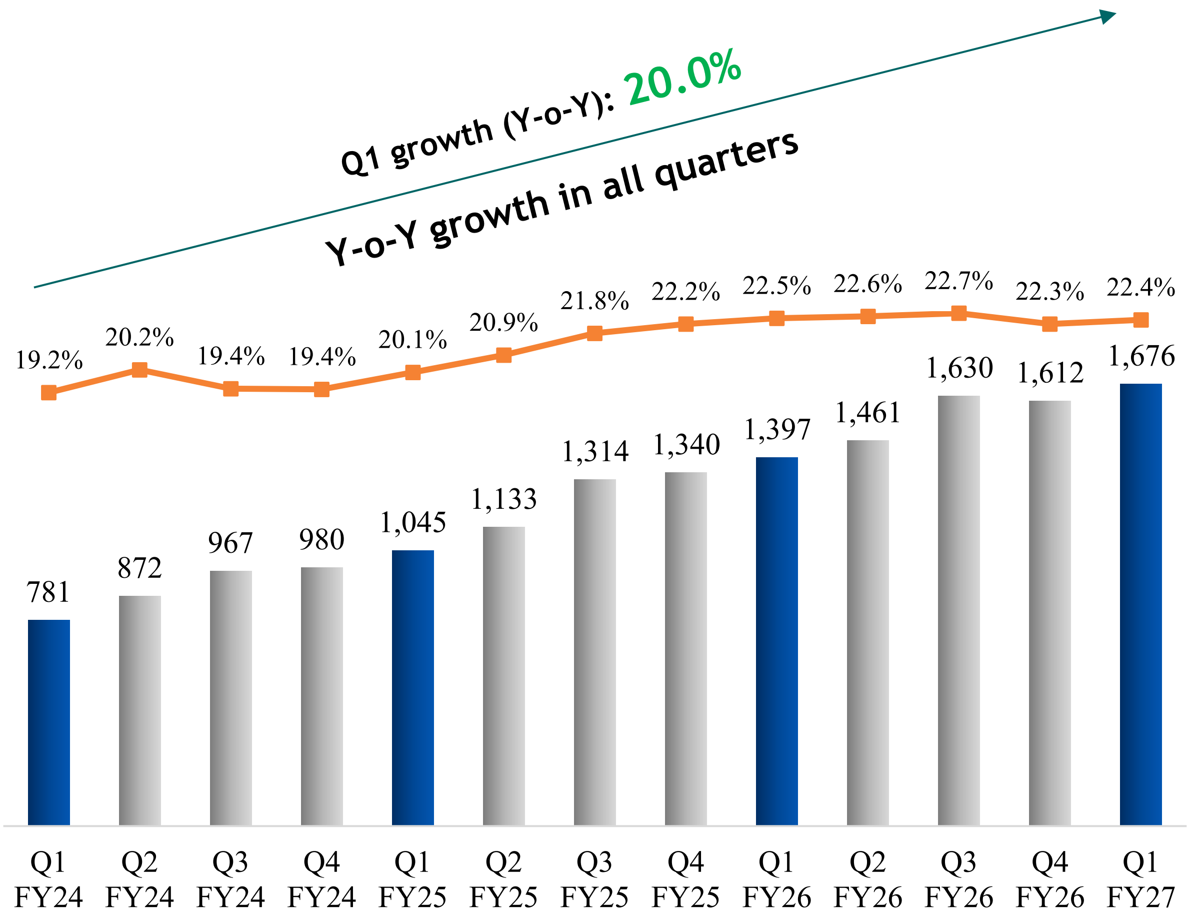


Broad-based Growth Across Markets (Y-o-Y)

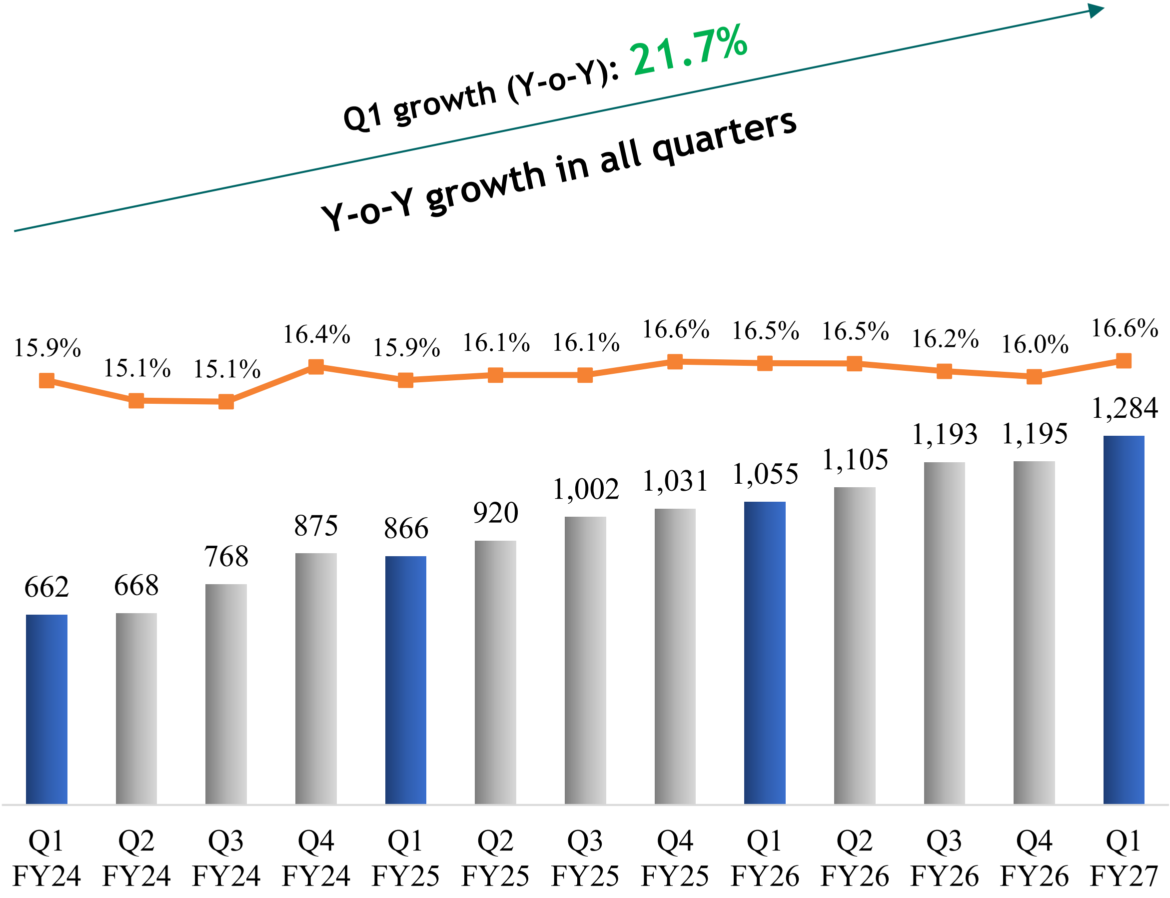


6 Profitability Growth Trend (Consolidated)

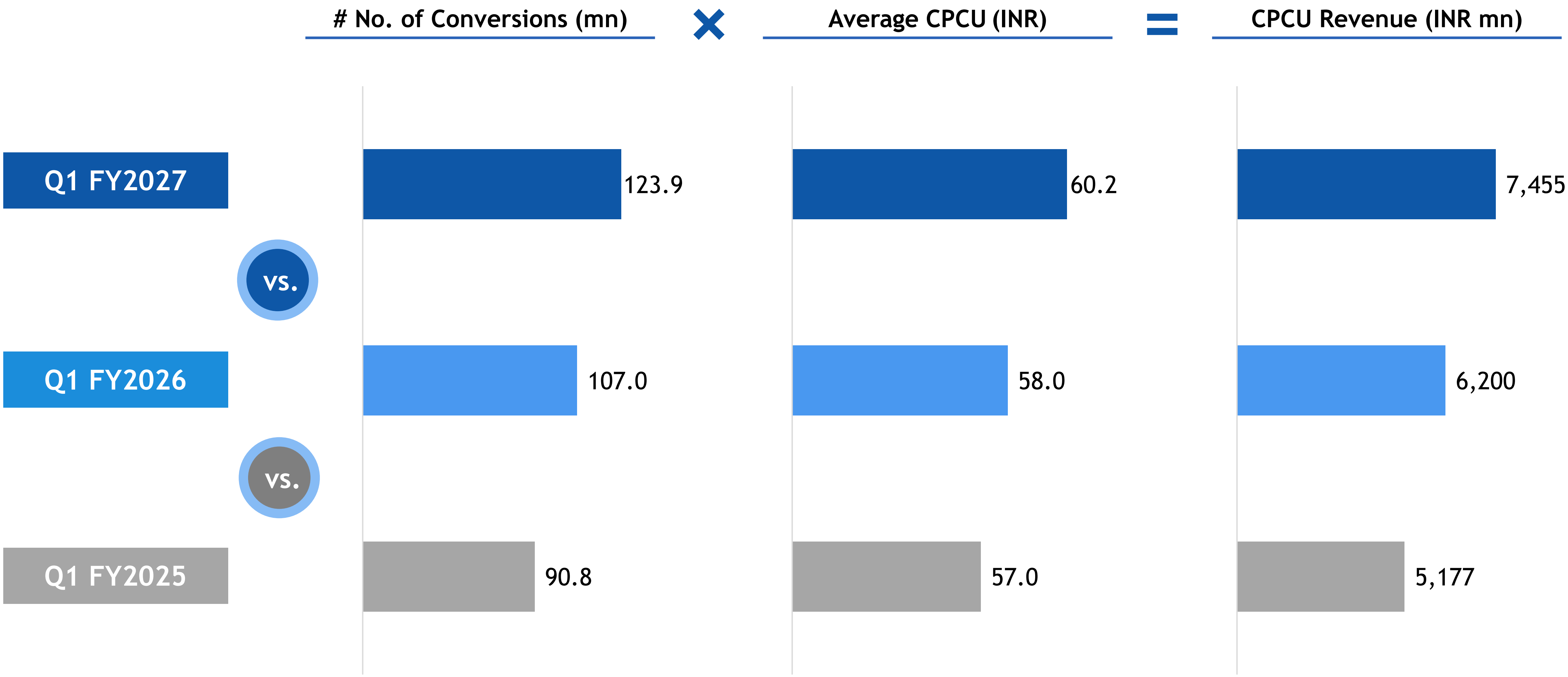
EBITDA (INR mn) & EBITDA Margin (%)



Profit After Tax (INR mn) & PAT Margin (%)



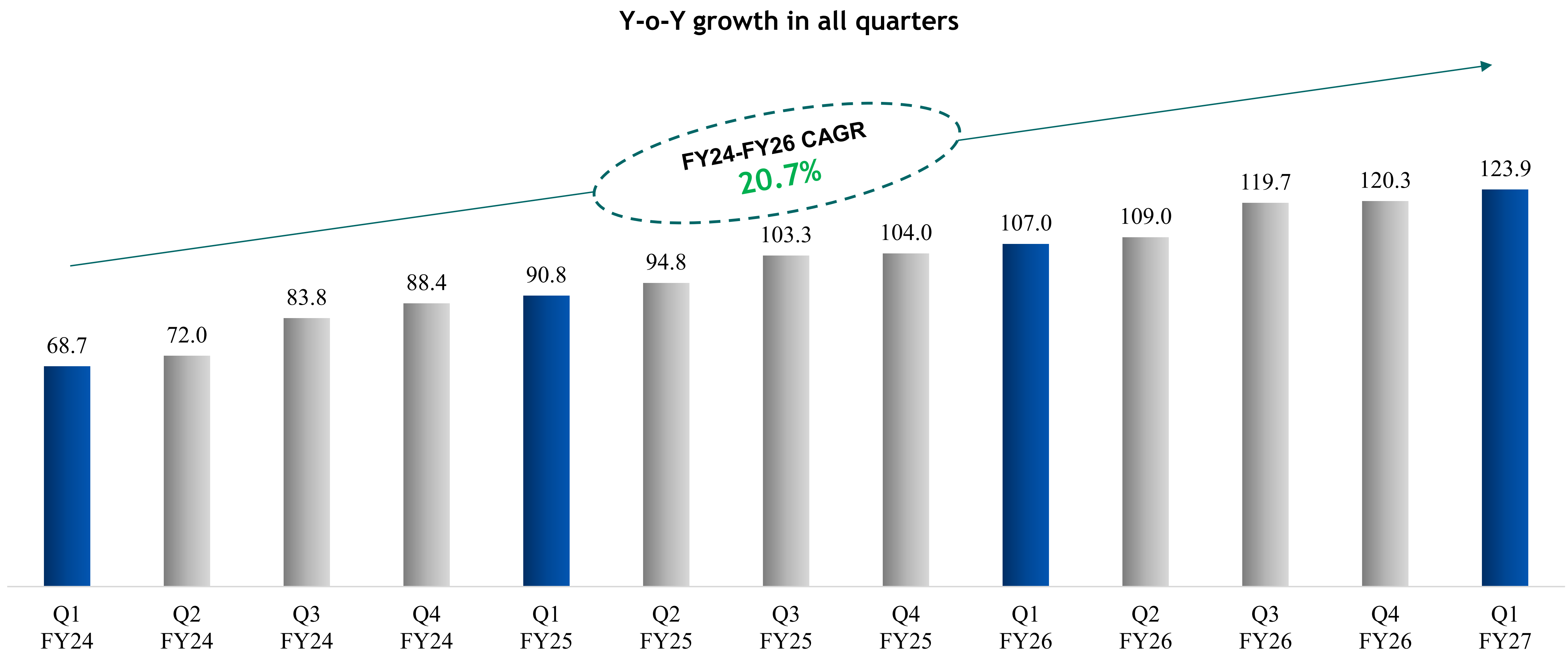
6 CPCU Business | Q1 Performance Trend (y-o-y)



*All numbers are on a consolidated basis, unless otherwise stated

6 CPCU Business | Conversions Trend

Number of Conversions (mn)



All numbers are on a consolidated basis, unless otherwise stated

7 Entrepreneurial & Committed Team and Robust Governance

Key Management Team

Anuj Khanna Sohum
Chairperson & Managing Director
Chief Executive Officer

Guillermo Fernandez Sanz
Chief Technology Officer (Mediasmart)

Martje Abeldt
Chief Executive Officer (RevX)

Sameer Sondhi
CEO, North America & Chief Strategic Investments Officer

Charles Yong Jien Foong
Non-Executive Director
Chief Architect & Technology Officer

Gulrez Alam
Chief Revenue Officer (India & EMs)

Meiry Vaknin
Chief of Partnership and Innovation (YouAppi)

Vipul Kedia
Chief Operating Officer (India & EMs)

Eyal Hilzenrat
Chief Product Officer (YouAppi)

Kapil Mohan Bhutani
Chief Financial & Operations Officer

Nisan Schitrit
Chief Executive Officer (YouAppi)

Viraj Sinh
Chief Strategic Initiatives Officer

Non-Executive / Independent Board Members

Dr. Hanny Kusnadi
Non-Executive Independent Director

Reshma Prasad Virmani
Non-Executive Independent Director

Dr. Simon Chesterman
Non-Executive Independent Director

Piyush Gupta
Non-Executive Independent Director

Sanjiv Kumar Chaudhary
Non-Executive Independent Director

Vivek Narayan Gour
Non-Executive Director

7 Affle Culture | Tech & Thought Leadership

Represents No. of Ranks achieved by Affle Platforms

7 Affle Culture | Inclusive ESG Initiatives

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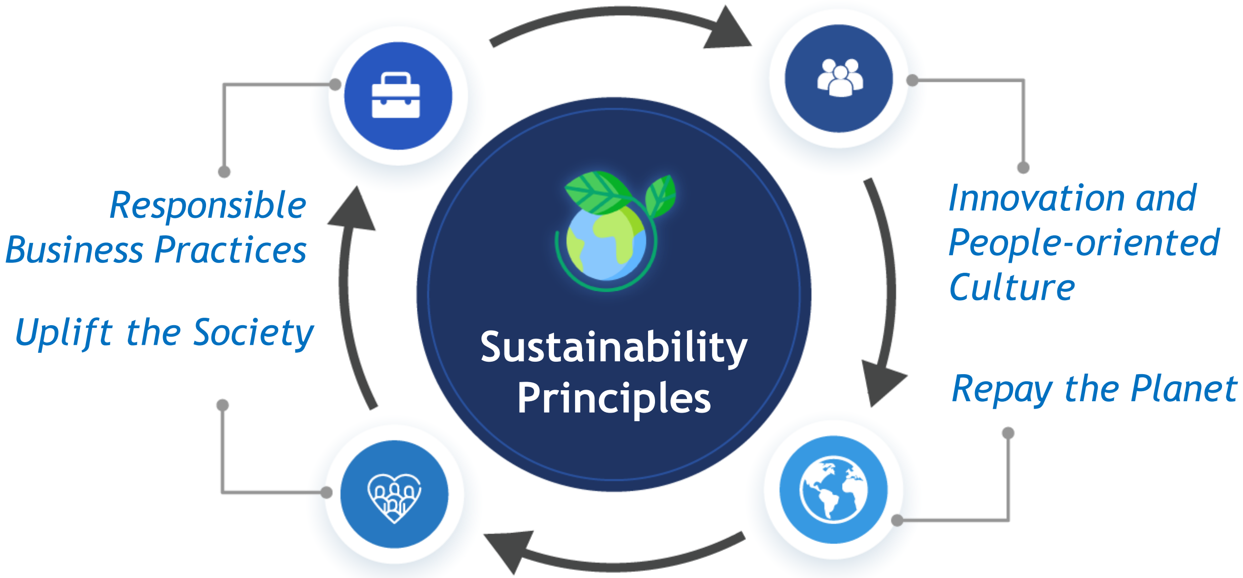
Our Guiding Values	Proactive Adoption of ESG Reporting	Outcomes

Our Guiding Values

1. Innovation
2. Agility
3. Leadership
4. Integrity
5. Social Consciousness

Proactive Adoption of ESG Reporting



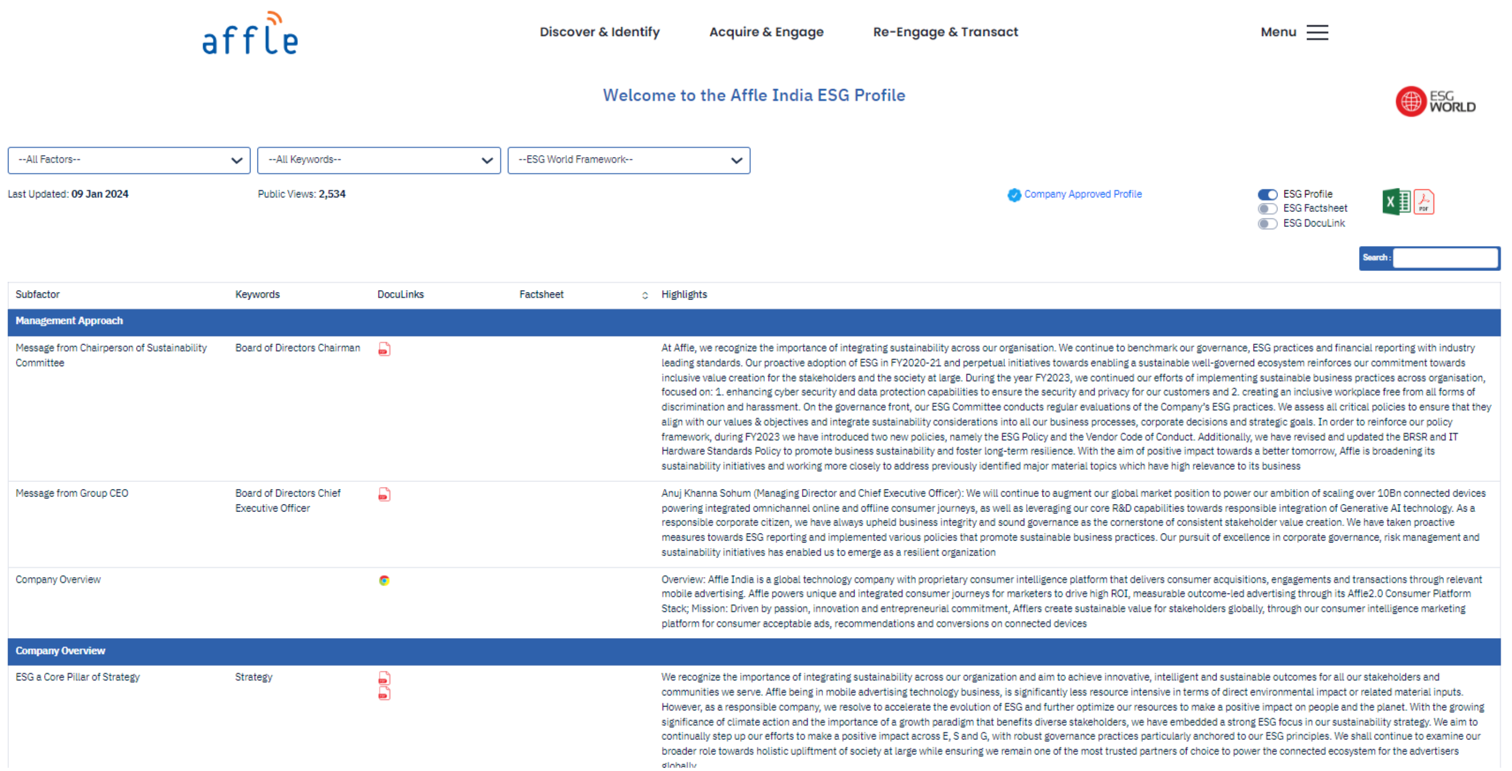
Integrated Annual Report 2025-26

Outcomes

- Dedicated ESG Committee
- Key GRI Principles & Sub-Factors Reported
- 10 UNSDG Aligned
- 20.5 Sustainalytics ESG Risk Rating*

*As of May 18, 2023

7 Affle Culture | Inclusive ESG Initiatives



affle

Discover & Identify | Acquire & Engage | Re-Engage & Transact | Menu

Welcome to the Affle India ESG Profile

ESG WORLD

--All Factors-- | --All Keywords-- | --ESG World Framework--

Last Updated: 09 Jan 2024 | Public Views: 2,534 | Company Approved Profile

ESG Profile
ESG Factsheet
ESG DocuLink

Search:

Subfactor	Keywords	DocuLinks	Factsheet	Highlights
Management Approach				
Message from Chairperson of Sustainability Committee	Board of Directors Chairman			At Affle, we recognize the importance of integrating sustainability across our organisation. We continue to benchmark our governance, ESG practices and financial reporting with industry leading standards. Our proactive adoption of ESG in FY2020-21 and perpetual initiatives towards enabling a sustainable well-governed ecosystem reinforces our commitment towards inclusive value creation for the stakeholders and the society at large. During the year FY2023, we continued our efforts of implementing sustainable business practices across organisation, focused on: 1. enhancing cyber security and data protection capabilities to ensure the security and privacy for our customers and 2. creating an inclusive workplace free from all forms of discrimination and harassment. On the governance front, our ESG Committee conducts regular evaluations of the Company's ESG practices. We assess all critical policies to ensure that they align with our values & objectives and integrate sustainability considerations into all our business processes, corporate decisions and strategic goals. In order to reinforce our policy framework, during FY2023 we have introduced two new policies, namely the ESG Policy and the Vendor Code of Conduct. Additionally, we have revised and updated the BRSR and IT Hardware Standards Policy to promote business sustainability and foster long-term resilience. With the aim of positive impact towards a better tomorrow, Affle is broadening its sustainability initiatives and working more closely to address previously identified major material topics which have high relevance to its business
Message from Group CEO	Board of Directors Chief Executive Officer			Anuj Khanna Sohum (Managing Director and Chief Executive Officer): We will continue to augment our global market position to power our ambition of scaling over 10Bn connected devices powering integrated omnichannel online and offline consumer journeys, as well as leveraging our core R&D capabilities towards responsible integration of Generative AI technology. As a responsible corporate citizen, we have always upheld business integrity and sound governance as the cornerstone of consistent stakeholder value creation. We have taken proactive measures towards ESG reporting and implemented various policies that promote sustainable business practices. Our pursuit of excellence in corporate governance, risk management and sustainability initiatives has enabled us to emerge as a resilient organization
Company Overview				Overview: Affle India is a global technology company with proprietary consumer intelligence platform that delivers consumer acquisitions, engagements and transactions through relevant mobile advertising. Affle powers unique and integrated consumer journeys for marketers to drive high ROI, measurable outcome-led advertising through its Affle2.0 Consumer Platform Stack; Mission: Driven by passion, innovation and entrepreneurial commitment, Afflers create sustainable value for stakeholders globally, through our consumer intelligence marketing platform for consumer acceptable ads, recommendations and conversions on connected devices
Company Overview				
ESG a Core Pillar of Strategy	Strategy			We recognize the importance of integrating sustainability across our organization and aim to achieve innovative, intelligent and sustainable outcomes for all our stakeholders and communities we serve. Affle being in mobile advertising technology business, is significantly less resource intensive in terms of direct environmental impact or related material inputs. However, as a responsible company, we resolve to accelerate the evolution of ESG and further optimize our resources to make a positive impact on people and the planet. With the growing significance of climate action and the importance of a growth paradigm that benefits diverse stakeholders, we have embedded a strong ESG focus in our sustainability strategy. We aim to continually step up our efforts to make a positive impact across E, S and G, with robust governance practices particularly anchored to our ESG principles. We shall continue to examine our broader role towards holistic upliftment of society at large while ensuring we remain one of the most trusted partners of choice to power the connected ecosystem for the advertisers globally

Mapped with Global ESG Reporting Frameworks

INTEGRATED REPORTING <IR>

GRI

SUSTAINABLE DEVELOPMENT GOALS

SEBI's BRSR

and more…

- As part of Affle culture, we initiated proactive adoption of ESG principles in 2021
- Dedicated Sustainability section with comprehensive ESG profile available on Affle's website
- Mapped with Global ESG reporting frameworks
- ESG profile: Click here

Affle Consumer Platform Case Studies

Domino's Pizza (Hiveminds) | Driving first orders for the QSR app with an engaging CTV creative strategy

About the Advertiser

Domino's India (Jubilant FoodWorks Limited) is a market leader in the Food & Drinks (QSR) category since 1996, with a network of over 1,200 restaurants across 270+ cities in India. The brand delivers pizzas in 30 minutes via its app on both Android and iOS.

Objective

Dominos wanted to reach high-value diners on Connected TV (CTV) and convert them into completing their first purchase on the app.

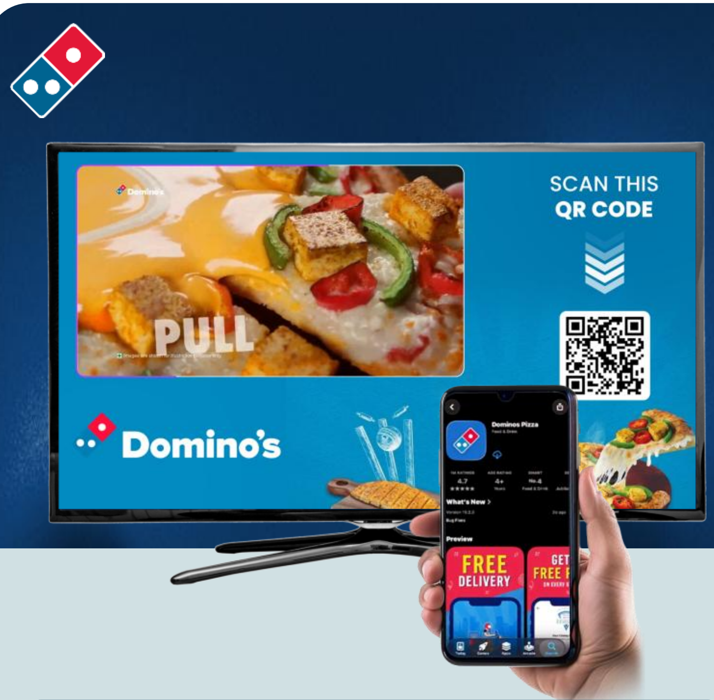
Affle Consumer Platform Solutions

Domino's partnered with Affle's Consumer Platform for a conversion-first CTV strategy:

- **Used Smart QR codes** to guide diners straight to the app store, making it easy for them to place the first orders and increase conversions.
- **Applied ML-based audience intelligence** to reach new viewers across OTTs and non-OTTs, as well as best days/times to reach diners, improving order conversions on the app
- Created **high-performing, full-screen video ads** designed to capture diners' attention on the big screen.

Results

- **>60% increase** in new converted diners on the app (Q1 FY27 vs Q4 FY26)
- **43% increase** in total first orders delivered (Q1 FY27 vs Q4 FY26)
- Marketing **investment maximized around the days and times most likely to drive orders**, supporting the brand's revenue goals.



Demonstrates Affle's ability to turn Connected TV into a competitive advantage; delivering measurable, outcome-driven conversions across screens.

NOTE: (1) All case studies are based on First Party data consented and shared by the advertiser/agency together with Affle's platform data. (2) Campaign Period: April 26-June 26 (3) The ads and/or platform modules/screenshots shown here are for illustrative purpose only

Hospitality & Travel | Turning travel intent into bookings across Emerging Markets

traveloka

About the Advertiser

Traveloka is Indonesia's leading online travel booking platform, offering flights, hotels, transportation, attractions, and lifestyle experiences.

Objective

Capture interest from high-intent travelers, while improving purchase conversion and traveler loyalty.

Solutions & Results

- AI-led precision optimization to maximize conversion quality, expanding Traveloka's reach among high-intent travelers to drive first purchases
- Partner with premium apps: Optimizing to reach travelers most likely to complete flight and hotel bookings.
- 140% increase in new converted travelers (May'26 vs Jan'26), driving 3X cost efficiency towards first purchases
- >120% month-on-month growth in first purchases, driving stronger revenue returns and improved profitability.

Localiza

About the Advertiser

Localiza is one of Latin America's largest mobility companies, offering car rentals, fleet management, and mobility solutions.

Objective

Reach high-quality new renters to drive additional car rental reservations on iOS.

Solutions & Results

- AI-powered campaign optimization to continuously analyze performance signals and maximize conversion efficiency
- AI-generated Custom Product Pages (CPPs) to deliver more relevant App Store experiences and attract higher quality renters.
- Refined keywords and budgets to maximize business outcomes, optimizing toward conversions
- 52% surge in car rental reservations (Q1FY27 vs.Q4FY26) & over 50% increase in revenue

TransNusa

About the Advertiser

PT TransNusa Aviation Mandiri (TransNusa) is one of Indonesia's legacy airline, providing affordable domestic and international air travel

Objective

Engage high-intent travelers to drive higher conversions.

Solutions & Results

- Leverage proprietary audience intelligence to identify and reach high-intent travelers across major social platforms, enabling smarter engagement.
- Continuous optimization for improved conversions, driven by AI-led insights.
- 4.4x higher month-on-month engagement for the new route launch initiative
- Over 190% increase in engagements Q-on-Q

NOTE: (1) All case studies are based on First Party data consented and shared by the advertiser/agency together with Affle's platform data; (2) Campaign Period: Jan 26-June 26 (3) The ads and/or platform modules/screenshots shown here are for illustrative purpose only

Flink | Germany's quick commerce leader expanding into new European market to reach high-intent grocery shoppers

About the Advertiser

Flink is a leading quick commerce grocery delivery company in Germany, delivering groceries and household essentials to customers' doors in minutes. The company is now expanding from its home market of Germany into the Netherlands, growing its network to over 140 locations.

Objective

Expand Flink's presence from Germany into the Netherlands by reaching high-value iOS shoppers to drive purchases on the app, while maintaining cost efficiency

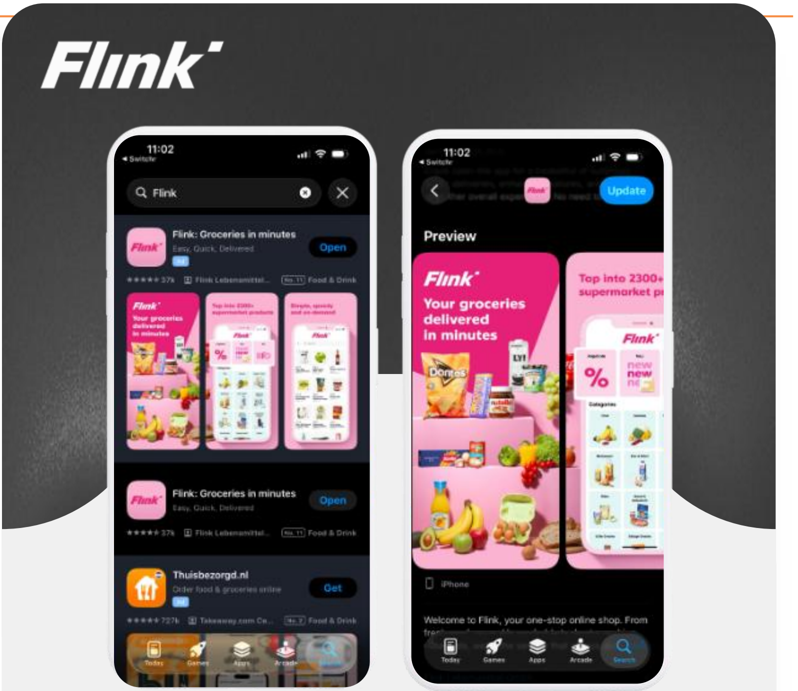
Affle Consumer Platform Solutions

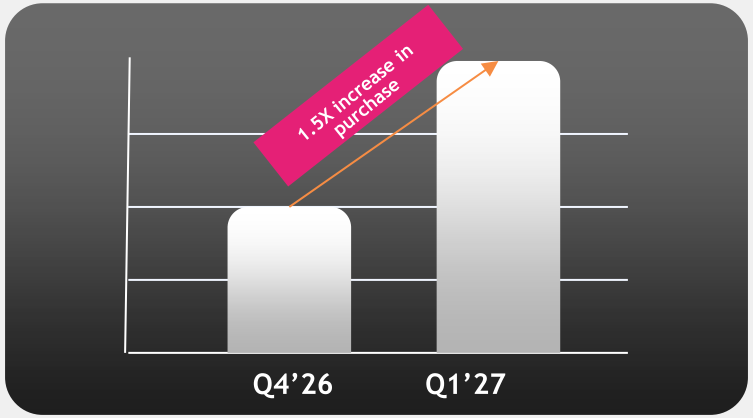
Flink partnered with Affle's Consumer Platform, delivering conversions through:

- **Identify and reach high-intent shoppers** using AI-powered Keyword Intelligence
- Continuous adjustment of marketing efforts during peak purchase windows to **maximize conversions through Agentic AI.**
- **Leverage app growth intelligence** to monitor category trends and competitor activity, enabling smarter budget allocation and sustained efficiency in real time.

Results

- **1.4X increase in volume** of new converted shoppers (Q1FY27 vs Q4 FY26)
- **1.5X increase in purchases** on the app (Q1FY27 vs Q4 FY26)
- **Improvement in conversion rate** quarter-on-quarter





Demonstrates Affle's ability to scale high-intent grocery purchases through AI-powered optimization and real-time intelligence.

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(3) The ads and/or platform modules/screenshots shown here are for illustrative purpose only

Instacart | Activating high-intent shoppers at scale across the US quick-commerce market

About the Advertiser

Instacart (NASDAQ: CART) is a public-listed North American quick-commerce leader connecting shoppers with groceries, convenience items, electronics & household goods.

Objective

Instacart wanted to reach and convert high-value iOS shoppers driving them to complete their first purchase on the app.

Affle Consumer Platform Solutions

Instacart partnered with Affle's Consumer Platform by pairing advanced iOS modeling with a verticalized seasonal strategy:

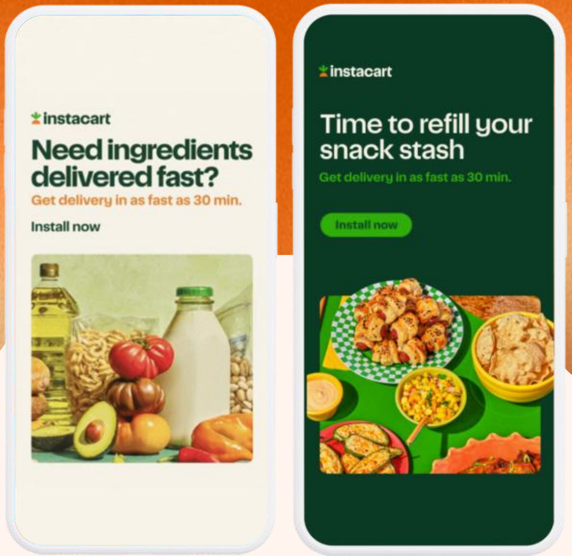
- **Next-gen iOS performance:** Affle's proprietary AI tech stack leveraged privacy-first predictive intelligence to identify quality shoppers at scale and boost conversions.
- **Seasonal & verticalized testing** Ran verticalized and seasonal tests to reach shoppers during peak high-intent moments and convert them into first-time buyers
- **Source-level optimization:** Concentrated spend on the highest-performing consumer touchpoints to maximize shopper conversions at scale.

Results

- **46% Increase** in new converted shoppers (February 2026 vs February 2025)
- **57% Increase** in first purchases (February 2026 vs February 2025)
- **7% Increase** in shopper conversion rate (February 2026 vs February 2025)

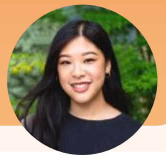
Demonstrates Affle's capability to scale premium iOS users along privacy-focused strategies for a NASDAQ-listed quick-commerce leader in the US market.

instacart



"We're always pushing to improve performance through new channel exploration and creative iteration, and [Affle's platform] has been instrumental in that process. Their support enabled testing of creative formats and concepts and smarter optimization, helping us drive consistently strong efficiency and valuable learnings."

Iris Chang
Marketing Manager at Instacart



Note: (1) All case studies are based on First Party data consented and shared by the advertiser/agency together with Affle's platform data; (2) Campaign Period: Feb'25 - Feb'26; (3) The ads and/or platform modules/screenshots shown here are for illustrative purpose only

Mytona | Reigniting conversions from existing gamers to drive high- LTV ROI

About the Advertiser

Mytona is a mobile gaming leader known for crafting immersive puzzle experiences, including Seekers Note, its hidden object adventure game.

Objective

Mytona wanted to reignite conversions from existing gamers and boost return on investment (ROI)

Affle Consumer Platform Solutions

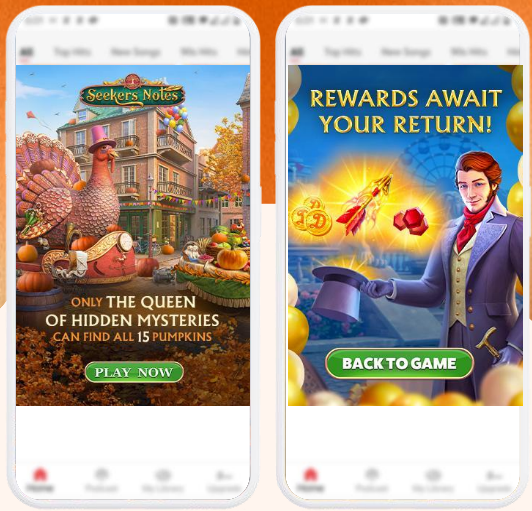
Mytona partnered with Affle's Consumer Platform to improve both scale and performance through:

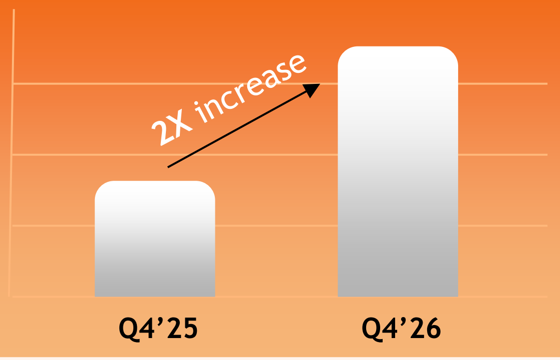
- Proprietary **AI-driven predictive audience modeling** to reach the right audience.
- **Interactive templates and creatives** to enhance interaction and brand recall
- **High-value user strategy** focused on existing gamers to maximize impact.

Results

- Dynamic targeting ensured **consistent performance, 2x over the ROI target**, driving repeat conversions from existing gamers
- **>380% growth in high-LTV gamer conversions** delivered through Interactive Ad Templates
- Consistent month on month **growth in campaign ROI** outperforming expectations

Demonstrates Affle's ability to revive conversions from existing gamers via AI-driven tech solutions and deliver scalable and sustainable growth.





Note: (1) All case studies are based on First Party data consented and shared by the advertiser/agency together with Affle's platform data; (2) Campaign Period: Jan'26 - Mar'26; (3) The ads and/or platform modules/screenshots shown here are for illustrative purpose only

Kissht | Empowering Finance-savvy users in India through AI-driven recommendations

About the Advertiser

Kissht is a leading digital lending platform in India, offering instant credit solutions across personal loans, consumer finance and buy-now-pay-later.

Objective

Scale and convert high-intent borrowers driving first loan actions and maximizing ROI across premium in-app touchpoints.

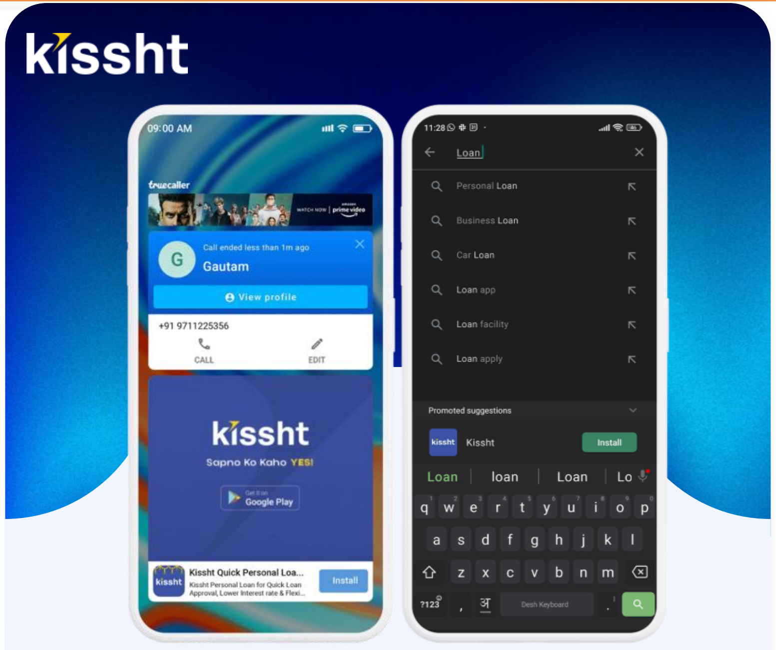
Affle Consumer Platform Solutions

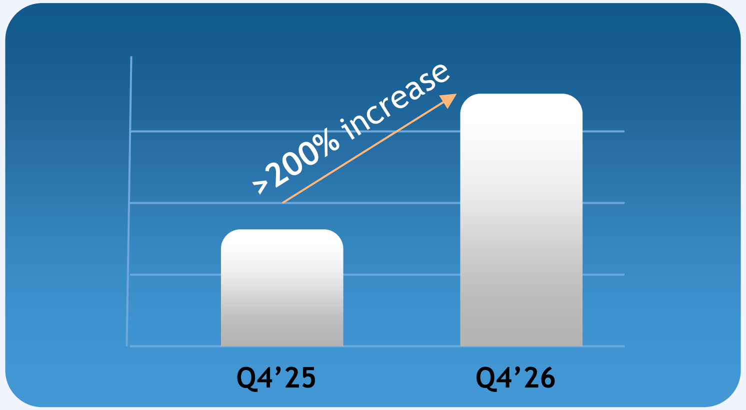
Affle's consumer platform enabled Kissht to achieve their goals through:

- **High visibility & on-device in-app premium touchpoints:** Reach high-intent borrowers at peak intent moments through premium in-app placements and on-device touchpoints
- **AI-powered intent & recommendation engine:** Recognizes high-intent moments and delivers personalized recommendations to drive first-action conversions.
- **Dynamic creatives:** Maximized conversions by deploying dynamic formats and creatives at critical decision moments across premium touch points.

Results

- **>200% increase** in new borrowers' conversion in Q4 FY26 vs Q4 FY25.
- **>250% increase** in first action in Q4 FY26 vs Q4 FY25.
- **14% growth** in borrowers completing high-value loan journeys





Demonstrates Affle's capability to drive business growth via AI-powered intent-recognition technology

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Hospitality & Travel | Driving conversions across India & other Emerging Markets

goibibo.com

About the Advertiser

Goibibo is India's leading online travel booking brand providing range of choice for hotels, flights, trains, and buses.

Objective

Accelerate conversions for hotels and flights by improving efficiency and ROI on premium Apple devices.

Solutions & Results

- **AI-intelligence** to identify peak engagement hours and reach high-intent users & **optimization with agentic AI**
- **Creative optimization with OpticksAI** to deliver personalized creatives for different user personas, improving engagement-to-purchase rate
- **2X growth in new user conversions** (Q3 FY26 vs Q2 FY26)
- **Purchase rate improved by 50%**, with a healthy **7% Conversion Ratio** translating into high quality new account opens in Q3FY26

Bluebird

About the Advertiser

MyBluebird is a prominent taxi ride-hailing app in Indonesia, part of the public-listed BlueBird Group.

Objective

Revive conversions from existing users (inactive for 30 to 90 days) and drive ride completions.

Solutions & Results

- Revive conversions from existing users with **personalized, city-specific creatives & geo-fenced targeting** in high-demand locations for higher reach
- Drive engagement through **dayparting campaigns optimized for demands & seasonality**
- **>250% growth in monthly rides** from revived users (Dec'25 vs Jul'25)
- **>175% quarterly growth** in ride completions, with consistent growth in ROI

redBus

About the Advertiser

redBus is India's leading bus and train ticket booking platform for over 18 years and 56+ million users.

Objective

Scale growth, onboard new users, drive conversions and purchases while strengthening category leadership in a competitive market

Solutions & Results

- **Personal & contextual recommendation** delivered at **key decision-making moments**
- **AI-powered intent engine** to interact with relevant users actively searching for bus and train services
- **90% quarterly growth** in **new user conversions** (Q3 FY26 vs Q2 FY26)
- **Approx 40% quarterly increase** in **new purchases** (Q3 FY26 vs Q2 FY26)

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Rovio | Driving repeat users (gamers) conversions to expand monetisation for a leading game in US

About the Advertiser

A global mobile gaming leader known for its popular titles, including the highly popular Angry Birds franchise. Rovio is now part of the global entertainment company SEGA.

Objective

Grow paying users and maximise Return On Ad Spend (ROAS) for its Angry Birds Dream Blast game, which operates in a highly competitive and saturated category.

Affle Consumer Platform Solutions

Affle's consumer platform enabled Rovio to improve both scale and performance through:

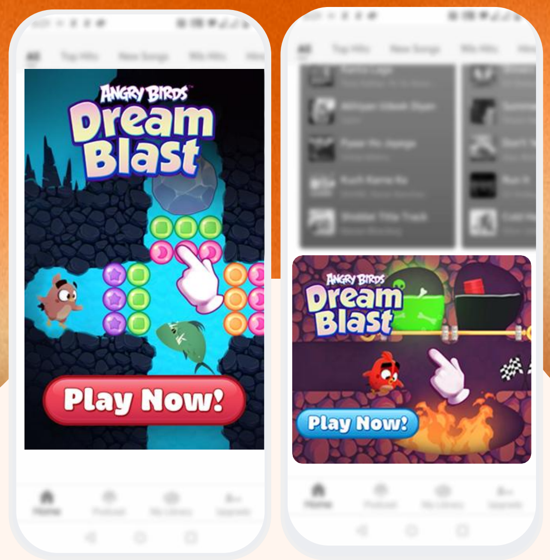
- **Data-driven repeat conversion strategy** across Android and iOS, focused on stabilizing and improving conversions from existing users
- **Smart audience segmentation and retargeting** to engage within high-value users
- **Multi-format creatives mix** (video, static, MRAID, interactive) to unlock additional placements

Results

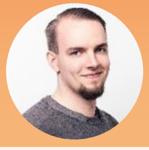
- Android: ROAS from paying users **increased 2X** (Q3 FY'26 vs Q2 FY'26)
- iOS: ROAS **improved 9X** (Q3 FY'26 vs Q2 FY'26), enabling efficient scale
- Overall: Relaunched campaigns delivered **~150% of forecasted ROAS**, exceeding expectations

Demonstrates Affle's ability to deliver monetisation growth through efficient repeat user conversions, outperforming return on ad spend expectations while scaling

ROVIO



"**Affle's programmatic retargeting capabilities** helped us significantly improve **post-install performance** and unlock new efficiency at scale. The combination of advanced audience modeling, **creative flexibility**, and close collaboration made a **meaningful impact** on our **retargeting outcomes.**"



Tomas Järvinen
Senior Performance Marketing Manager

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Kiddopia | Scaling conversions of premium iOS users (parents) worldwide for a leading edtech app

About the Advertiser

Award-winning global education app with 40M+ users, part of Nazara Technologies, an Indian publicly listed gaming company.

Objective

Drive new user conversions on premium Apple devices to help scale efficiently into other international markets such as US, Brazil, Mexico and the UK.

Affle Consumer Platform Solutions

Affle's consumer platform enabled the app growth by:

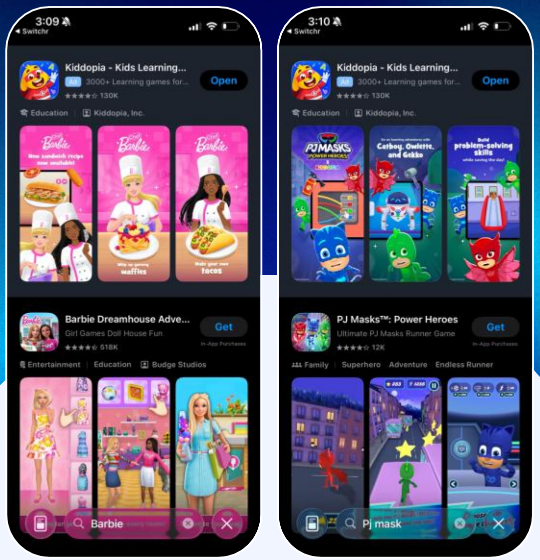
- **GenAI led Keyword Recommendation** to identify high-intent users across multiple geographies, enabling real-time targeting to improve conversion efficiency.
- Map parent's **search behavior to high-intent terms and key placements**, ensuring the app showed up to most relevant users.
- **Persona-led campaigns** paired with 10+ intent-mapped custom product pages optimized in real time using **agentic AI bidding**

Results

- **10% improvement** in new-user trial **sign-ups** (Q3 FY'26 vs Q2 FY'26)
- **Rank #1 in paid visibility**, maximizing reach and competitive presence through the quarter
- **1.3× growth** in **new user conversions** (Q3 FY'26 vs Q2 FY'26)

Demonstrates Affle's capability to scale premium iOS user conversions globally while improving efficiency and discovery in a highly competitive category.

KiDDOPiA



"Affle's platform helped us **cut through one of the most competitive iOS categories** across the US and international markets by **reaching the right users at exactly the right moment.** With the deployment of **Agentic AI**, our campaigns were optimized 24/7, ensuring performance kept compounding as we scaled into new geographies"

Shashwat Raj
Performance Marketing Manager

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PolicyBazaar | Growing online insurance in India through a full-funnel growth strategy

About the Advertiser

PolicyBazaar, founded in 2008, is India's largest online insurance platform, serving over 16 million Indians. It is publicly listed and a fast-growing company in India.

Objective

PolicyBazaar wanted to increase its customer base for some specific products and increase the monthly booking rates

Affle Consumer Platform Solutions

Affle's consumer platform delivered growth for PolicyBazaar through:

- **Full-funnel strategy** for **high-LTV** new & existing user conversions
- Leveraging **on-device search recommendations** to maximize visibility during key user engagements
- App recommendations to **target cohorts with higher affinity** towards engaging and converting for these specific insurance products

Results

- Over **150K conversions** delivered within Q2 FY26 itself
- **>10% quarterly growth in conversions** (Q2 FY26 vs Q1 FY26)
- **Consistent monthly growth in registrations** among new users acquired

"Affle platform's full-funnel strategy helped us to target new users while also e-engaging existing users to convert. As we were targeting specific product registrations, the robust recommendations helped us to reach high affinity users across regions and vernaculars."

Urmesh Chandra,
Head, Digital Marketing
PolicyBazaar.com

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Fetch | Driving growth for a popular rewards app in US through a unique CTV led strategy

About the Advertiser

With the mission to make users' life easier and more rewarding, Fetch helps consumers earn rewards by buying the products they know and love. Fetch users have submitted more than 5 billion receipts and earned more than $1 billion in rewards.

Objective

Fetch was looking for a growth channel to drive incremental reach beyond mobile. With that goal in mind, Fetch identified CTV as a medium to diversify their acquisition strategy.

Affle Consumer Platform Solutions

Partnering with Affle's Consumer Platform, Fetch delivered a high-impact cross-screen campaign that effectively engaged CTV audiences and converted them into mobile app users driving incremental ROI and ROAS. The strategy focused on:

- Targeting untapped audiences on CTV through our **cross-screen identification technologies** to maximize mobile conversions
- Creating a seamless bridge between TV and mobile with **Smart QR codes** that led CTV viewers directly to the mobile app store, reducing drop-offs.
- Measuring the impact of CTV ads on mobile engagements/ROI via **cross-screen attribution**

Results

- **58% quarterly growth** in new user onboards (Jul-Aug '25 vs. Apr-Jun '25)
- **53% quarterly growth** in sign ups (Jul-Aug '25 vs. Apr-Jun '25)
- High impact in brand metrics thanks to premium placements on top CTV channels

"Introducing CTV into our acquisition strategy was a strategic move for us — and Affle's Consumer Platform rose to the challenge. Their proactive guidance and precise execution helped us drive a clear increase in installs and first signups."

Abby Patton,
Associate Director of Performance Marketing at Fetch

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Casas Bahia | Delivering retail growth in Brazil amongst premium iOS users

About the Advertiser

Casas Bahia is one of the largest retail chains in Brazil, specializing in furniture and home appliances. Founded in 1952, the company has over 800 stores in Brazil and also reaches customers via its app.

Objective

Casas Bahia worked with Affle's consumer platform to grow the reach and maximize purchases via its app

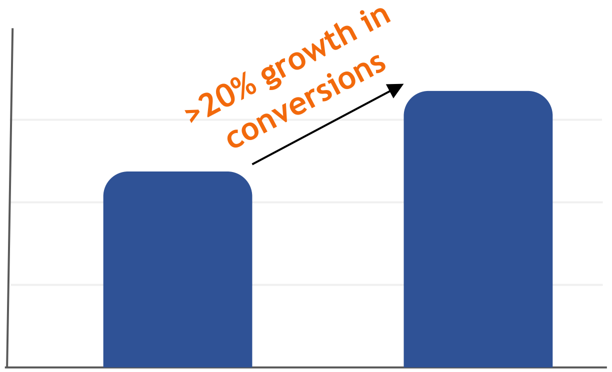
Affle Consumer Platform Solutions

Affle's consumer platform delivered business growth for Casas Bahia through:

- Campaign ROI optimisation based on Casas Bahia's sales seasonality, leading to greater campaign skew on **key peak days to maximize impact**
- **Optimised Dayparting** to dynamically align with periods of highest audience activity
- **Multi-placement strategy** to reach users across key moments on the App Store

Results

- **>20% growth in conversions** Q2 FY26 vs Q1 FY26, with more engaged users
- **Over 15K high value premium conversions** delivered within Q2 FY26
- **Stable conversion rate (87%),** maintaining strong efficiency across the user funnel



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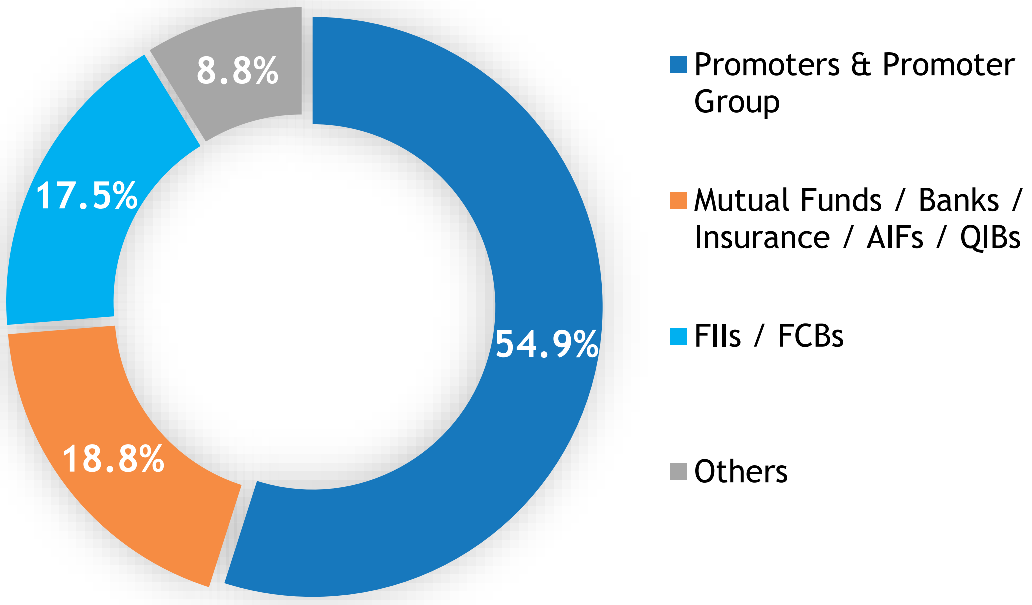
Appendix

Shareholders Information and Financial Summary

Shareholders Information

Shareholding Pattern (As on June 30, 2026)

*Total Shares Outstanding - 140,796,384



** Includes 173,897 held by ESOP trust of Affle 3i Limited for excise by employees over a period of time*

Brokerages Covering Affle

Institutional Research Desk

Citi Research	Ambit Capital	Elara Capital
DAM Capital	Anand Rathi	Ashika Equities
Avendus Spark	360One Capital	Dolat Capital
Equirus Capital	Amsec	ICICI Securities

HNI / Retail Desk

Sharekhan	ICICI Direct

Consolidated Financial Summary

In INR million	Q1 FY2027	Q1 FY2026	*Y-o-Y Growth*	Q4 FY2026	*Q-o-Q Growth*
Revenue from Contracts with Customers	**7,472**	**6,207**	***20.4%***	**7,244**	***3.1%***
Inventory and Data Costs	4,722	3,780	*24.9%*	4,583	*3.0%*
Employee Benefits Expenses	656	609	*7.8%*	635	*3.4%*
Other Expenses	417	421	*(1.0%)*	415	*0.5%*
EBITDA	**1,676**	**1,397**	***20.0%***	**1,612**	***4.0%***
% EBITDA Margin	*22.4%*	*22.5%*		*22.3%*	
Depreciation and Amortisation Expenses	342	259	*32.2%*	334	*2.3%*
Finance Costs	7	18	*(63.2%)*	10	*(33.3%)*
Other Income	250	172	*45.8%*	213	*17.7%*
Profit Before Tax	**1,578**	**1,292**	***22.1%***	**1,480**	***6.6%***
Total Tax	293	237	*23.9%*	285	*3.0%*
Profit After Tax (net of non-controlling interest, if any)	**1,284**	**1,055**	***21.7%***	**1,195**	***7.5%***
% PAT Margin	*16.6%*	*16.5%*		*16.0%*	
% Effective Tax Rate (ETR)	*18.6%*	*18.3%*		*19.3%*	

Consolidated Financial Summary

In INR million	Q4 FY2026	Q4 FY2025	*Y-o-Y Growth*	Q3 FY2026	*Q-o-Q Growth*	FY2026	FY2025	*Y-o-Y Growth*
Revenue from Contracts with Customers	**7,244**	**6,023**	***20.3%***	**7,175**	***1.0%***	**27,093**	**22,663**	***19.5%***
Inventory and Data Costs	4,583	3,648	*25.6%*	4,474	*2.4%*	16,798	13,793	*21.8%*
Employee Benefits Expenses	635	583	*8.8%*	637	*(0.4%)*	2,512	2,313	*8.6%*
Other Expenses	415	452	*(8.2%)*	433	*(4.3%)*	1,682	1,726	*(2.5%)*
EBITDA	**1,612**	**1,340**	***20.3%***	**1,630**	***(1.1%)***	**6,101**	**4,832**	***26.3%***
% EBITDA Margin	*22.3%*	*22.2%*		*22.7%*		*22.5%*	*21.3%*	
Depreciation and Amortisation Expenses	334	266	*25.8%*	332	*0.7%*	1,244	967	*28.6%*
Finance Costs	10	24	*(58.8%)*	13	*(19.9%)*	53	126	*(58.2%)*
Other Income	213	189	*12.5%*	175	*21.3%*	782	938	*(16.5%)*
Profit Before Tax	**1,480**	**1,239**	***19.5%***	**1,461**	***1.3%***	**5,587**	**4,676**	***19.5%***
Total Tax	285	208	*37.1%*	268	*6.3%*	1,038	858	*21.0%*
Profit After Tax (net of non-controlling interest, if any)	**1,195**	**1,031**	***16.0%***	**1,193**	***0.2%***	**4,549**	**3,819**	***19.1%***
% PAT Margin	*16.0%*	*16.6%*		*16.2%*		*16.3%*	*16.2%*	
% Effective Tax Rate (ETR)	*19.3%*	*16.8%*		*18.3%*		*18.6%*	*18.3%*	

Contact Us

Website

www.affle.com

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investor.relations@affle.com