Affle 3i Limited

Q1 FY2027 Earnings Presentation

For the period ended June 30, 2026

Consumer Intelligence Driven Global Technology Company

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affle | 3i innovation impact intelligence

Affle 3i Vision: Powering 10x Decadal Growth

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

Affle | Performance Highlights

Amount in INR million

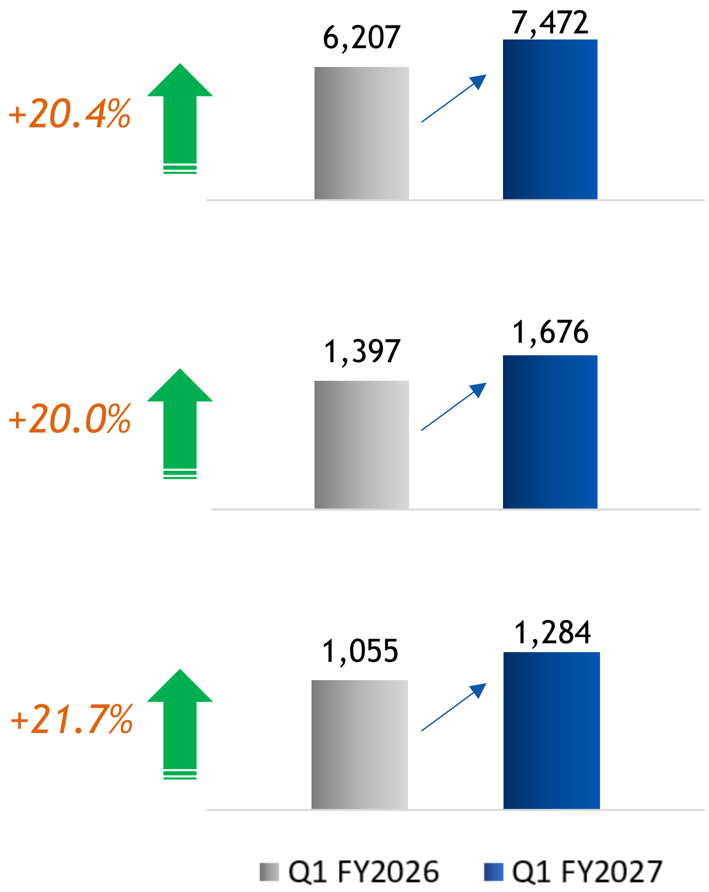
Revenue[1]

EBITDA

PAT

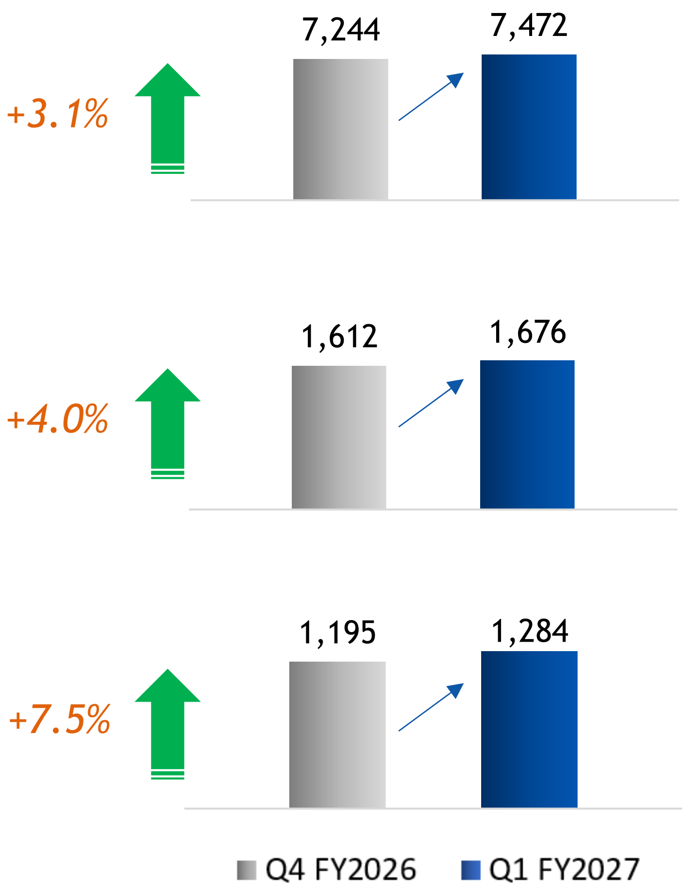
Q1 FY2027 vs. Q1 FY2026

Y-o-Y Comparison



Q1 FY2027 vs. Q4 FY2026

Q-o-Q Comparison



Note: 1) Revenue from contracts with customers

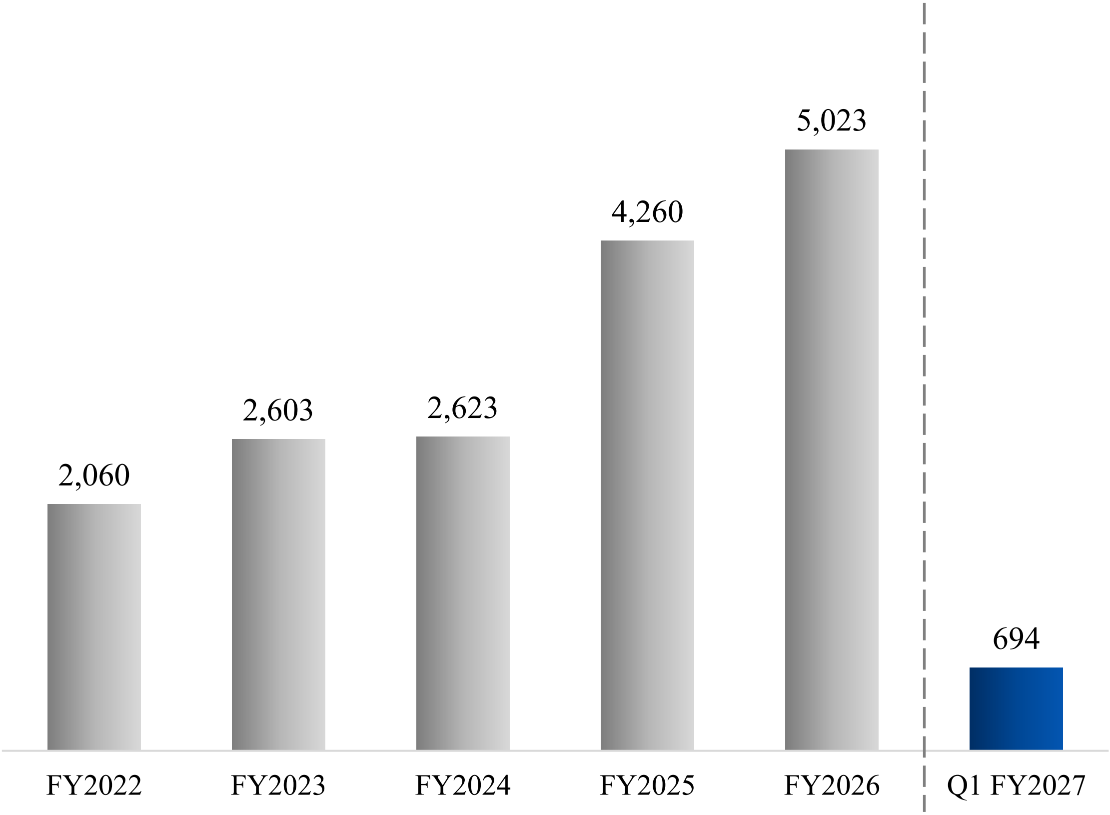
**All numbers are on a consolidated basis, unless otherwise stated*

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%*	

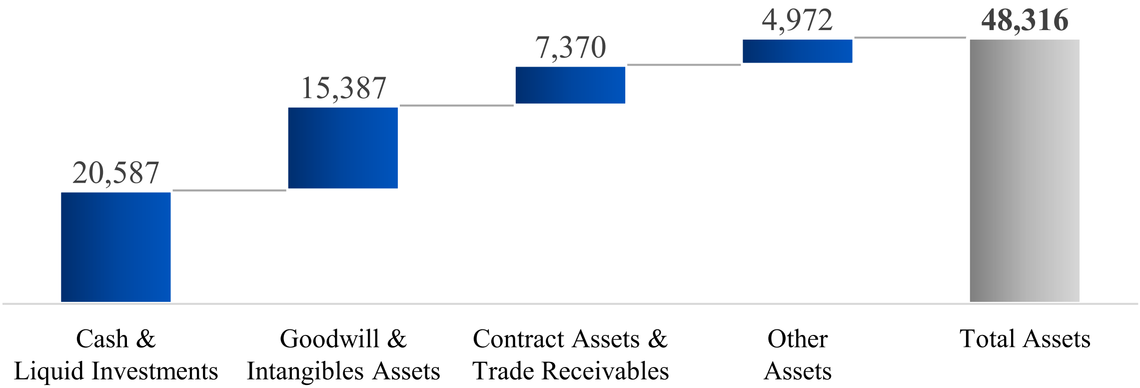
Cashflow Trend and Balance Sheet Position (Consolidated)

Operating Cash Flows* (INR mn)

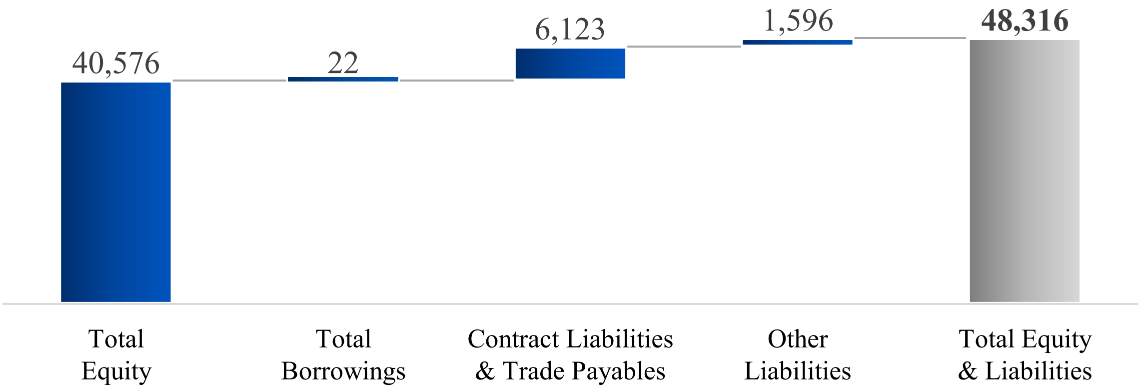


Asset & Liabilities (INR mn) – As of June 30,2026

Assets



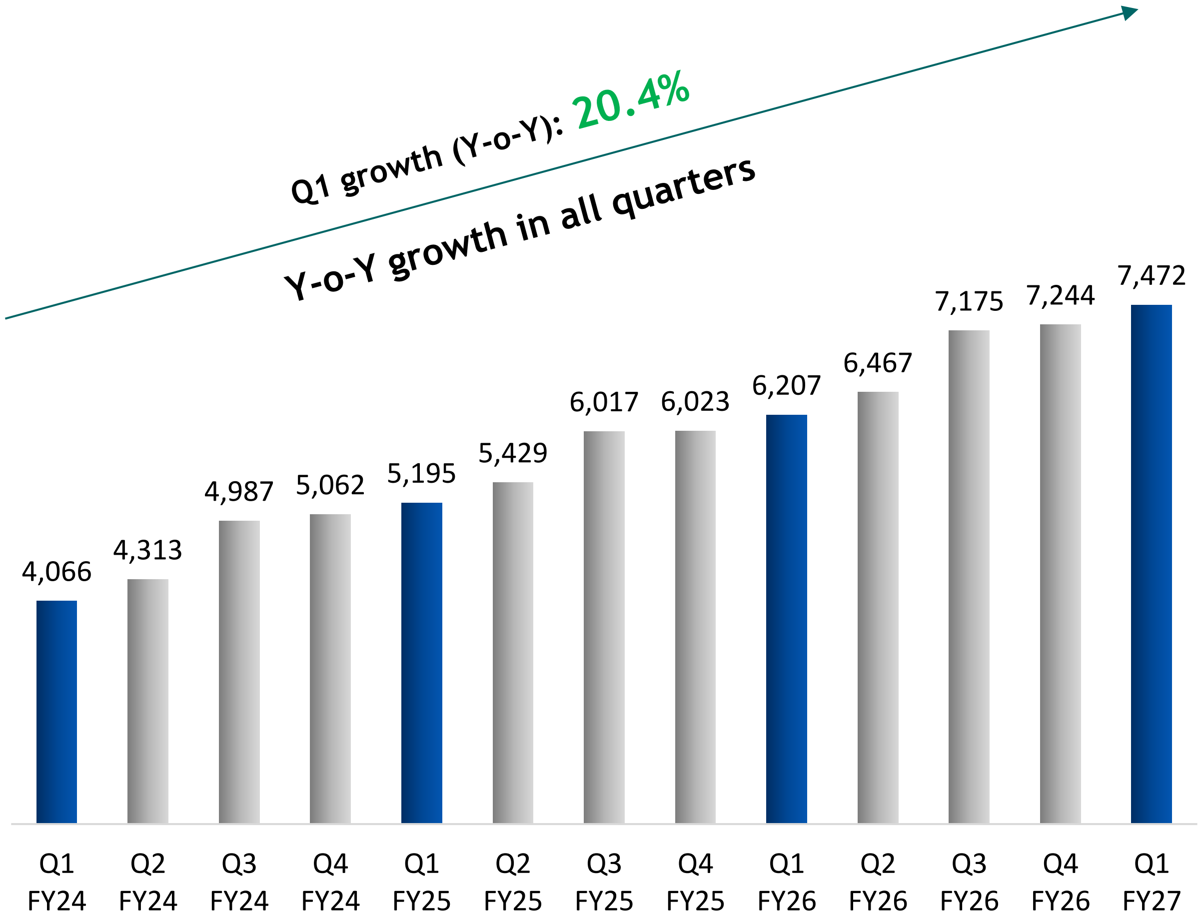
Equity & Liabilities



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

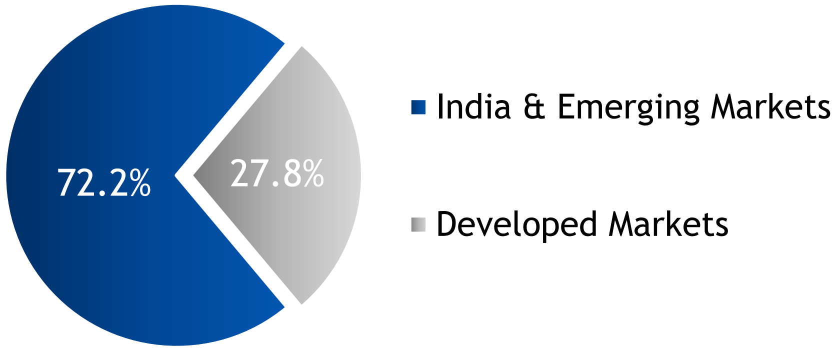
Quarterly Performance Trend (Consolidated)

Revenue from Operations (INR mn)

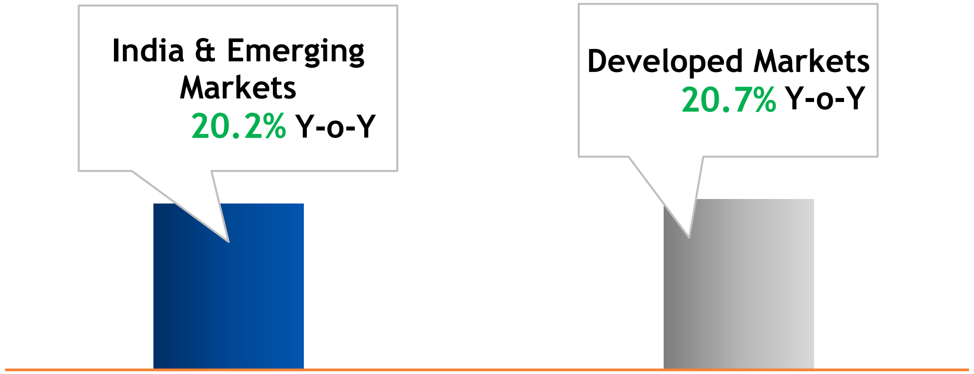


Market-wise Performance (Q1 FY2027)

Revenue Split

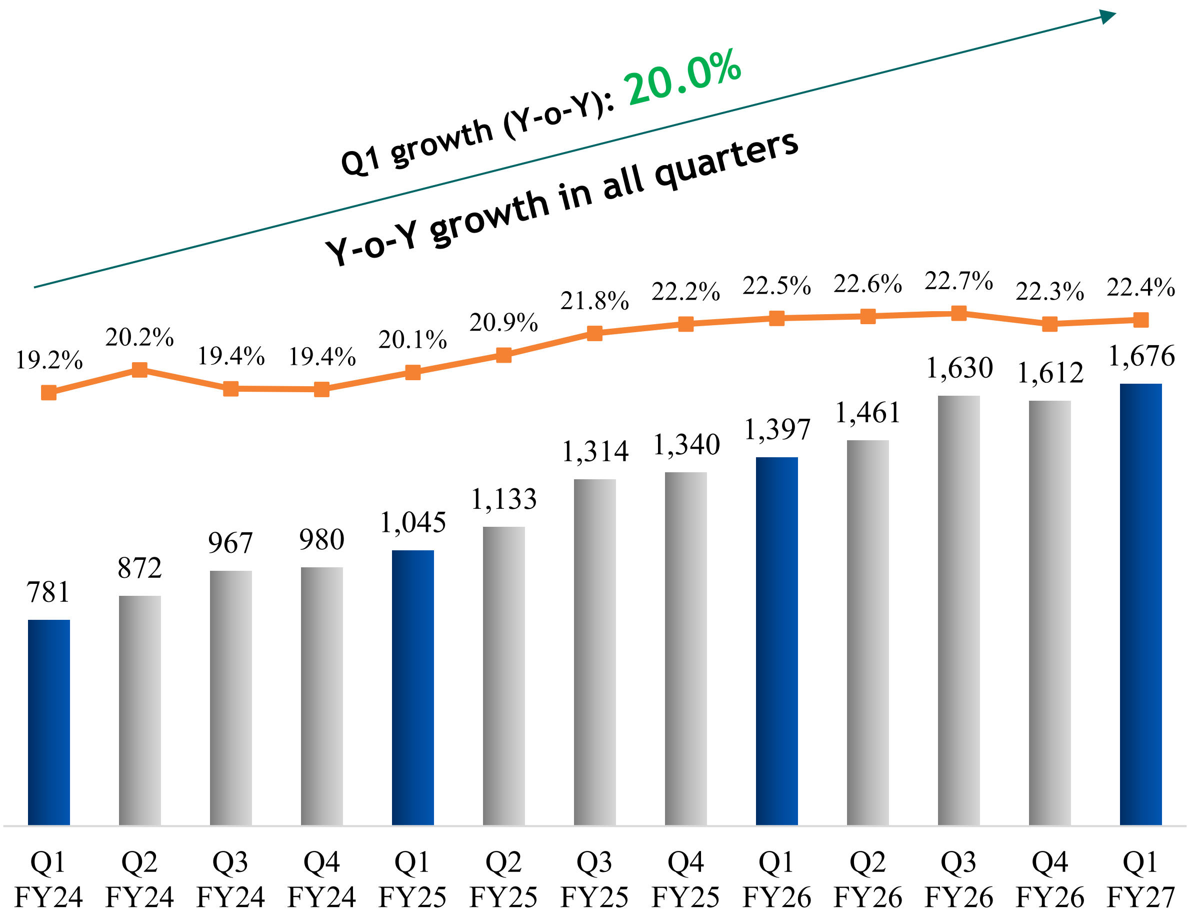


Broad-based Growth Across Markets (Y-o-Y)

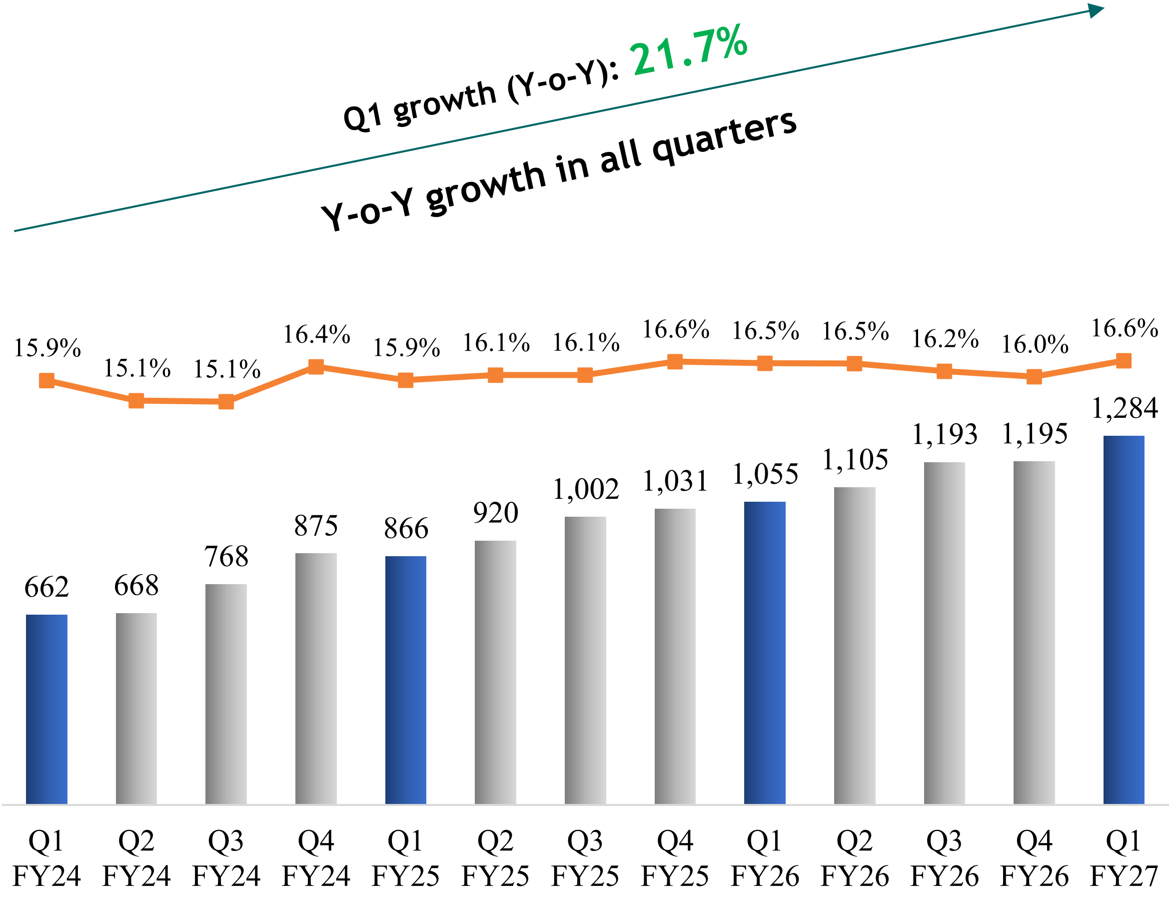


Quarterly Performance Trend (Consolidated)

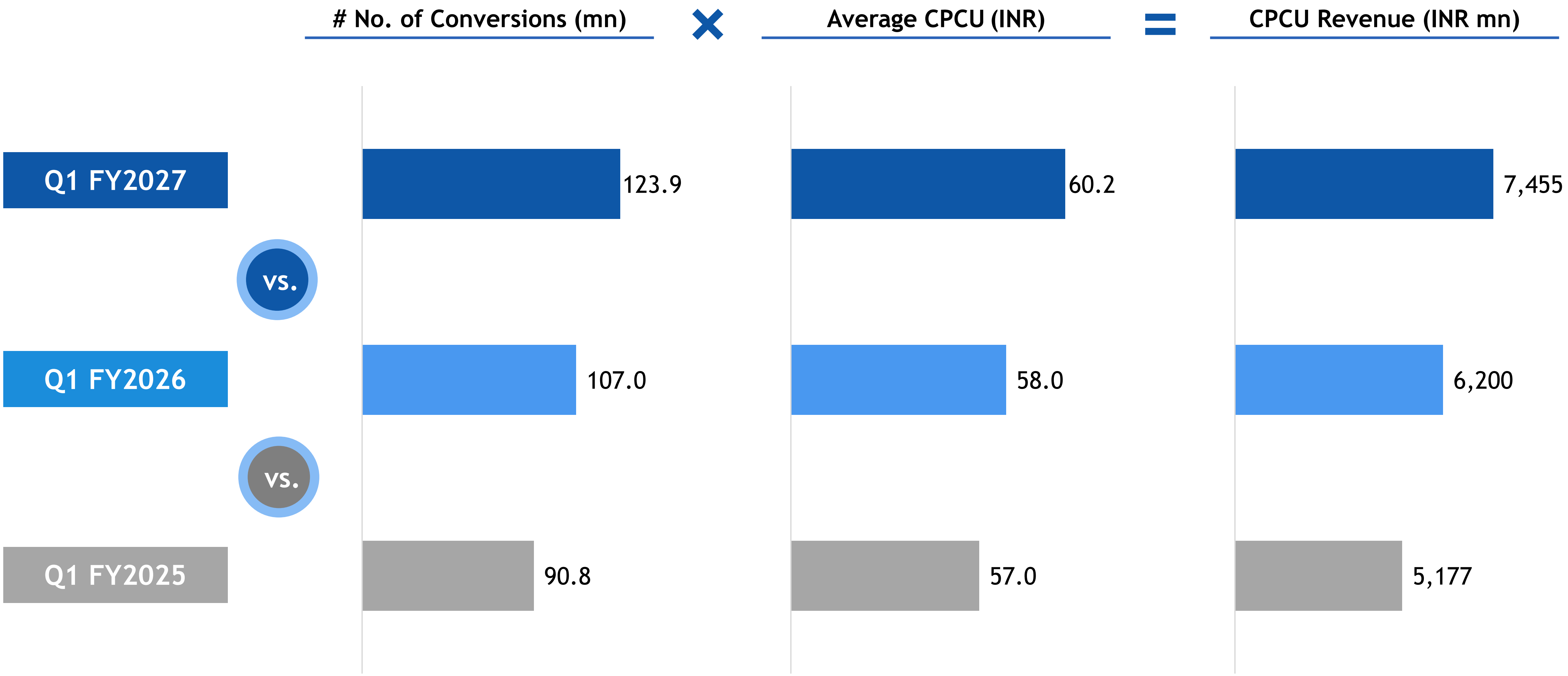
EBITDA (INR mn) & EBITDA Margin (%)



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



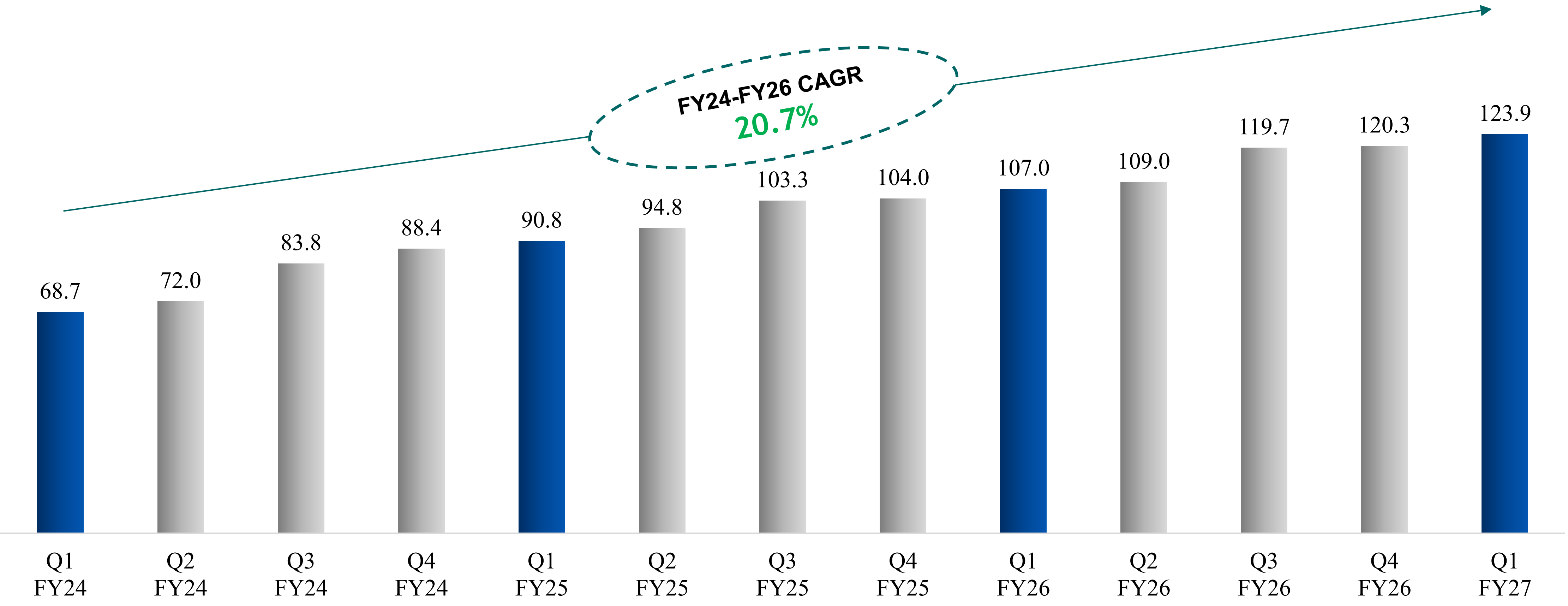
CPCU Business | Q1 Performance Trend (y-o-y)



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

CPCU Business | Conversions Trend

Number of Conversions (mn)



All numbers are on a consolidated basis, unless otherwise stated

Verticalized Focus on High Growth Categories

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

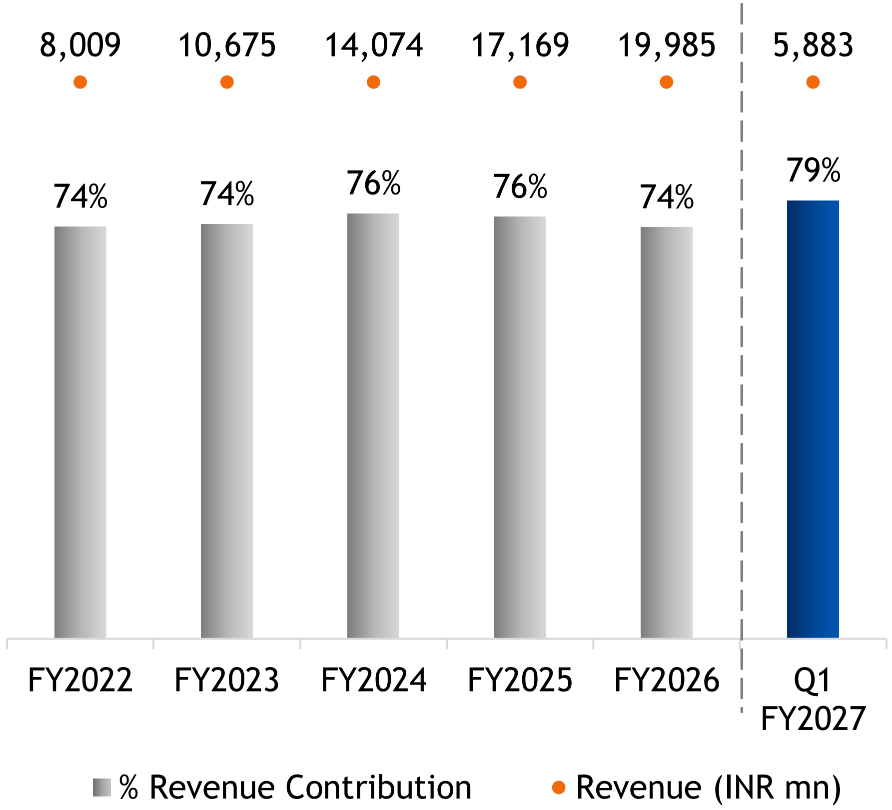
Category H

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

Direct Customers - Revenue Contribution



Business Overview & Case Studies

- Affle Overview

- CPCU Business Model

- Affle Culture

- Affle Consumer Platform Case Studies

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

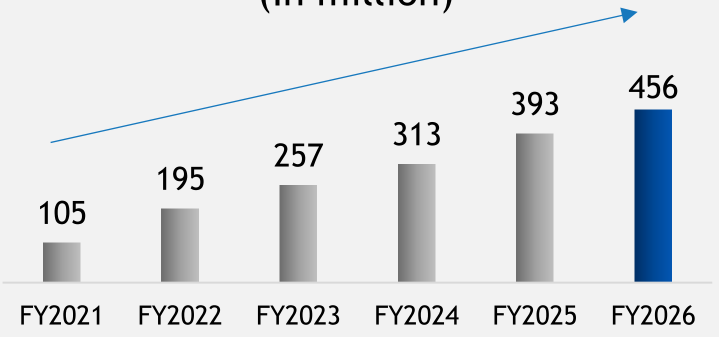
27.1%
Developed Markets Revenue - 12M FY26

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

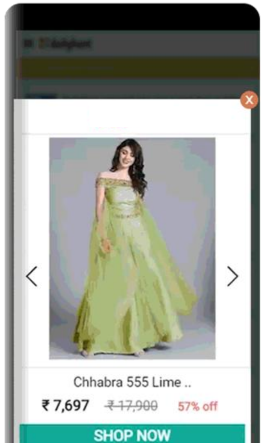
Affle | Cost Per Converted User (CPCU) Business

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

New user conversion (online)

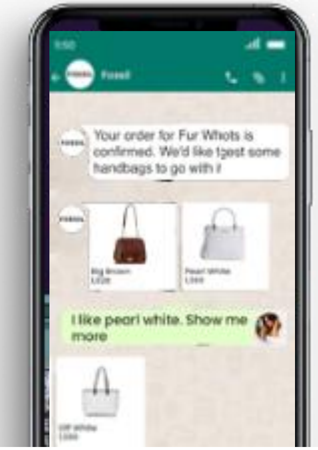
Use Case – Target new user acquisition optimized to in-app transaction/registration/event

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 (Branding & O2O)

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

Advertisers

Verticalized AI-Powered Ad Intelligence

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

Consumers

4Bn+ AI-Powered Audience Intelligence

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

CPCU Model

CPCU Revenue = No. of Conversions X Average CPCU Rate

Affle Culture | Tech Innovations & Accreditation

Global Tech IP Portfolio

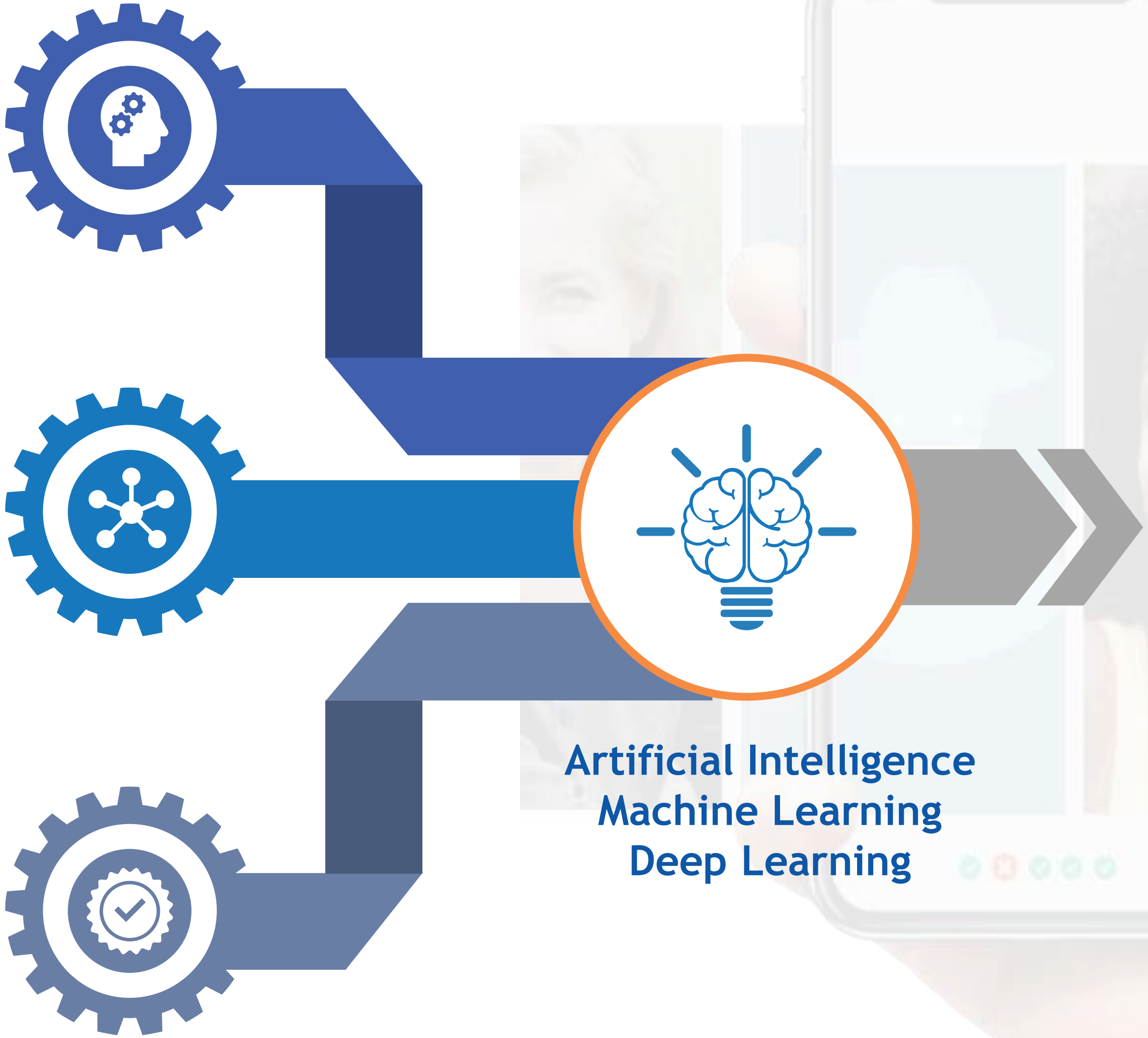
Total **39** unique Patents with **18 granted** and rest filed & pending across jurisdictions

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

Affle Culture | Tech & Thought Leadership

Represents No. of Ranks achieved by Affle Platforms

Affle Consumer Platform Case Studies

1.	Domino's Pizza	Driving first orders for the QSR app with an engaging CTV creative strategy
2.	Hospitality & Travel	Turning travel intent into bookings across Emerging Markets
3.	Flink	Germany's quick commerce leader expanding into new European market to reach high-intent grocery shoppers

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.

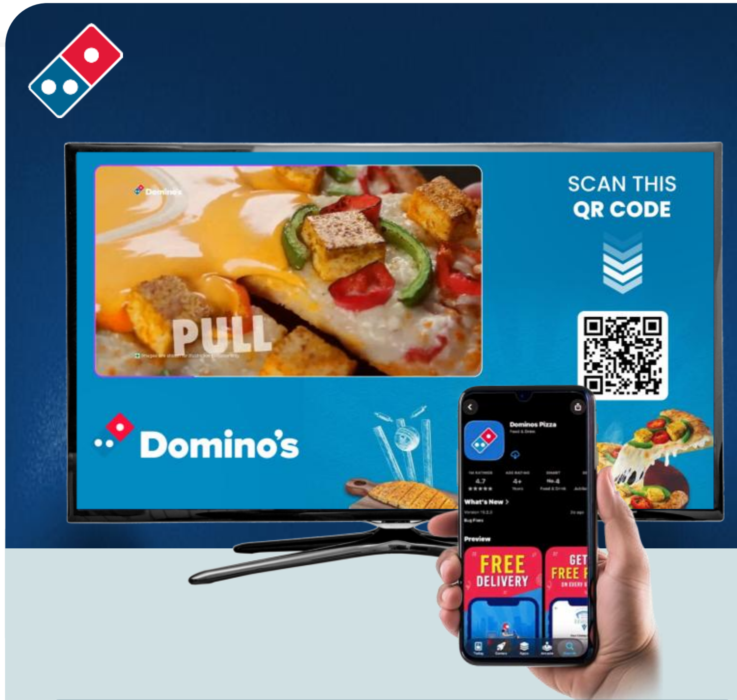
Affle Consumer Platform Solutions

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

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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:

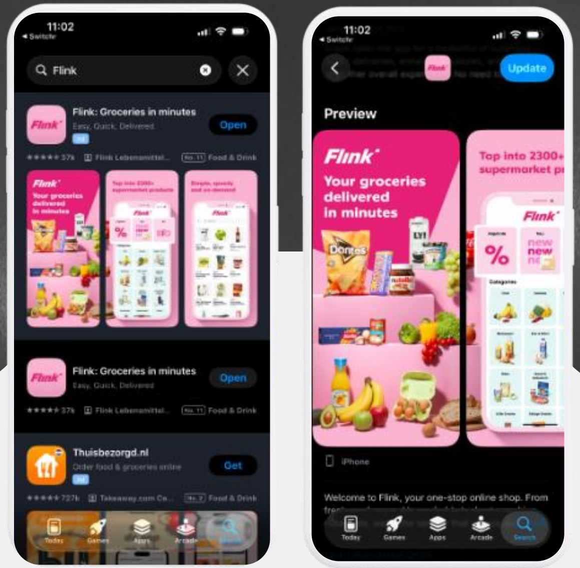
- **Identify and reach high-intent shoppers** using AI-powered Keyword Intelligence
- Continuous adjustment of marketing efforts during peak purchase windows to **maximize conversions through Agentic AI.**
- **Leverage app growth intelligence** to monitor category trends and competitor activity, enabling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

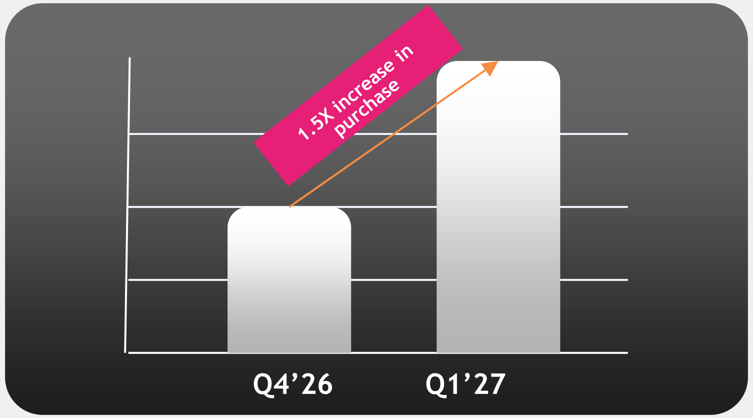
Results

- **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.

Flink





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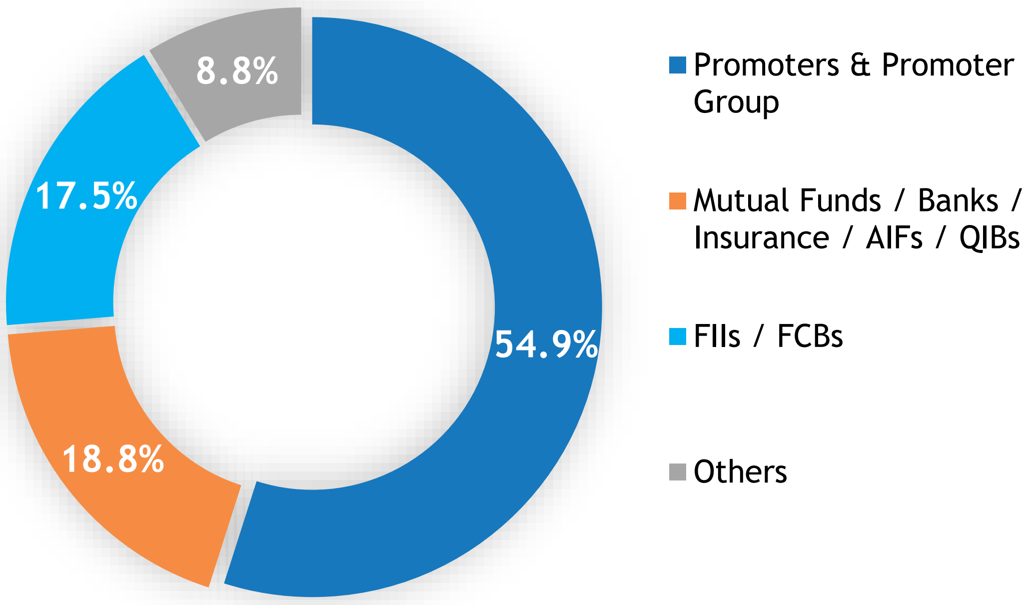
Shareholders Information

Affle | 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

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