



July 1, 2021

AIL/SE/PR/2021-22/02

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 announces completion of Jampp acquisition.”

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

Regd. Office | 102, Wellington Business Park-I, Off Andheri Kurla Road, Marol, Andheri (East), Mumbai – 400059

Communication Office | P 659, 6th floor, Tower C, JMD Megapolis, Sohna Road, Sector – 48, Gurgaon:122018

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Press Release

Affle announces completion of Jampp acquisition

1 July 2021: Affle (India) Limited through its subsidiaries (“Affle”), today announced the completion of acquisition to acquire full control, tech IP assets and 100% ownership of Jampp, a leading global programmatic mobile marketing company. Affle had approved and announced the acquisition on June 9, 2021 and this marks the successful completion of its biggest acquisition till date.

Jampp is a global platform that started in 2013 in Latin America (LATAM) and its largest teams continue to be based there. Jampp’s programmatic mobile advertising platform is used by leading app marketers to acquire new users and also to drive repeat usage & transactions with existing users. Jampp drives incremental performance for many of the global brands across North America, LATAM, APAC and other international markets.

This acquisition carries a great strategic merit as it strengthens Affle’s CPCU business model and enables Affle to expand into fast-growing markets like US and LATAM, while further consolidating its position in APAC.



Commenting on this development, **Anuj Khanna Sohum, the Chairman, MD and CEO at Affle** said “The completion of Jampp acquisition marks a significant milestone in our growth journey and adds to our proven 100% track record of timely completion of announced acquisitions. This transaction significantly enhances our market reach, scale, talent and strengthens the CPCU business. The integration process will be carried out gradually and the combined synergies will enable a lot more strategic accomplishments, enhancing value for our shareholders, customers, employees and all other stakeholders.”

About Affle

Affle is a global technology company with a proprietary consumer intelligence platform that delivers consumer engagements, acquisitions and transactions through relevant Mobile Advertising. The platform aims to enhance returns on marketing investment through contextual mobile ads and also by reducing digital ad fraud. While Affle's Consumer platform is used by online & offline companies for measurable mobile advertising, its Enterprise platform helps offline companies to go online through

platform-based app development, enablement of O2O commerce and through its customer data platform.

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, D2C (An NTT DoCoMo, Dentsu & NTT Advertising JV), Bennett Coleman & Company (BCCL) amongst others.

For more information visit www.affle.com

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

About Jampp

Jampp is the programmatic mobile advertising platform of choice for many of the fastest-growing mobile companies worldwide. Jampp leverages machine learning to drive incremental growth for its customers, whether that means looking to grow their user base or increase purchases after users install their app.

Started in 2013 in Argentina, Jampp is today one of the leading adtech companies with global business and teams across US, Argentina, Brazil and Singapore.

For more information, visit <https://jampp.com>