



Affle (India) Limited

Corporate Presentation

As of December 31, 2022

Consumer Intelligence Driven Global Technology Company



16+ 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 | At a Glance



ABOUT

- Global technology company
- Leading market position in India
- Profitable business model
- Well-defined strategic growth plan



BUSINESS SEGMENTS

- 1) **Consumer Platform:** Delivers acquisitions, engagements & transactions for leading brands and B2C companies. Also, includes retargeting & push notification for e-commerce (**99.4% of 9M FY2023 revenue**)¹
- 2) **Enterprise Platform:** Enabling offline businesses to go online through App development, O2O² commerce & data analytics (**0.6% of 9M FY2023 revenue**)¹



GLOBAL REACH

India, Southeast Asia (SEA), Middle East and Africa (MEA), North America (NA), Europe, Japan, Korea and Australia (JKA)

32.3%
India revenue^{1,3}
9M FY2023

67.7%
International revenue^{1,3}
9M FY2023



END TO END MOBILE ADVERTISING PLATFORM

- In-house data management platform with over **2.9Bn⁴** connected devices reached, that drives our predictive optimization algorithm
- Fraud Detection platform to help deliver high ROI to our customers



R&D FOCUS WITH A STRONG PATENT PORTFOLIO

6

Patents granted in US related to digital advertising, detection of fraud and voice-based intelligence

15

Patents filed in US, India and/or Singapore related to innovative futuristic use cases

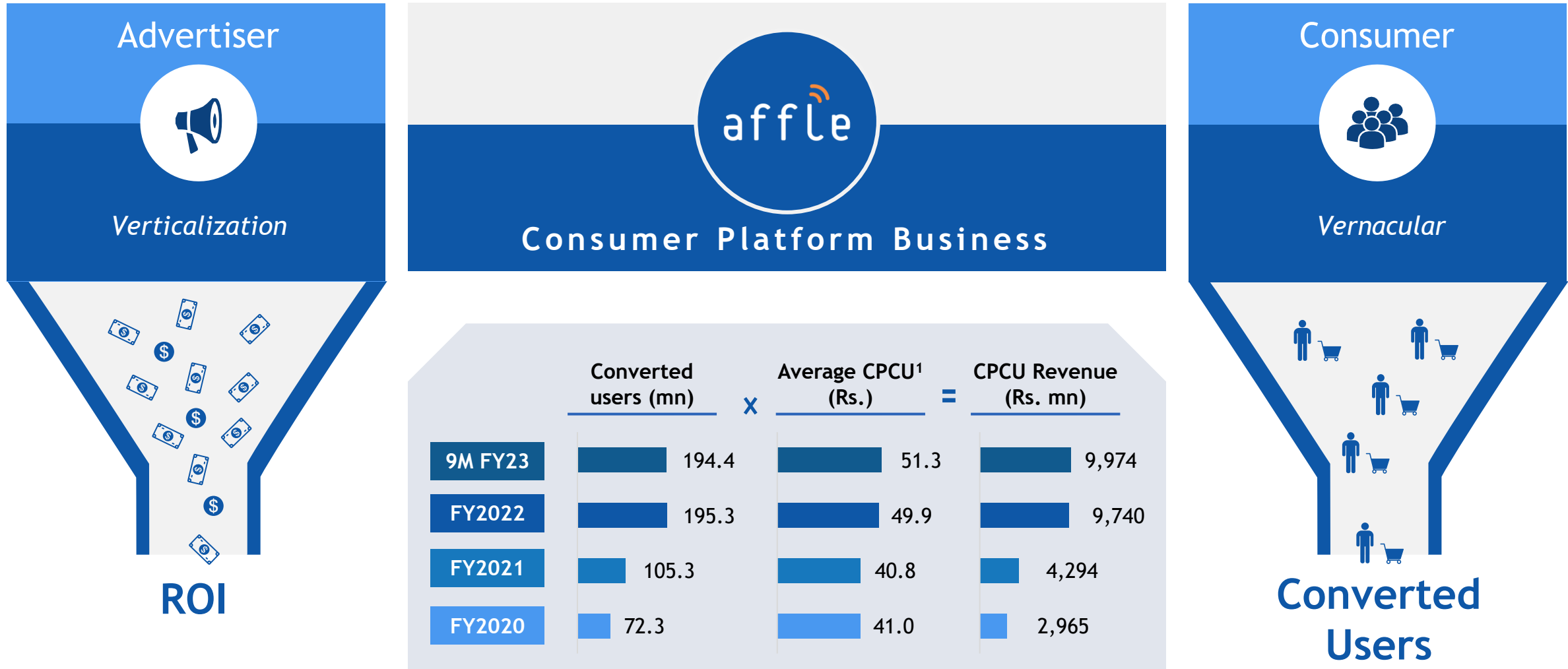


ANNUAL FINANCIAL SUMMARY⁵

In Rs. mn (Consolidated)	9M FY23	FY22	FY21	FY20
Revenue	10,781	10,817	5,168	3,338
EBITDA	2,213	2,135	1,303	888
PAT (normalized)	1,829	1,834	1,031	655

1) For the nine months ended December 31, 2022 on a consolidated basis; 2) O2O: Online to Offline; 3) Region-wise contribution and is different from the billing entity-wise segmental break-up disclosed in financial results; 4) For the 12 months period of Jan 1, 2022 to Dec 31, 2022; 5) Refer our respective periods Earnings Presentation for detailed financial working and adjustments

Affle | Simplifying and unifying the ecosystem



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, ad fraud 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 Affle2.0 | Well-defined strategy targeting high growth markets and industry segments
- 6 Strong track record of growth and profitability
- 7 Affle2.0 Culture | Entrepreneurial & committed team, robust governance, thought leadership and sustainability

1 Performance driven, high ROI CPCU business model

92.5% of Revenue from Operations contributed by CPCU model in 9M FY2023 and 7.5% from Non-CPCU



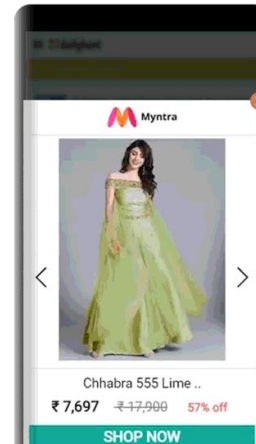
New user conversion
(online)



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



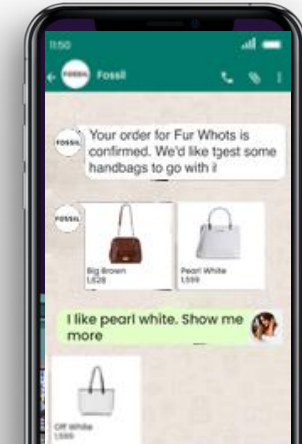
Existing user repeat
conversion (online)



Use Case - Target interested user to complete the transaction



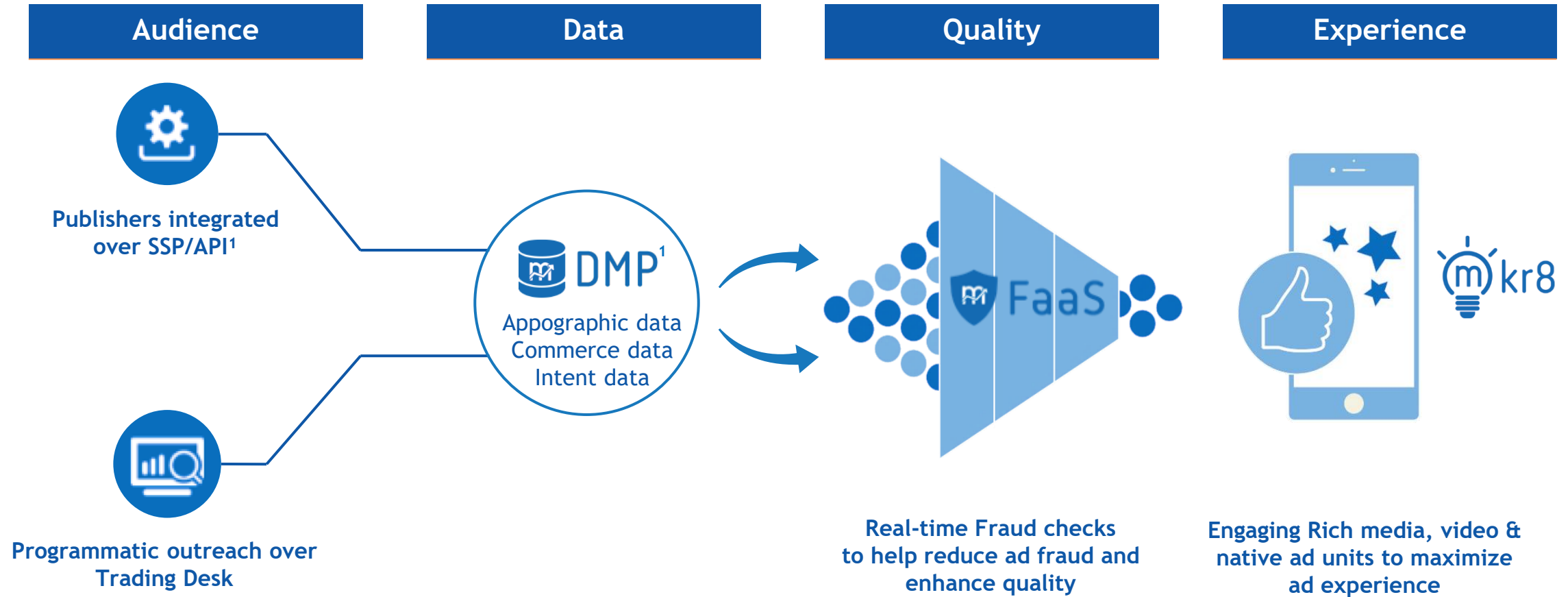
New/existing user
conversion (offline)



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

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

Data and quality focused mobile advertising platform-based solution



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?

2.9Bn+
Connected
Devices

100+
Pre-Defined
Segments

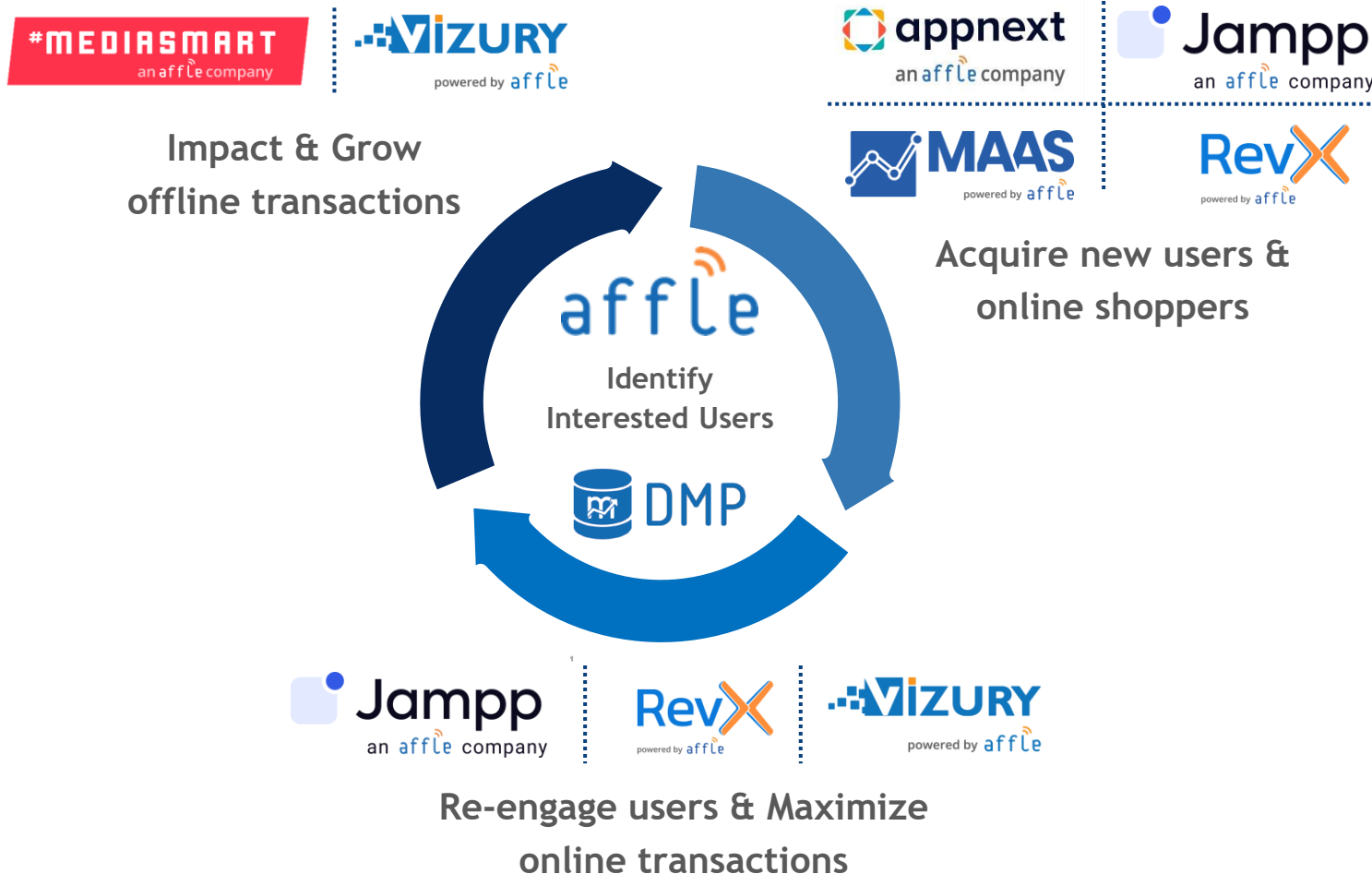
40+
Interest
Categories

Advanced
AI / ML
Models

Internal
AffleID For
Each Device

1 Technology and innovation powered growth

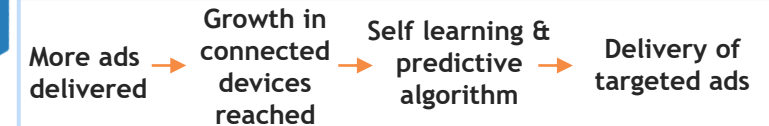
Affle Platforms enabling an omni-channel connected ecosystem



Asset light, automated and scalable platform



Flexible and scalable



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)

- 16+ 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

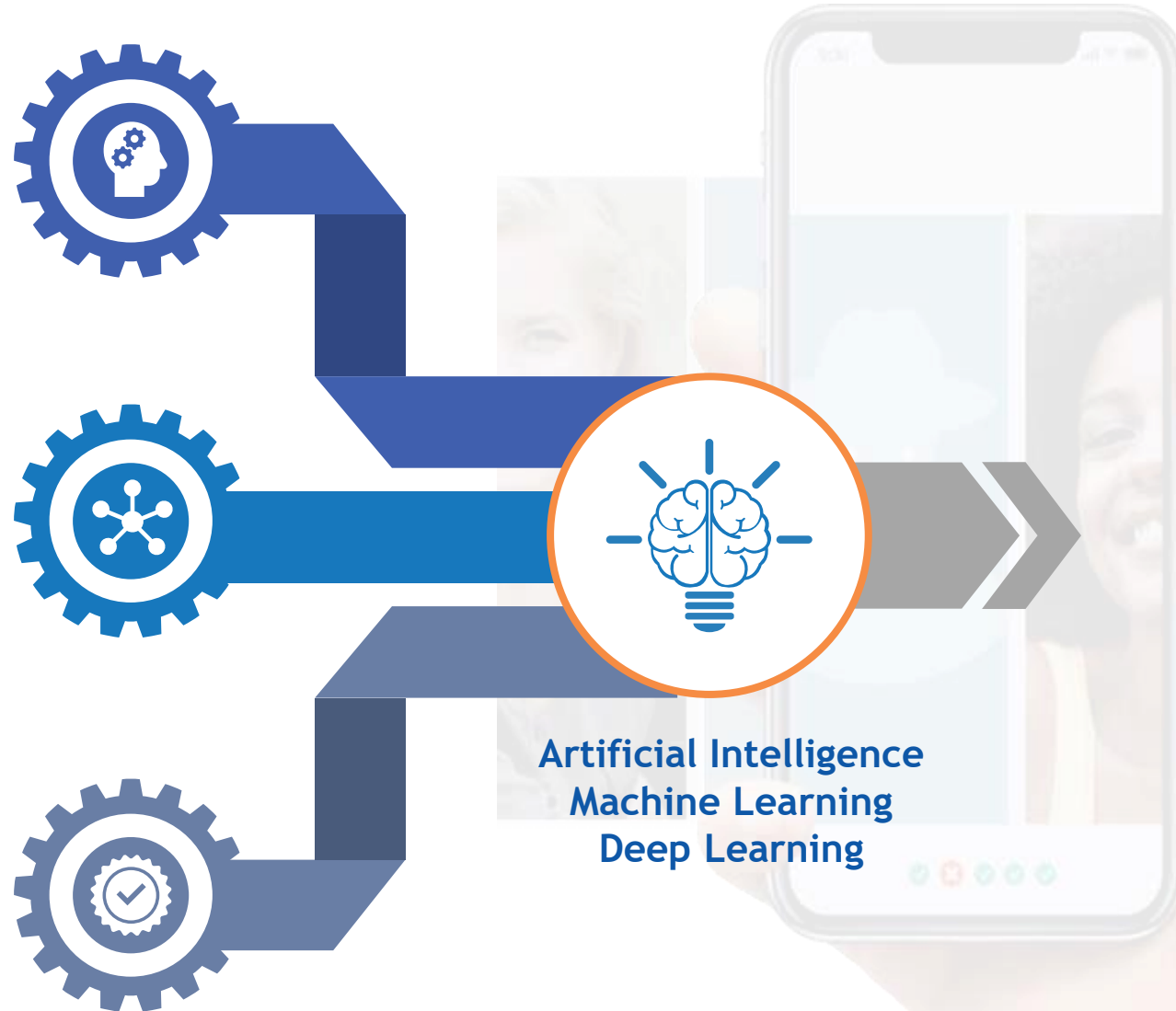
Total 21 Patents with 6 granted in US and 15 other filed across jurisdictions

Award-winning Ad Fraud Detection Platform

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

DPTM Certified and SGD Accredited

Affle Platform Data Protection Trustmark certified & SGD accredited by IMDA Singapore



Unified **Consumer Tech** Proposition

2.9bn¹ Connected Devices Reached

16+ years of focused R&D and innovation

Real-time Predictive Algorithm

Powering **Futuristic** Tech Use Cases

Note: 1. For the 12 months period of Jan 1, 2022 to Dec 31, 2022

*mTraction is accredited under the Accreditation@SG Digital (SG:D) programme

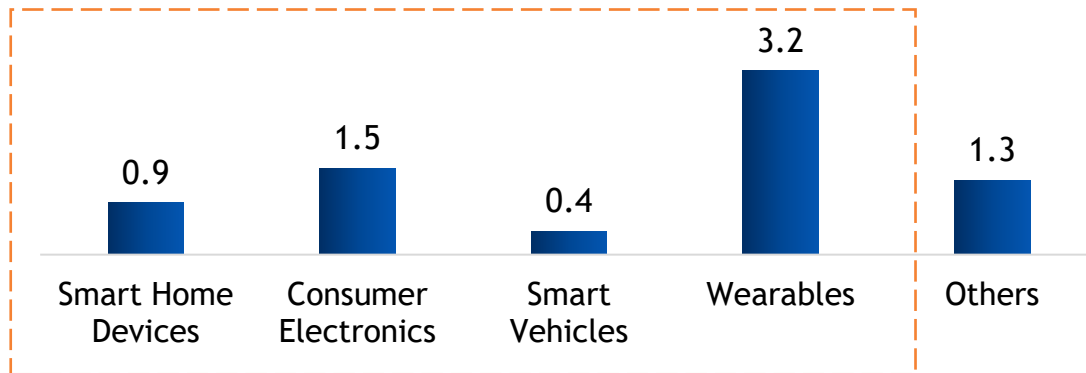
3 Long term industry tailwinds remain well grounded

Global Industry Trends



c.6bn¹ new connected consumer devices to be added by 2025 globally

Devices in billion



Global App Installs Ad Spend (US\$ bn)

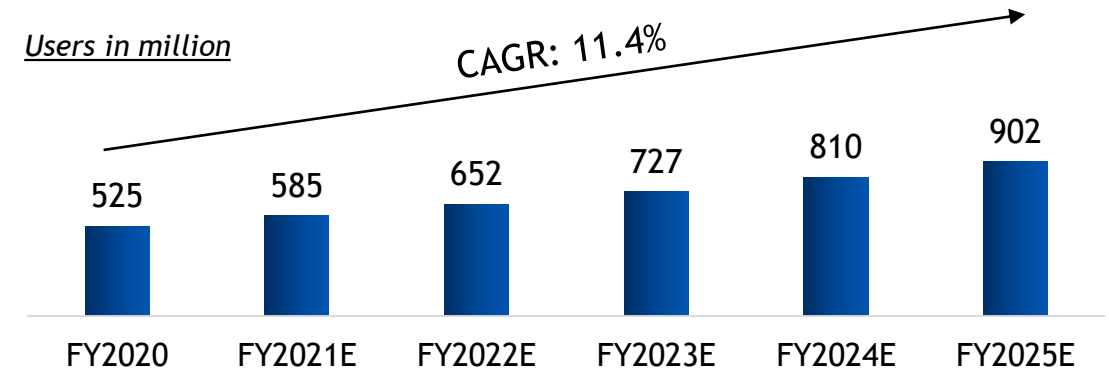


India Industry Trends



Significant increase in India's digital user base with strong user affinity

Users in million



Number of Online Shoppers in India (mn)






Source: Frost & Sullivan Report titled "Industry Insights on the Advertising and Ad Tech Market", 2021; Sensor Tower Store Intelligence, Bain & Co.

Note: 1) Excluding wi-fi routers which is part of others category and may not be relevant to the mobile advertising industry

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

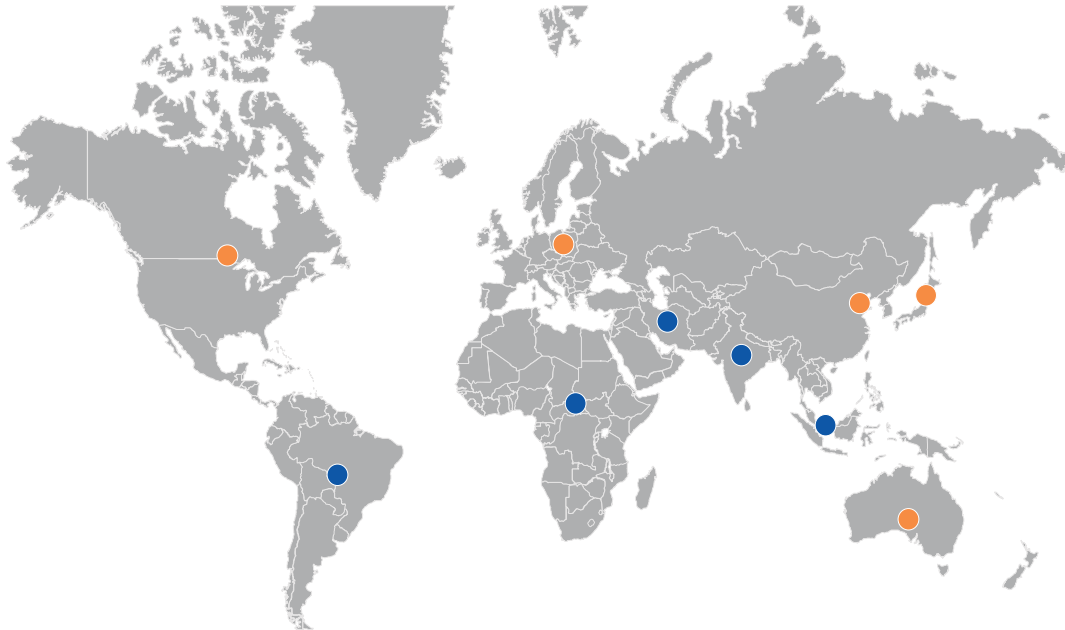
	Disjointed demographics	Wide variation in shopping patterns by audience segment makes optimization of marketing spends challenging
	Price sensitivity	India remains a low CPCU market vs. other global markets
	User behaviour	Online commerce penetration is still low in India and thus challenging to convert transacting users

affle Strategic advantage

- ✓ Familiarity with local demographics
 - ✓ Track record of working with Indian brands
 - ✓ Predictive algorithm and strong network enabling precise consumer targeting
-
- ✓ Track record of profitability in the low CPCU Indian market
-
- ✓ Extensive connected devices reach, proprietary technology and local knowledge

5 Affle2.0 Strategy | Targeting high growth markets and industry segments

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



● **Primary markets:**
India, South East Asia,
Middle East & Africa
and Latin America

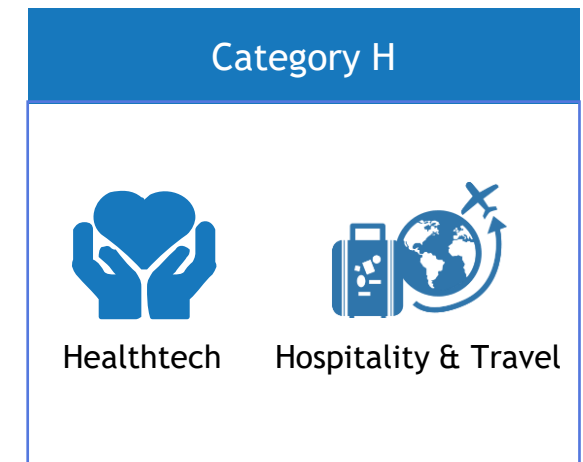
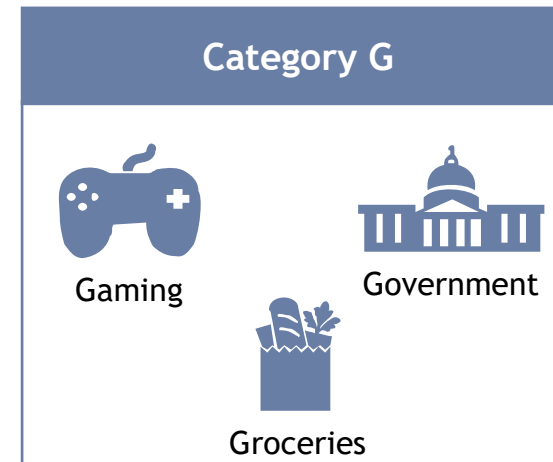
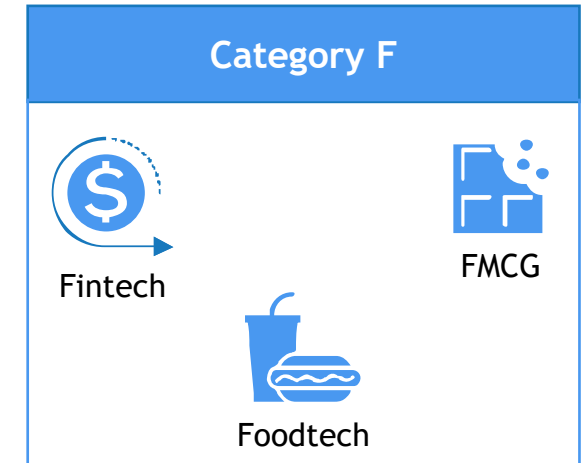
● **Other key markets:**
North America, Europe
and North Asia



2.9bn⁺¹ Connected devices Reached Globally

Note: 1) For the 12 months period of Jan 1, 2022, to Dec 31, 2022, on a consolidated basis

Verticalized approach for leadership within fast growing
resilient industry segments across E, F, G, H Categories



Leveraging opportunities in India and International markets

4. Enhance revenue from existing & new customers and strategically invest in inventory & data cost to reach the next billion shoppers on connected devices

3. Expand the scope of products from just mobile to connected devices mapping consumers' end-to-end digital journey

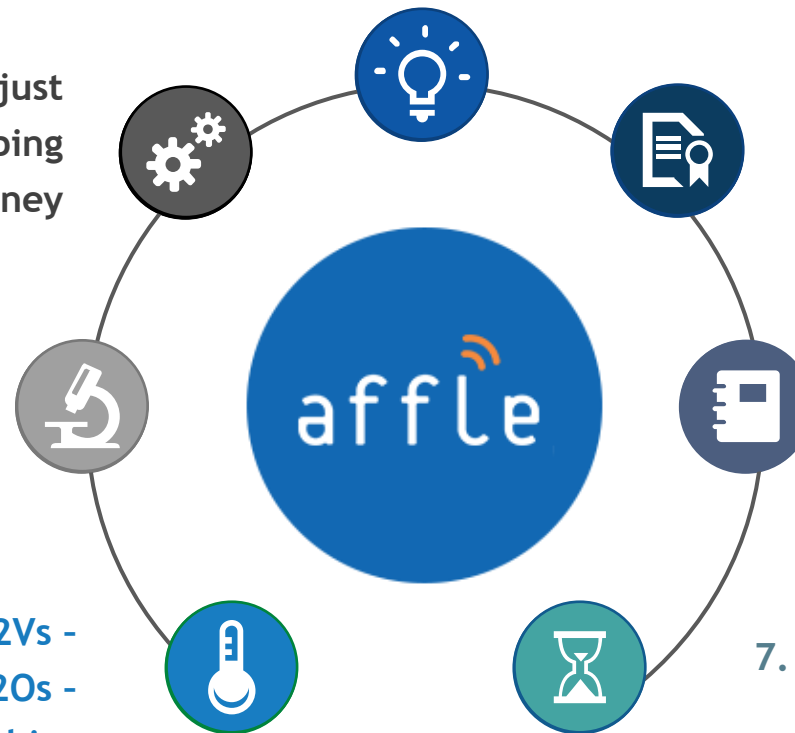
5. Invest in to develop and continuously enhance technological & IP capabilities

2. Penetrate further in emerging markets with a verticalized focus on delivering deeper conversions across industry verticals

6. Continue to develop solutions powering futuristic use cases and address key industry challenges

1. Affle2.0 growth plan anchored on 2Vs - Vernacular & Verticalization and 2Os - mobile OEMs & Operator partnerships

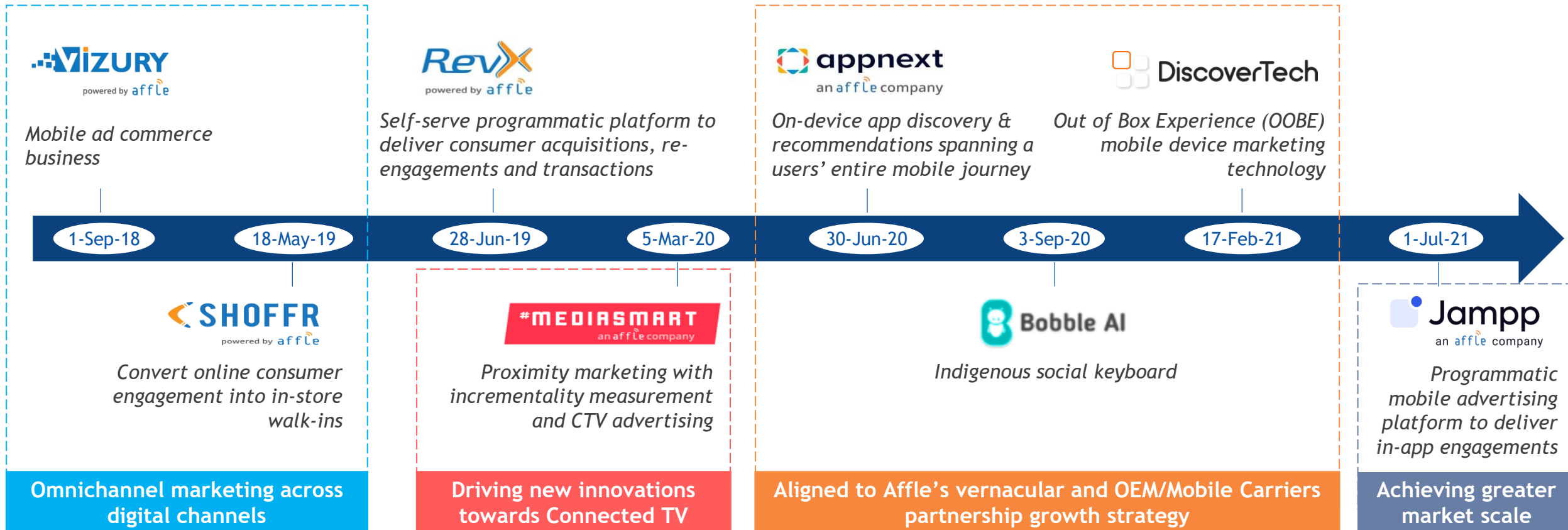
7. Continue to selectively pursue consolidation opportunities



5 Affle2.0 strategy guiding Company's vision and growth ahead

Affle2.0 strategy powering growth across **connected devices**, anchored on **vernacular / verticalization / ecosystem-level** partnerships

Strategic acquisitions & investments to complement the existing business¹



Source: Company information

Note: 1) The dates refer to the closure/effective date of respective acquisitions

6 Strong track record of growth and profitability

Annual Performance Trend (Consolidated)

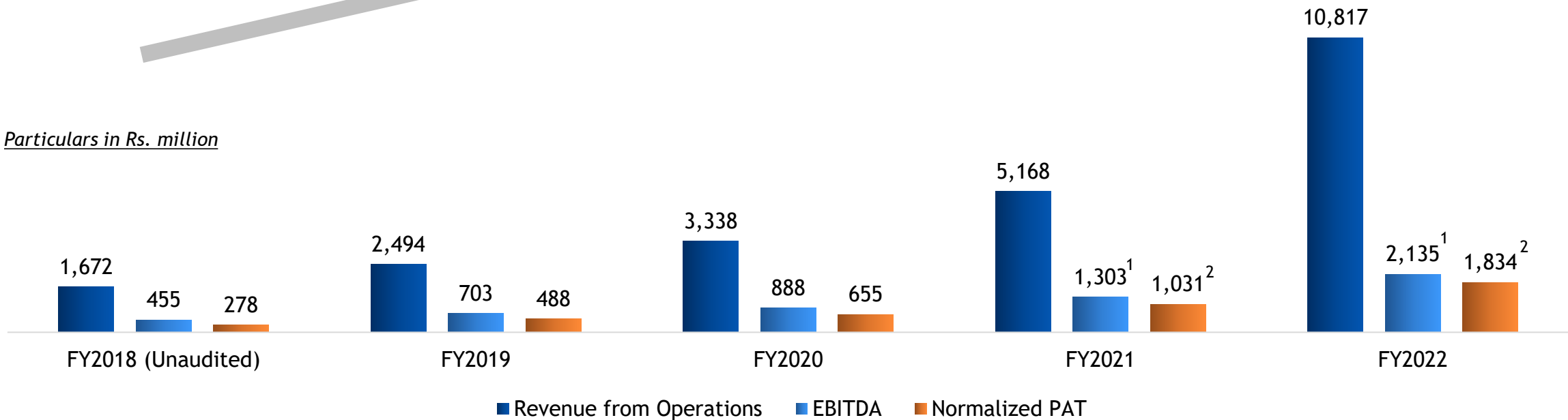
CAGR (FY18 - FY22)

Revenue CAGR **59.5%**
EBITDA CAGR **47.2%**
PAT CAGR **60.2%**

Y-o-Y Growth

109.3% 63.8% 77.8%

Particulars in Rs. million

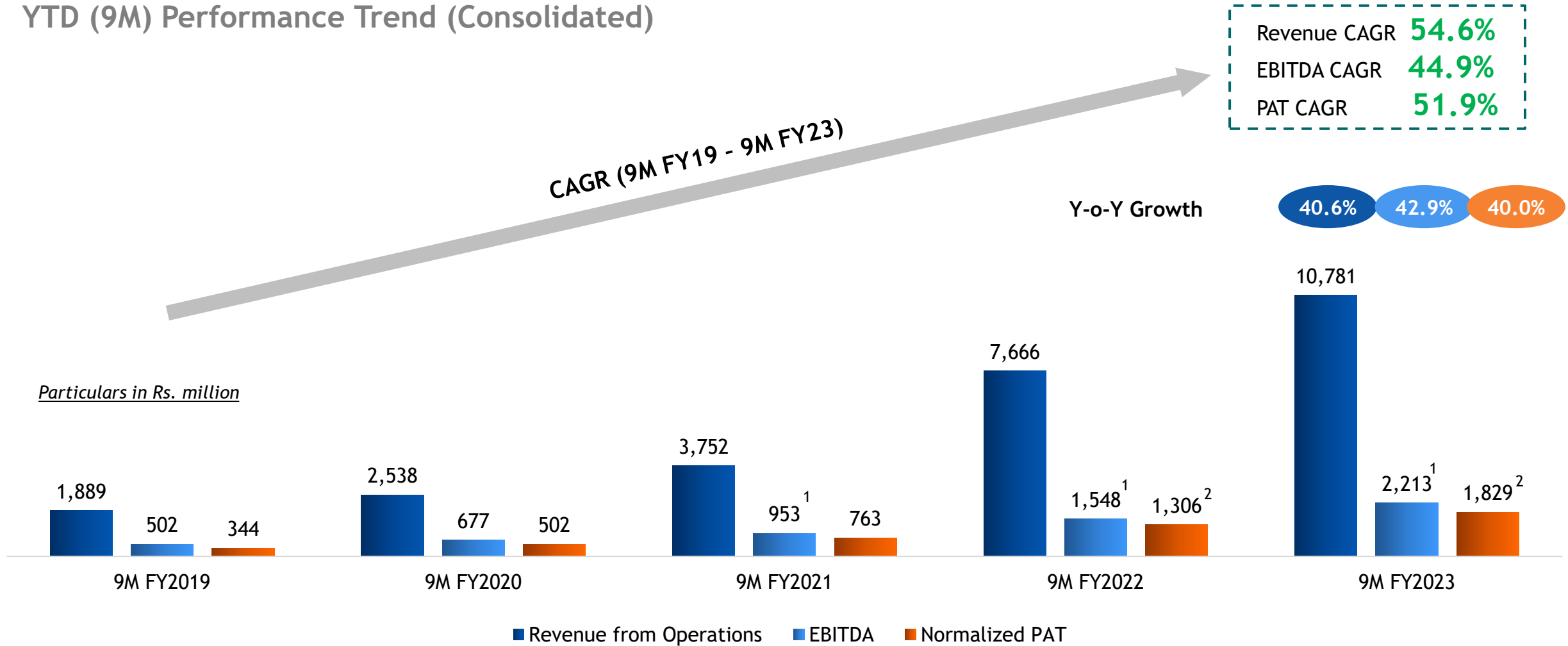


Note: 1) Liabilities written back which are part of 'Other Income' in the reported financials, are operating income in nature and adjusted in EBITDA (Refer appendix)

2) Normalized PAT (Refer earnings presentations for the detailed working on financials)

6 Strong track record of growth and profitability

YTD (9M) Performance Trend (Consolidated)

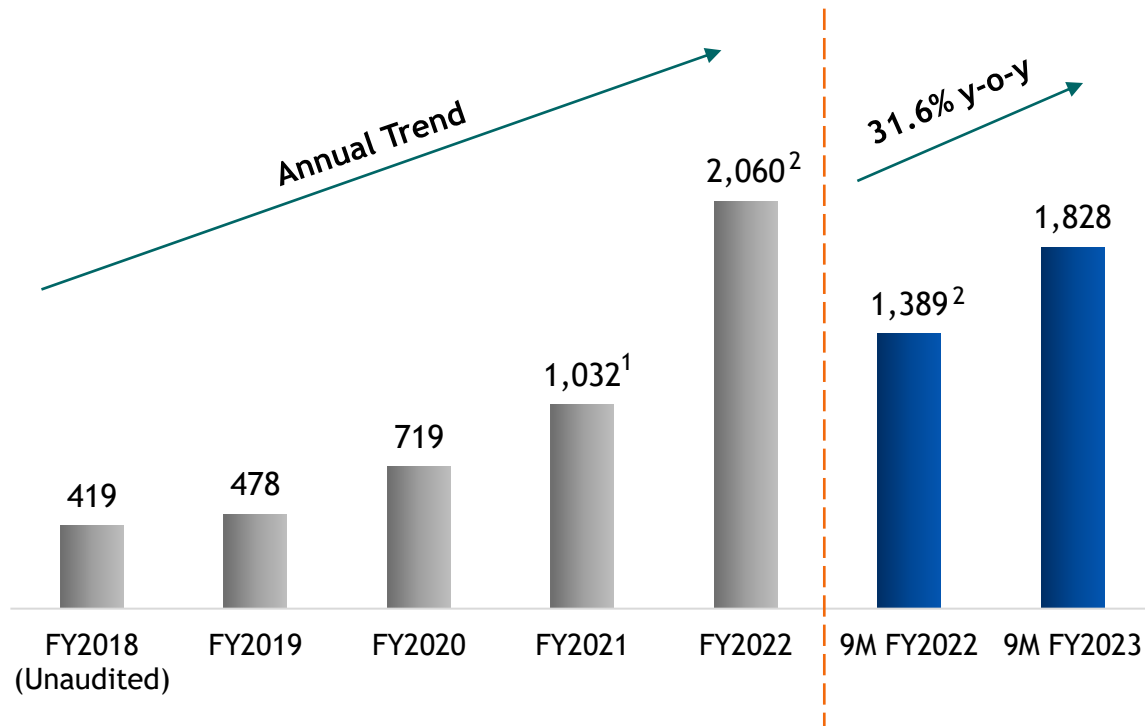


Note: 1) Liabilities written back which are part of 'Other Income' in the reported financials, are operating income in nature and adjusted in EBITDA (Refer appendix)

2) Normalized PAT (Refer earnings presentations for the detailed working on financials)

6 Cashflows Trend and Return Ratios (Consolidated)

Operating Cash Flows (Rs. mn)



Return Ratios (As of December 31, 2022)

(Adjusted to normalize the unutilized portion of QIP Proceeds) and on an LTM³ basis

**ROE (%) (Return on Equity)	23.2%
**ROCE (%) (Return on Capital Employed)	19.6%
**ROA (%) (Return on Assets)	14.5%
Gross Debt/Equity (x)	0.12x

Note: 1) FY2021 OCF was adjusted for Deferred Tax Liability on account of Goodwill of Rs. 14.18 mn (one-time expense); 2) Tax outgo on 'Gain on fair valuation of financial instruments' added back to OCF; 3) Last Twelve Months (LTM) = FY2022 + 9M FY2023 - 9M FY2022; *Operating Cashflow includes impact of FCTRs (Foreign Currency Translation Reserves)

**Return on Equity = (PAT / Total Shareholder's Equity); Return on Capital Employed = [EBIT / (Total Assets - Current Liabilities)]; Return on Assets = (PAT/Total Assets)

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

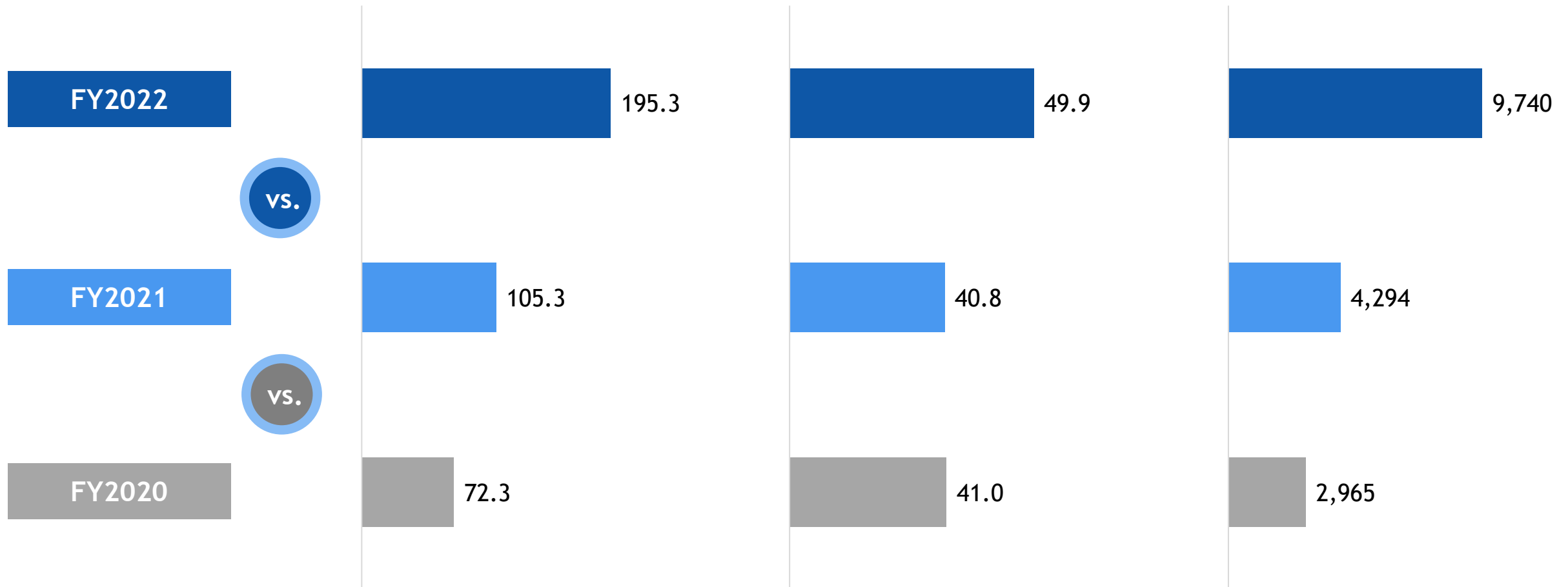
Converted Users (mn)



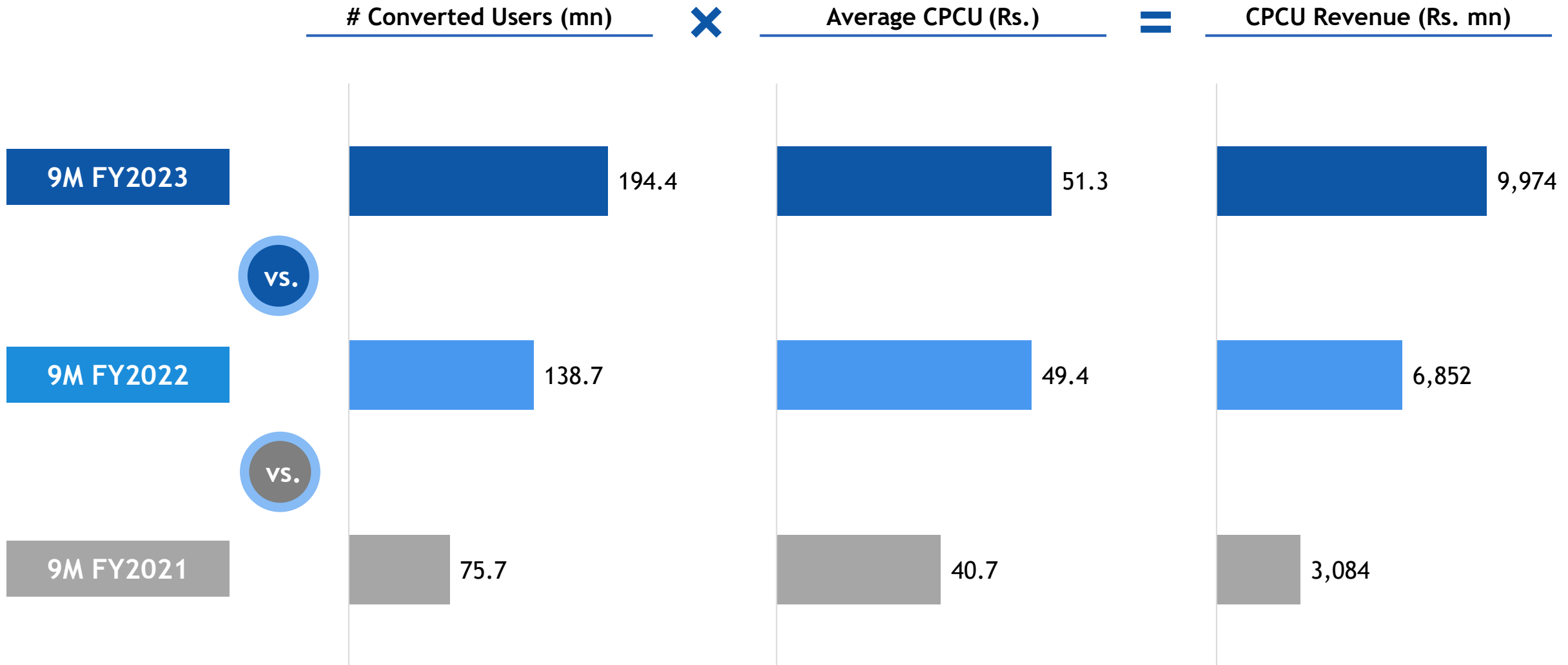
Average CPCU (Rs.)



CPCU Revenue (Rs. mn)

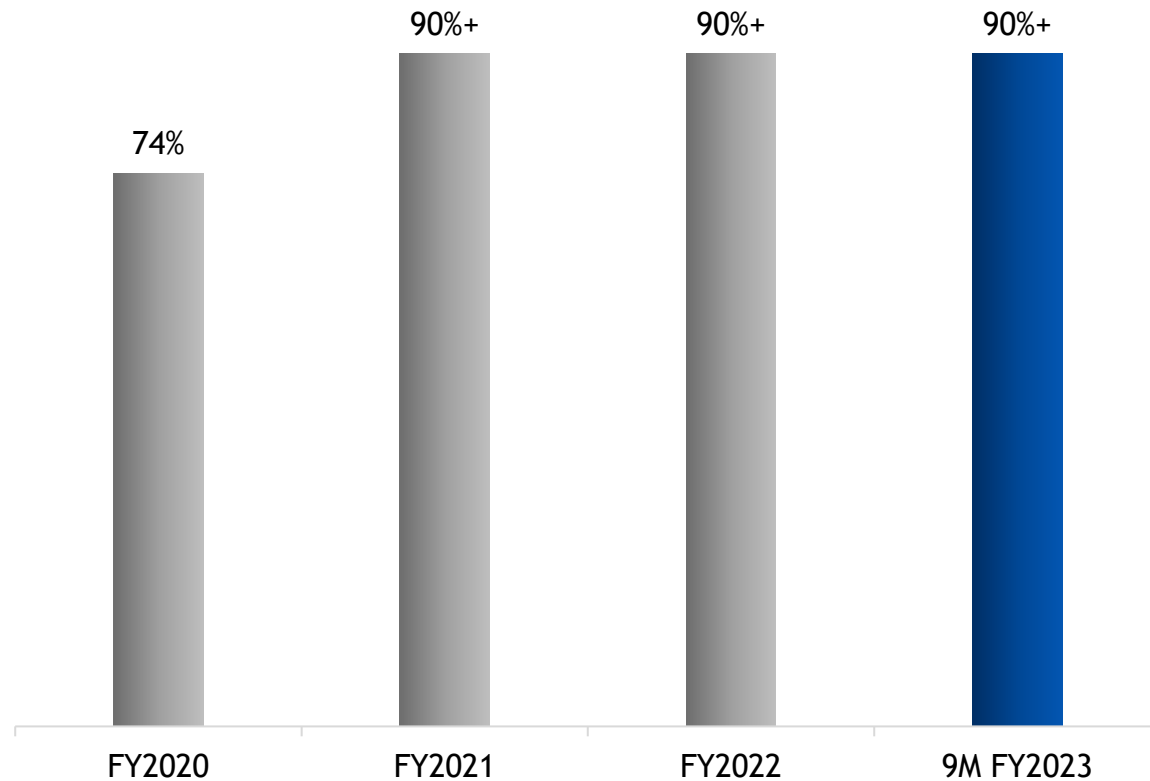


6 CPCU Business | YTD (9M) Performance Trend (y-o-y)

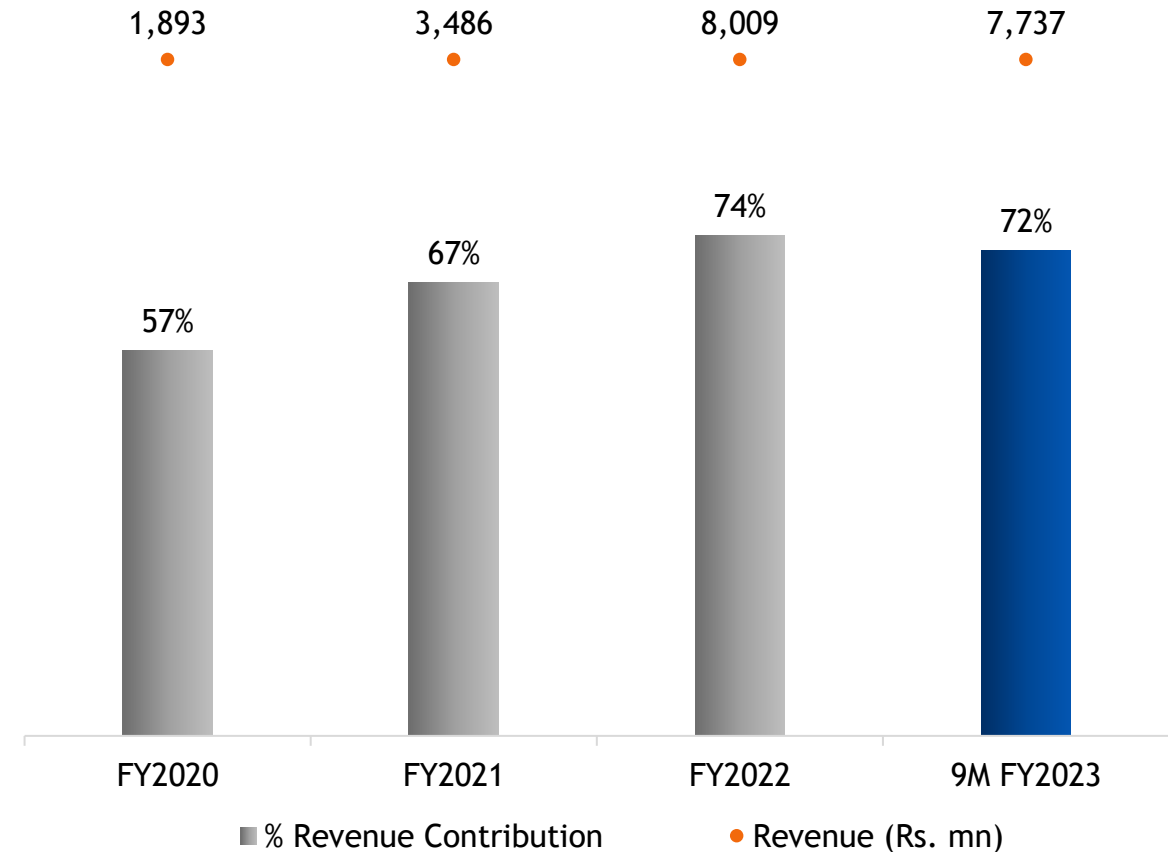


Strong traction driven by verticalized focus on high growth categories

Revenue Contribution from E, F, G, H Categories¹



Direct Customers Growth Primarily Powered by E, F, G, H Categories¹



Note: 1) Refer slide 13 for details on the E, F, G, H Categories

Affle2.0 Culture | Entrepreneurial & Committed Team and Robust Governance

Key Management Team



Anuj Khanna Sohum
Managing Director
Chief Executive Officer



Anuj Kumar
Non-Executive Director
Chief Revenue & Operating Officer



Elad Natanson
Non-Executive Director
Chief Executive Officer (Appnext)



Noelia Amoedo
Non-Executive Director
Chief Executive Officer (Mediasmart)



Vipul Kedia
Executive Director
Chief Data & Platforms Officer | Head - MAAS India



Charles Yong Jien Foong
Chief Architect & Technology Officer



Diego Meller
Co-Founder & Co-CEO (Jampp)



Eran Kariti
Chief Technology Officer (Appnext)



Guillermo Fernandez Sanz
Chief Technology Officer (Mediasmart)



Kapil Mohan Bhutani
Chief Financial & Operations Officer



Martin Azanco
Co-Founder & Co-CEO (Jampp)



Martje Abeldt
Chief Revenue Officer (RevX)



Sujoy Golan
Chief of Marketing & Omnichannel Platforms



Viraj Sinh
Managing Partner - International

Non-Executive Board Members



Bijynath
Non-executive Chairperson & Independent Director



Lay See Tan
Non-Executive Independent Director



Sumit Mamak Chadha
Non-Executive Independent Director



Vivek Narayan Gour
Non-Executive Independent Director



Mei Theng Leong
Non-Executive Director

Advisors to the Board



Richard Alan Humphreys
Advisor of Affle (India) Limited, Director of Affle Holdings Pte. Ltd. (AHPL)



Jay Snyder
Advisor Affle (India) Limited
Independent Observer, On Board of AHPL

7 Affle2.0 Culture | Tech & Thought Leadership

Won 3 Awards at India DG+ Awards '23

MAAS powered by affle

MEDIASMART an affle company

Partners: HealthifyMe Spotify

MAAS powered by affle

WON 4 AWARDS at 8th Edition 24m MOBILE AWARDS THE MADDIES

Categories: Most Effective App for Consumer Lead Generation, Most Effective App Install Campaign, Location Based Services or Targeting

Thank You Partners: SWIGGY, M&SAATCHI, HealthifyMe

MEDIASMART an affle company

WINS 3 AWARDS

Gold (Lotus) Best Emerging Technology Campaign, Silver (Lotus) Connected Devices / The Internet of Things, Silver (KFC) Location Based Services or Targeting

Thank You Partners: LOTUS, KFC, BLINKDIGITAL

MEDIASMART an affle company

MEDIASMART WINS NEW RECOGNITIONS IN G WINTER REPORTS 2023!

Momentum Leader WINTER 2023, High Performer WINTER 2023

MAAS powered by affle

BRAND BHARAT AWARDS NORTH

We Won 6 AWARDS at #ETBrandBharat Awards 2022

THANK YOU PARTNERS: GAMES 24, MXTakeTalk, groupm

MMA SMARTIES

Enabling Technology Company of the Year

4th Consecutive time at MMA Smarties 2022

affle

DATA PROTECTION TRUSTMARK CERTIFIED

IVM APPROVED BY DATA PROTECTION AUTHORITY

MAAS powered by affle

WON 4 AWARDS at 40golly MOBEX

Gold (HealthifyMe) Best Mobile App for Health & Fitness, Gold (HealthifyMe) Mobile Advertising Excellence in App Install Campaign, Gold (Swiggy) Mobile Advertising Excellence in In-App Advertising Campaign, Bronze (Swiggy) Mobile Advertising Excellence in Location Based Targeting

THANK YOU PARTNERS: SWIGGY, M&SAATCHI, HealthifyMe

MAAS powered by affle

BRAND BHARAT AWARDS NORTH

We Won 6 AWARDS at #ETBrandBharat Awards 2022

THANK YOU PARTNERS: GAMES 24, MXTakeTalk, groupm

appnext

THE LEADING NON-SRN PLATFORM WORLD WIDE

4 GLOBAL, 2 EASTERN EUROPE, 4 SOUTH ASIA, 3 INDIAN SUBCONTINENT

AppsFlyer

PERFORMANCE INDEX 15

Jampp an affle company

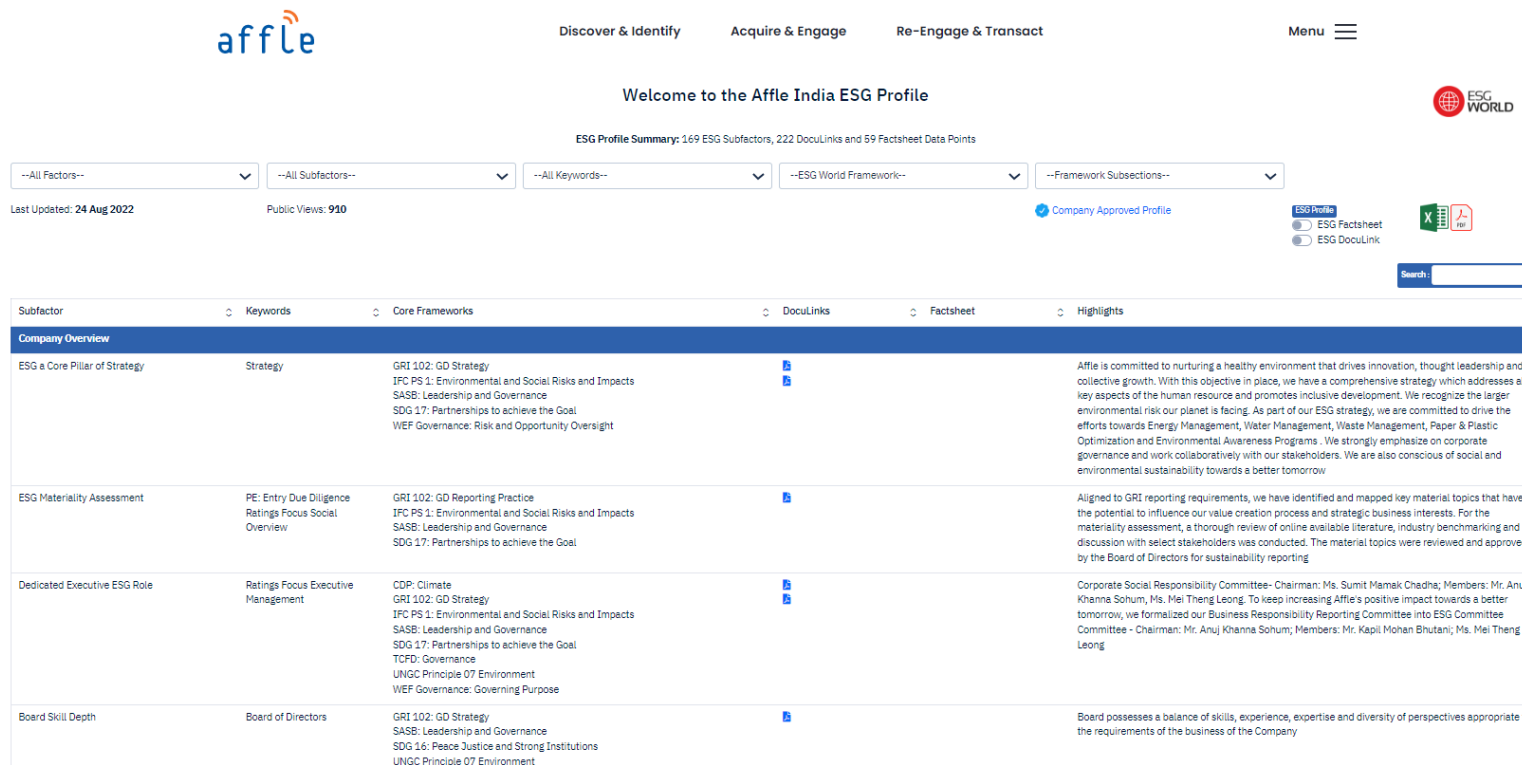
#4 TOP MOBILE DSP Global Remarketing Index, Non-Gaming apps

7 Affle2.0 Culture | Inclusive ESG Initiatives

Ranked amongst the leading ESG responsible companies (IT/Tech category) by ESGrisk.ai in its Yearbook 2021



7 Affle2.0 Culture | Inclusive ESG Initiatives



The screenshot shows the Affle India ESG Profile dashboard. At the top, there's a navigation bar with 'Discover & Identify', 'Acquire & Engage', and 'Re-Engage & Transact'. Below this, a welcome message 'Welcome to the Affle India ESG Profile' is displayed. A summary line states: 'ESG Profile Summary: 169 ESG Subfactors, 222 DocuLinks and 59 Factsheet Data Points'. There are several dropdown menus for filtering: '--All Factors--', '--All Subfactors--', '--All Keywords--', '--ESG World Framework--', and '--Framework Subsections--'. Below these, it says 'Last Updated: 24 Aug 2022' and 'Public Views: 910'. A 'Company Approved Profile' badge is visible. On the right, there are icons for 'ESG Profile', 'ESG Factsheet', and 'ESG DocuLink'. A search bar is also present. The main content area is a table with columns: Subfactor, Keywords, Core Frameworks, DocuLinks, Factsheet, and Highlights. The table lists four subfactors: 'ESG a Core Pillar of Strategy', 'ESG Materiality Assessment', 'Dedicated Executive ESG Role', and 'Board Skill Depth'. Each row provides details on the associated keywords, frameworks (like GRI, IFC, SASB, UNGC), and a brief description of the company's commitment or process.

Mapped with Global ESG Reporting Frameworks

INTEGRATED
REPORTING <IR>



SEBI's
BRSR

and
more...

- As part of Affle2.0 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

1. **Tata Neu** | Driving adoption for India's super app
2. **Bank Jago** | Growing the reach of digital banking essential services for Indonesian millennials
3. **TapNation** | Driving global user growth and usage for it's resilient and popular hyper casual games
4. **McDonald's** | Driving omnichannel business growth in Indonesia
5. **ZEE5** | Addressing growing appetite for online entertainment
6. **Mr D** | Growing the penetration of online food delivery in Africa
7. **Apollo 24|7** | Driving adoption for health-tech services in India
8. **Dailyhunt** | Driving vernacular content growth in India
9. **Worten** | Driving omnichannel retail growth in EU
10. **BYJU's** | Driving edtech growth in non metro Indian cities
11. **Gcash** | Driving fintech adoption in Southeast Asia
12. **Fetch Rewards** | Powering growth on iOS after IDFA related industry changes

Tata Neu | Driving adoption for India's super app

About the Customer

From the house of the illustrious Tata Group, Tata Neu is India's super app that integrates the best of Tata Group's consumer brands on one platform

Objective

To drive awareness, engagement and conversions with high intent users for the multiple app propositions of this super app

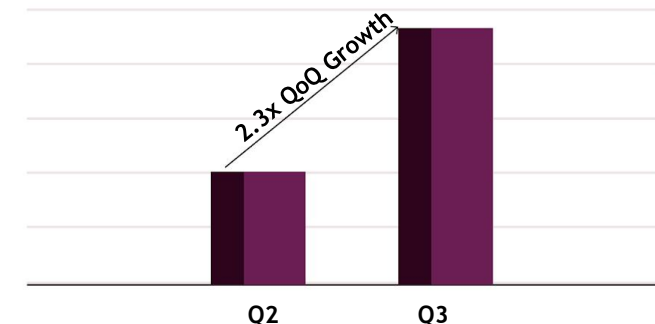
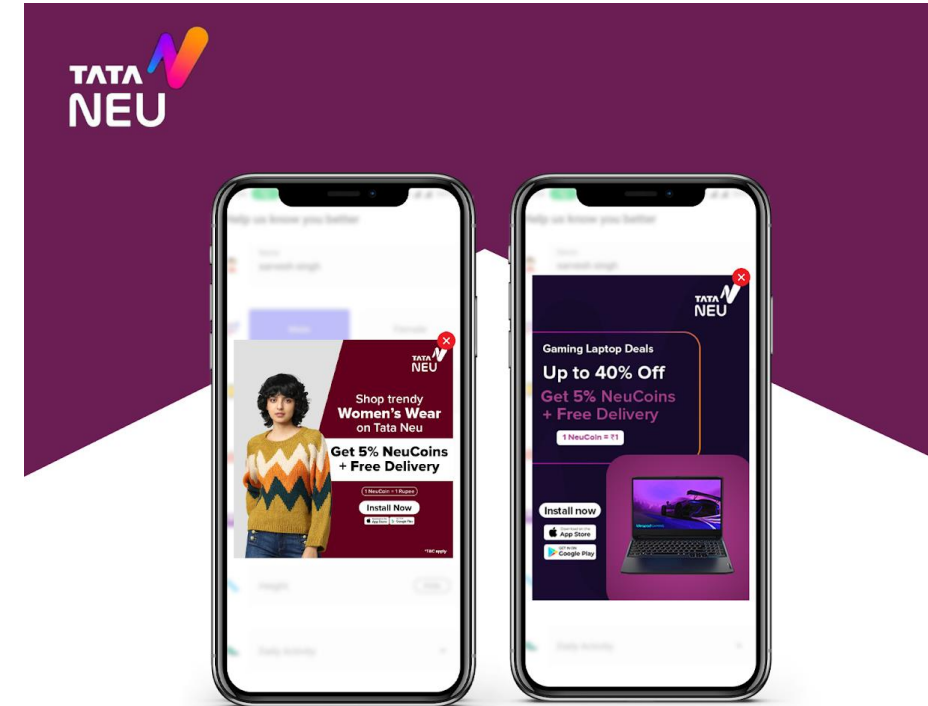
Affle Consumer Platform Solutions

Affle's Consumer platform helped Tata Neu by

- Leveraging Affle's mDMP platform to segment and target users based on intent and affinity for the key propositions of this super app
- Enhancing impact with a unique multichannel approach to increase user awareness, engagement and conversions
- Platform led real time optimizations of key audience cohorts to drive effectiveness across the marketing funnel

Results

- 2.3X Quarterly Growth (Q3 vs. Q2) in conversions
- 4.1X monthly growth in conversions from start to now
- A very healthy ~60% conversion ratio maintained for the quarter



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 : Jul - Dec 2022; (3) The ads and/or platform modules/screenshots shown here are for illustrative purpose only

Bank Jago | Growing the reach of digital banking essential services for Indonesian millennials



About the Customer

Bank Jago is a leading public listed bank in Indonesia (previously known as Bank Artos). It's digital banking service Jago is growing financial inclusion in Indonesia by targeting young millennials

Objective

Drive market penetration and usage for Bank Jago's digital banking services

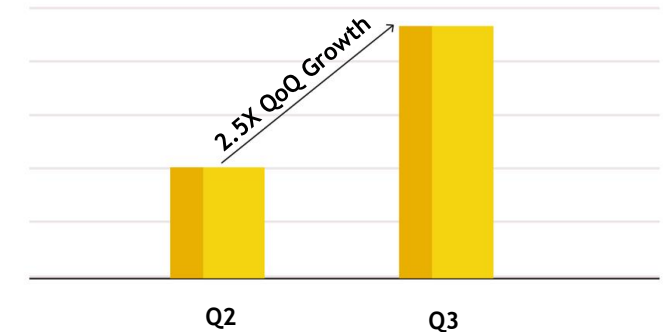
Affle Consumer Platform Solutions

Affle's Consumer platform helped Bank Jago scale their conversions by

- Leveraging Affle's mDMP platform to target young working millennials and GenZ having high-affinity for digital banking and commerce
- Programmatic ad placements across open internet and walled gardens to enhance app discovery and conversions across touchpoints
- Automated platform optimizations together with deep analysis on mInsight dashboards helping with real-time campaign optimizations to maximize conversions

Results

- 2.5X Quarterly Growth (Q3 vs. Q2) in conversions
- 35% Growth in average conversion ratio
- A huge 49% conversion ratio recorded in December 2022



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 : Jul - Dec 2022; (3) The ads and/or platform modules/screenshots shown here are for illustrative purpose only

TapNation | Driving global user growth and usage for its resilient and popular hyper casual games

About the Customer

TapNation is a French company and one of the leading hyper casual game publishers having 830Mn downloads for its various titles. It is focused on the most resilient and popular categories of hyper casual gaming. Some of its top titles have been the #1 games in Google Play

Objective

While TapNation's hyper casual games are very popular, they were looking to drive greater global growth for some of their key titles while aiming to achieve high ROI

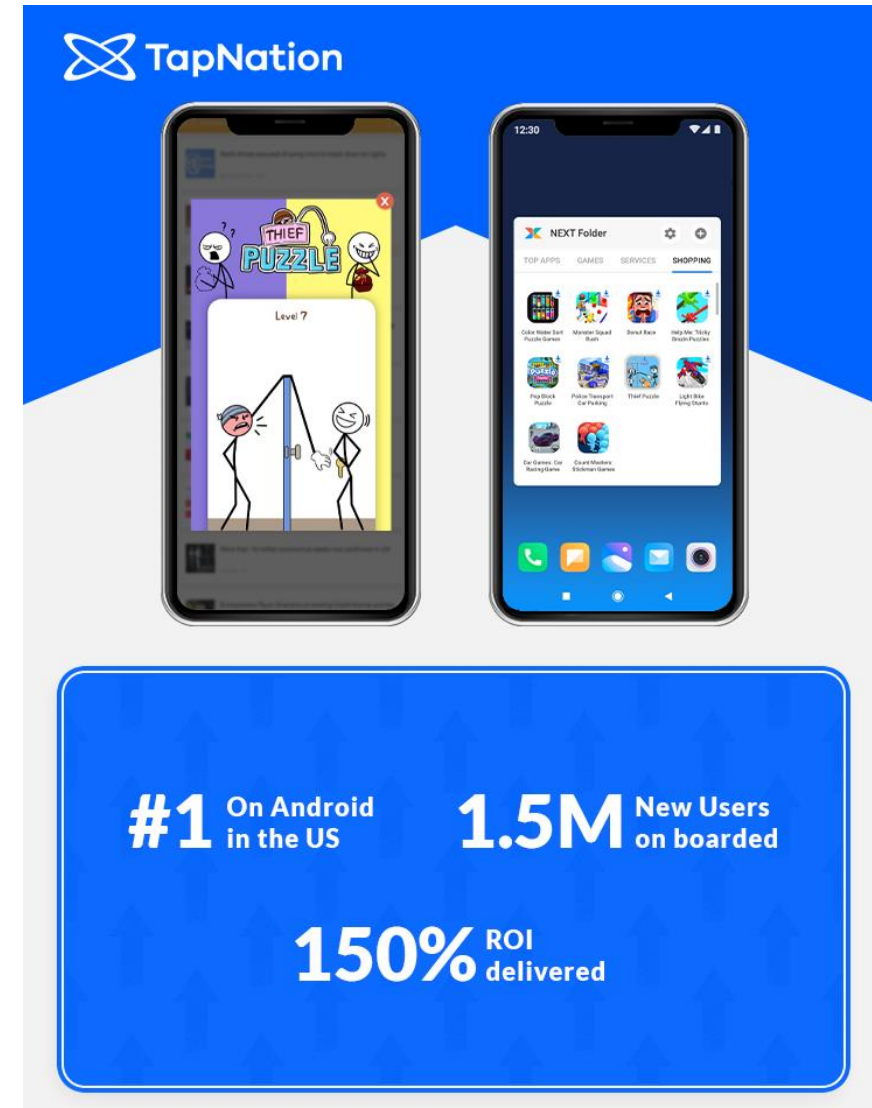
Affle Consumer Platform Solutions

Affle's app recommendation platform helped TapNation to

- Deliver personalized recommendations directly to the devices of potential new users who are likely to install and play the game
- Integrate personalized and vernacular recommendations into each user's daily mobile journey and deliver them at high engagement times
- Maximise ROI through complex data science based algorithmic optimizations

Results

- >1.5M New Users onboarded during the quarter
- Top Advertised game reached #1 On Android in the US
- >150% ROI delivered across titles during this period



McDonald's | Driving omnichannel business growth in Indonesia

About the Customer

McDonald's is the world's largest restaurant chain by revenue. Indonesia is an important and a growing market where it has 200+ stores

Objective

McDonald's wanted to grow its omnichannel business by boosting footfalls and drive through sales leveraging its mobile app

Affle Consumer Platform Solutions

Affle's Consumer platform helped McDonald's implement a unique gamification led couponing strategy to grow its drive through business

- Leveraged Affle's mDMP platform to target millennial users based on their demographics, location and their gaming affinity
- Enhanced impact with innovative gaming led ad units to increase engagement and affinity
- With greater personalization and optimizations, helped drive omnichannel conversions at scale

Results

- >75% coupon redemption rate led to high impact
- >70% conversion rate led to building long term loyalty
- >40% growth in conversions in Jan-Sep '22 vs. same period in '21



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 - Sep 2022; (3) The ads and/or platform modules/screenshots shown here are for illustrative purpose only

ZEE5 | Addressing the growing appetite for online entertainment

About the Customer

ZEE5 is India's leading OTT app and the largest curator for South-Asian content. It is part of the Zee Entertainment Group, a company listed in India

Objective

In an intensely competitive environment, ZEE5 is on a mission to delight users. It wanted to grow conversions and boost engagement levels for existing users

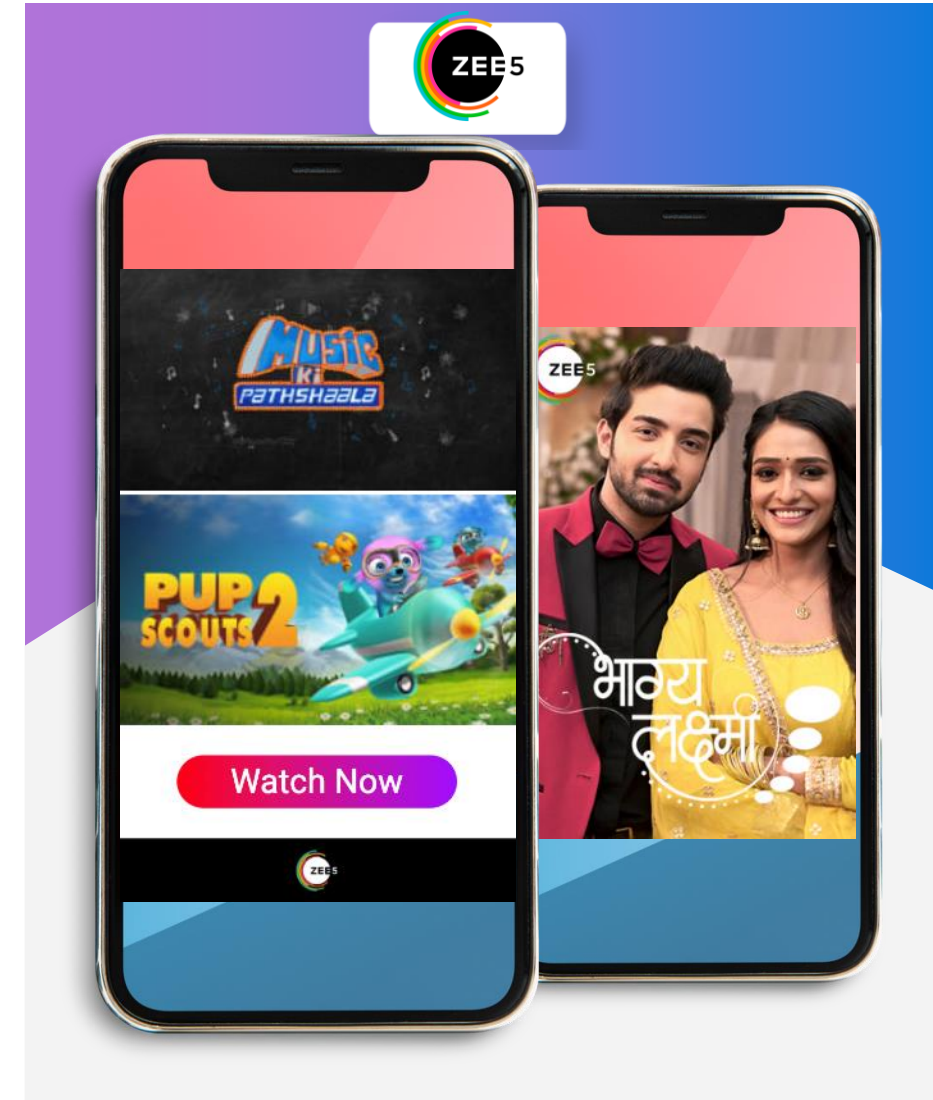
Affle Consumer Platform Solutions

Affle's consumer platform helped Zee5 achieve its goals using hyper targeted programmatic advertising by:

- Taking advantage of the **highest-quality Supply and Ad placements** to reach and attract high-value users
- Leverage App Retargeting with smarter **AI Targeting & Audience Modelling**
- Drive incremental conversions with **personalized and engaging Video Ads**

Results

- **>12X Growth** in monthly conversions
- **~9X Growth** in Unique Views
- **~5X growth** in Investment ROI



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: Nov 2021 to Sep 2022; (3) The ads and/or platform modules/screenshots shown here are for illustrative purpose only

Mr D | Growing the penetration of online food delivery in Africa

About the Customer

Mr D, part of Naspers Group, is a leading Foodtech app in South Africa specializing in restaurant-to-home delivery. The brand connects 8,000+ restaurants to their patrons across the country

Objective

To discover, engage & convert foodies in South Africa to order from their favorite restaurants using Mr D's app

Affle Consumer Platform Solutions

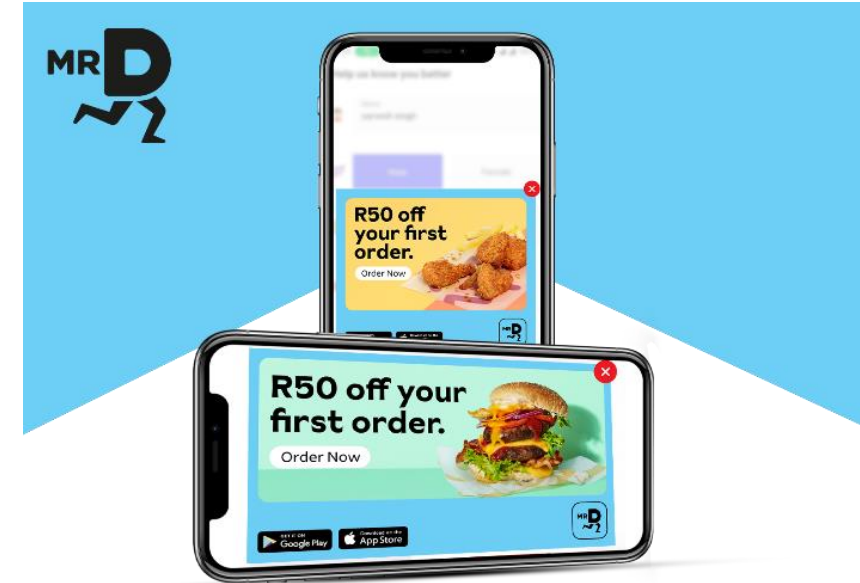
Affle's Consumer platforms provided a customized strategy to identify right cohorts and maximize conversions across relevant channels:

- Leveraged mDMP to identify right audience segments who would have high propensity to order food online.
- Strategic placements of vernacular and video ads to drive attention and impact
- Intelligent App recommendations to drive campaign reach further among user base with low spending power but having high potential to grow

Results

- ~25% growth in conversions Q2 vs. Q1
- Monthly Conversion Rate > 7%
- Consistent monthly growth in first time onboarded users

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 : Apr - Sep 2022; (3) The ads and/or platform modules/screenshots shown here are for illustrative purpose only



Apollo 24|7 | Driving adoption for health-tech services in India

About the Advertiser

A part of the Apollo Hospitals Group (India's leading healthcare company), Apollo 24|7 is a complete healthcare app

Objective

Apollo 24|7 wanted to reach the right audience at scale to drive incremental engagement, optimize marketing ROI and boost its average daily orders

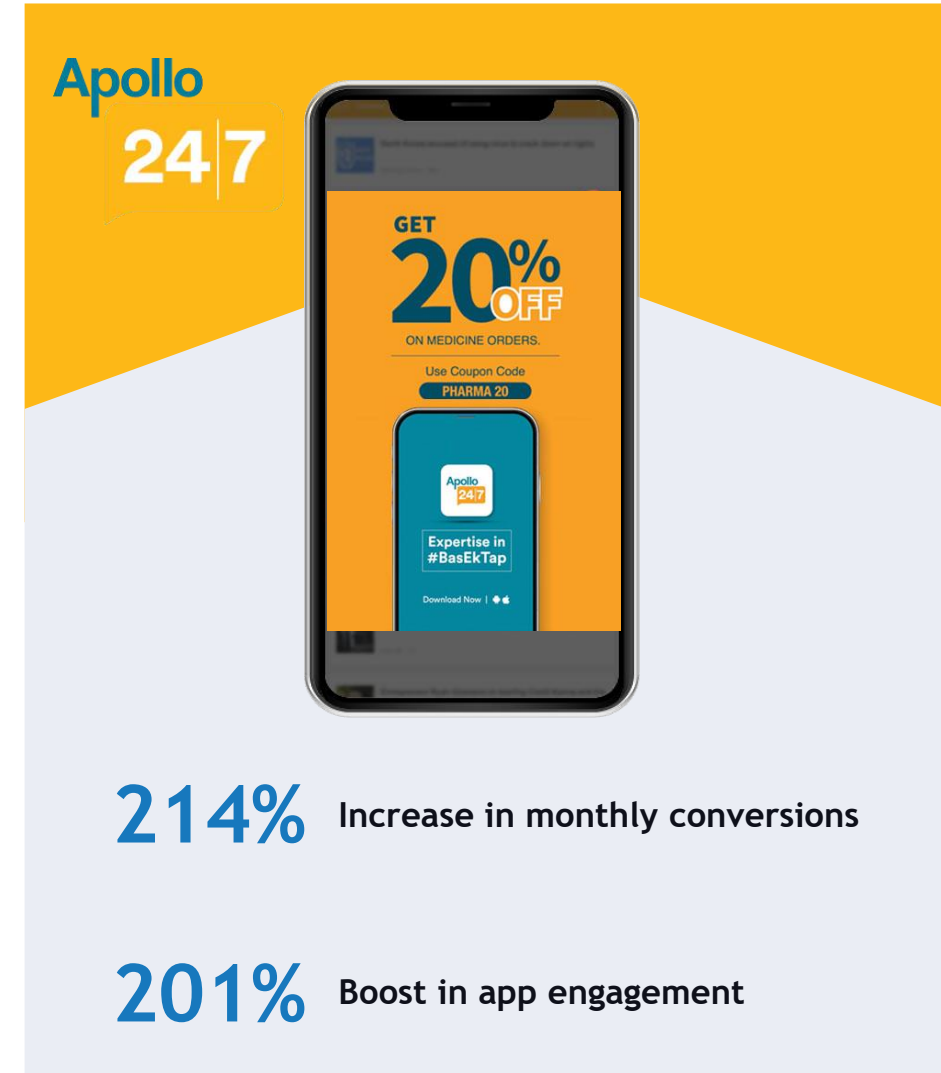
Affle Consumer Platform Solutions

Affle Consumer Platform Solutions helped Apollo 24|7 create a mobile-first marketing strategy by utilizing:

- **Audience intelligence & Daypart Targeting** to reach the most relevant users and drive maximum online orders, consultations, and diagnostic tests at home
- **Dynamic Creative & Site Level optimization** to show hyper personalized targeted ads to reduce marketing wastage and grow ROI

Results



- **214%** increase in monthly conversions
- **61%** Growth in marketing ROI
- **201%** Boost in App Engagement



Apollo 24|7

GET **20% OFF**
ON MEDICINE ORDERS.

Use Coupon Code
PHARMA 20

Apollo 24|7
Expertise in #BasEkTap
Download Now |  

214% Increase in monthly conversions

201% Boost in app engagement

Dailyhunt | Driving vernacular content growth in India

About the Advertiser

Dailyhunt is the leading Vernacular Content app in India showcasing popular regional content in 14 Indian languages

Objective

Dailyhunt is a market leader in the vernacular content category and during this period they wanted to grow their user base in South India

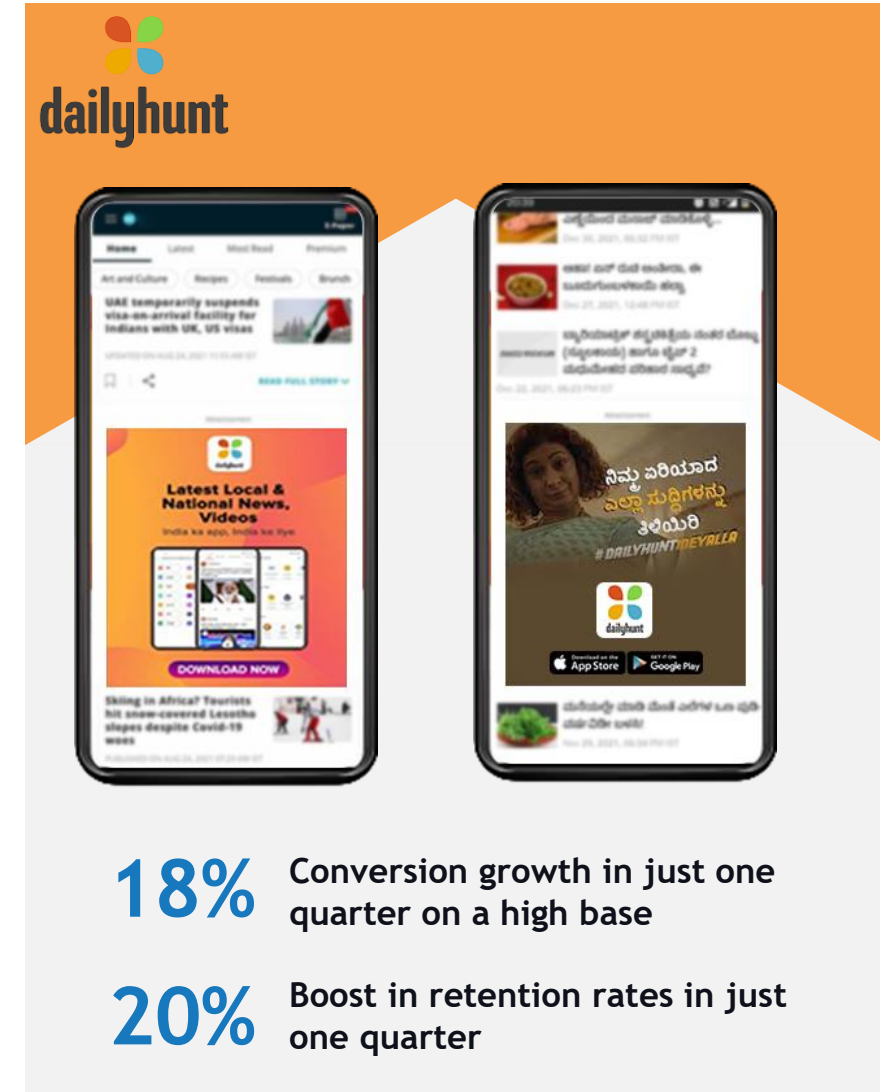
Affle Consumer Platform Solutions

Affle's Consumer platforms helped achieve this objective by:

- Targeting users with a **high affinity to consume language content on mobile devices**
- **Vernacular ads contextually placed** within popular entertainment and local language apps
- **Optimization for lower funnel retention metrics** to maximum retention and ROI

Results

- **18%** growth in conversions on an already high base (Q4 vs. Q3)
- **20%** boost in retention rates in just a quarter (Q4 vs. Q3)
- **Consistent growth in campaign ROI** driven by high quality users onboarded



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: Oct 2021- March 2022 and above trends for Q4 (JFM '22) vs. Q3 (OND '21); (3) The ads and/or platform modules/screenshots shown here are for illustrative purpose only

Worten | Driving omnichannel retail growth in EU

About the Advertiser

Worten is one of the largest omnichannel retailers in Portugal (part of Sonae Group), offering vast varieties of products across electronics, home décor and more

Objective

Worten wanted to drive business growth and boost sales by re-engaging interested consumers across channels and converting them into shoppers

Affle Consumer Platform Solutions

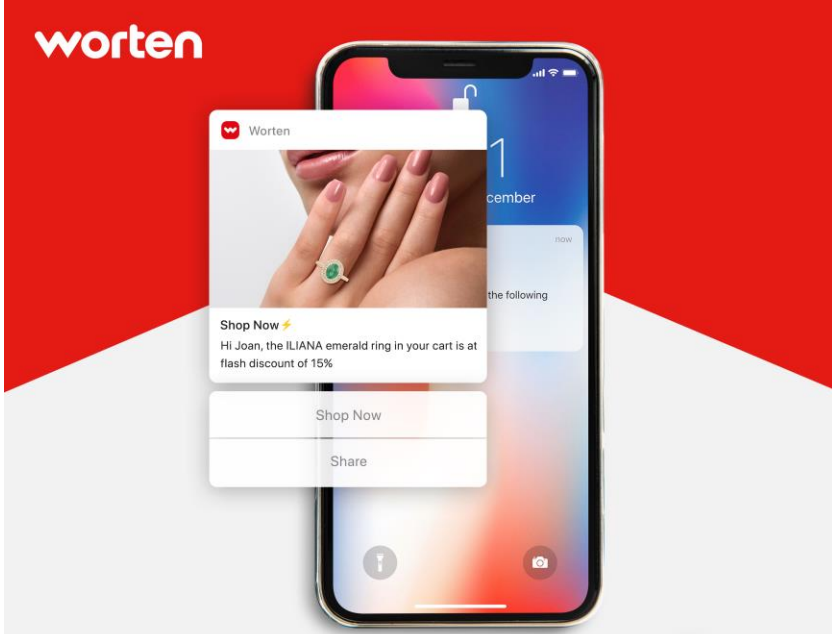
Affle's omnichannel engagement platform delivered a data led approach to achieve the objective with:

- **Smart Segmentation** to intelligently identify high affinity shopper cohorts based on various demographic and behavioral signals
- **Individualized Retargeting** to deliver the most relevant message to shoppers based on the products, categories or offers they are most interested in
- **Shopper Journey Builder** to power responsive communication at each stage of a buyer's journey and nudge them towards a purchase


Results

- **21%+** Growth in revenue
- **13%+** Growth in conversion rate
- Significant and consistent growth in repeat purchase rate

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: The above data is a comparison for FY22 vs. FY21 trends; (3) The ads and/or platform modules/screenshots shown here are for illustrative purpose only



The Vizury team has been a very good support for Worten's team from the beginning. They were always available and ready to solve our problems together. Furthermore, we feel they are truly invested our business's growth and always contribute with more insights"



Rita Martinho Rosa
Ecommerce Specialist

BYJU'S | Driving edtech growth in non-metro cities of India

About the Advertiser

Byju's is the leading EdTech company from India

Objective

Byju's has a significant loyal user base in the Indian metros. They wanted to leverage mobile marketing to increase their footprint in Tier-2 and 3 towns in India and onboard new customers

Affle Consumer Platform Solutions

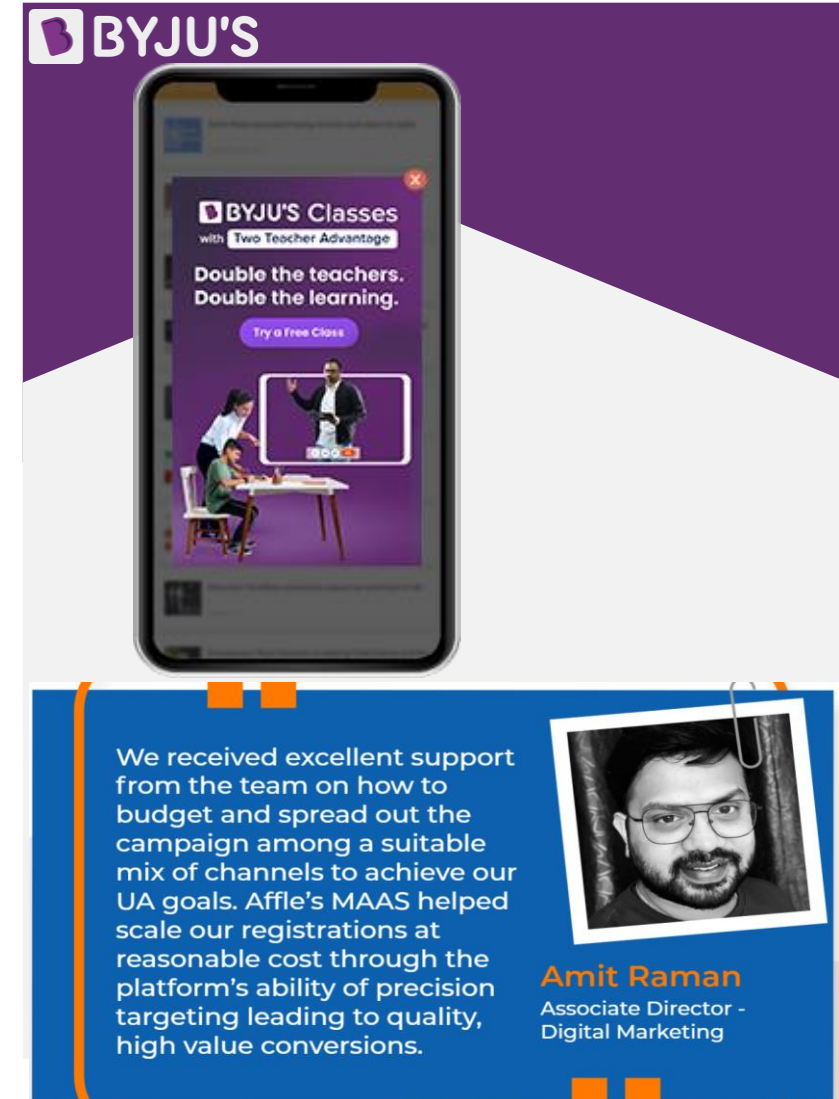
Affle's Consumer platforms helped to drive a data led approach to achieve this objective with:

- **AI & ML powered algorithms** to identify and connect with high intent users in Tier-2 & 3 Indian cities
- Targeted **vernacular ads** showcased in popular entertainment and other apps together with other contextual placements
- **Optimization for lower funnel conversion metrics** leading to maximized ROI and business growth coming with new high-quality customers

Results

- **83%** Increase in Monthly Conversions
- **55%** Registration ratio amongst newly onboarded users
- **3X+** ROI on ad spend

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 : June - Dec 2021; (3) The ads and/or platform modules/screenshots shown here are for illustrative purpose only




BYJU'S

BYJU'S Classes
with Two Teacher Advantage

**Double the teachers.
Double the learning.**

[Try a Free Class](#)

We received excellent support from the team on how to budget and spread out the campaign among a suitable mix of channels to achieve our UA goals. Affle's MAAS helped scale our registrations at reasonable cost through the platform's ability of precision targeting leading to quality, high value conversions.



Amit Raman
Associate Director - Digital Marketing

About the Advertiser

GCash is a leading FinTech player from the Philippines and was recently recognized as the first ever Filipino unicorn

Objective

Increase new user registrations and drive higher adoption of the GCash app

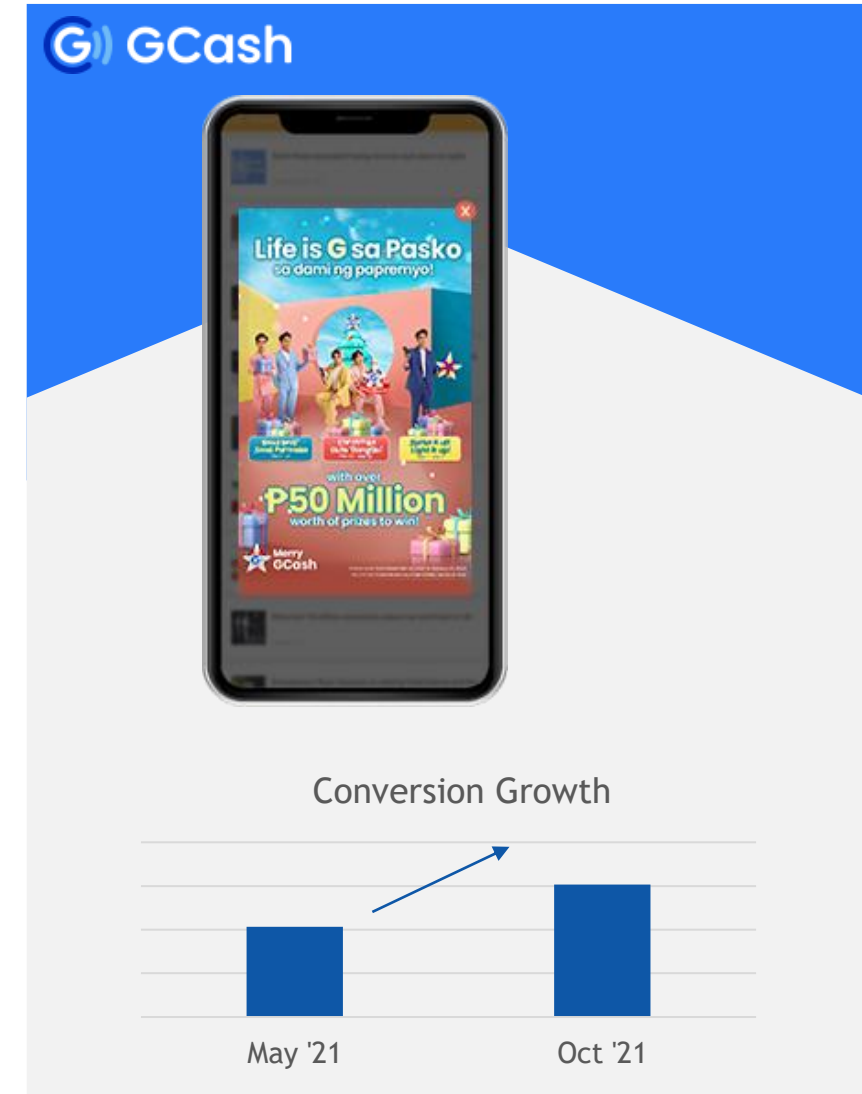
Affle Consumer Platform Solutions

Affle's Consumer platforms helped Gcash achieve its goals with:

- **AI powered audience segmentations & predictive modelling** to identify relevant users who have higher affinity to fintech /online transactions
- **Multi channel strategy to maximise and optimize for high value conversions** across consumer touchpoints including premium publishers, top apps together with native on device placements
- **Custom Dashboards to track own and competitor growth** and optimize strategies based on granular insights by audience cohort

Results

- **47%** Growth in Monthly Conversions
- **40%+** Conversion Ratio maintained showcasing consistent quality
- **Significant & Consistent** growth in User Registrations



Fetch Rewards | Powering growth on iOS after IDFA related industry changes

About the advertiser

Fetch Rewards is a leading mobile shopping platform in the US that rewards shoppers for their purchases

Objective

Acquire high quality new users on Apple iOS through SKAdNetwork (SKAN) campaigns to remain competitive and drive business growth in a post IDFA era

Affle Consumer Platform Solutions

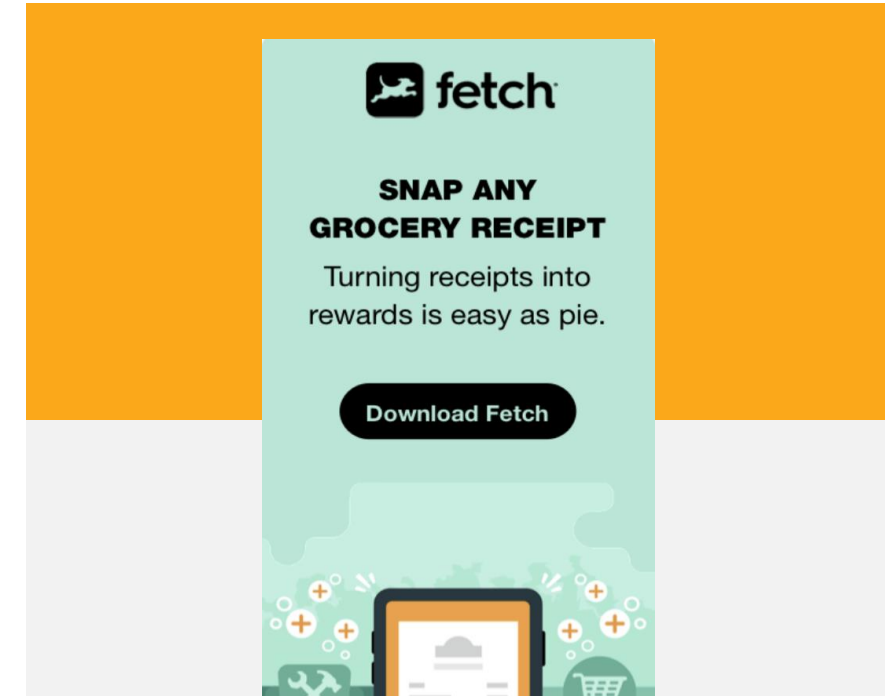
Our platform helped Fetch Rewards to optimize their SKAN campaign to drive higher conversions and efficiency by

- **Launching and testing SKAN** to identify strategies, ad formats, and messages driving the most conversions
- **Leveraging real time reports and dashboards** to make prompt marketing decisions in addition to automated platform led optimizations
- **Maximizing conversion ROI** to further drive incremental performance on the SKAN campaigns

Results

- **41% higher ROI** in SKAN campaigns (vs Android campaigns)
- **50% higher ROI** in SKAN campaigns (vs iOS IDFA-only campaigns)
- **Significant scale** up and consistent growth on SKAN campaigns

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 : Jun-Oct 2021; (3) The ads and/or platform modules/screenshots shown here are for illustrative purpose only



Austin Thompson

Sr. Marketing Manager, Performance Media

When you're part of such a competitive industry, innovation and speed are the key to growth. Apple's new privacy initiative had a huge impact on our industry, and having proactive partners like Jampp allowed us to be at the forefront of the change brought on by iOS 14.5: testing, learning, and evolving to continue engaging our users with relevant ads.

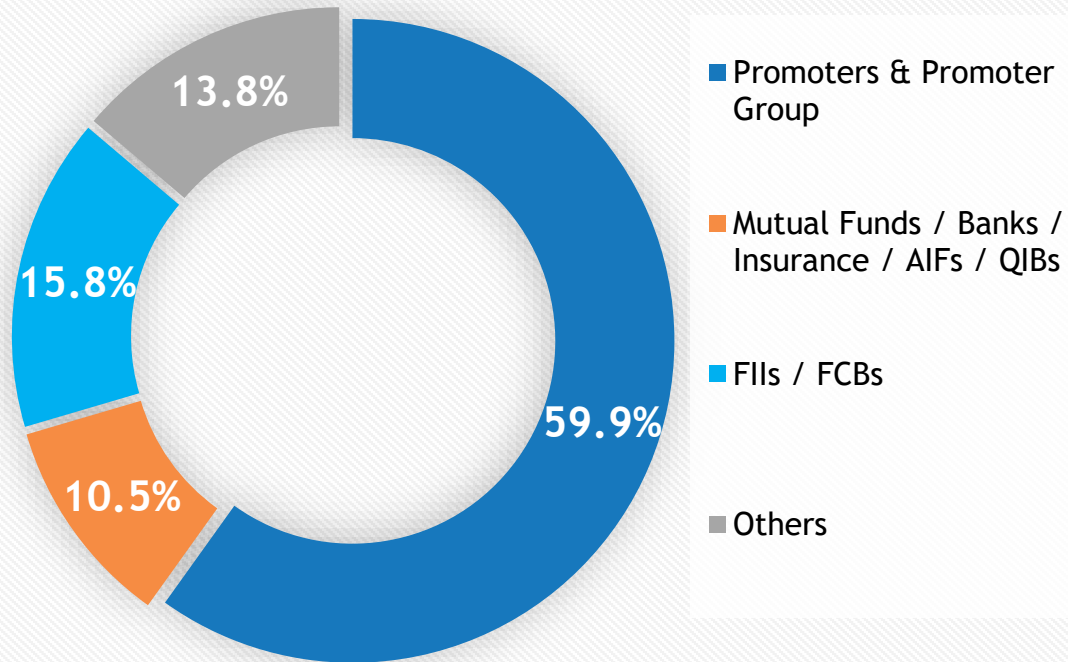
Appendix

Shareholders Information and Financial Summary

Shareholders Information

Shareholding Pattern (As on December 31, 2022)

Total Shares Outstanding - 133,251,060



*Brokerages Covering Affle (Latest)

Institutional Research Desk

Dalal & Broacha

ICICI Securities

Spark Capital

Prabhudas Lilladher

DAM Capital

Amsec

Mirae Research

Anand Rathi

Goldman Sachs

Ambit Capital

Dolat Capital

B&K Securities

Elara Capital

HNI / Retail Desk

Sharekhan

ICICI Direct

*In order of coverage initiated

Consolidated Financial Summary (YTD)

In Rs. million	Q3 FY2023	Q3 FY2022	Y-o-Y Growth	Q2 FY2023	Q-o-Q Growth	9M FY2023	9M FY2022	Y-o-Y Growth
Revenue from Contracts with Customers	3,761	3,394	10.8%	3,546	6.1%	10,781	7,666	40.6%
Inventory and Data Costs	2,281	2,154	5.9%	2,200	3.7%	6,680	4,793	39.4%
Employee Benefits Expenses	483	371	30.3%	465	3.9%	1,379	872	58.2%
Other Expenses	193	193	0.3%	173	11.4%	525	453	15.8%
Add: Liabilities written back ¹ (other operating income)	0.3	0.0		15.3		15.6	0.8	
EBITDA	804	677	18.7%	723	11.1%	2,213	1,548	42.9%
% EBITDA Margin	21.4%	19.9%		20.3%		20.5%	20.2%	
Depreciation and Amortisation Expenses	135	99		130		359	231	
Finance Costs	32	19		29		83	55	
Other Income (Excl. Liabilities written back, if any)	165	144	14.0%	113	45.7%	352	423	(16.6%)
Profit Before Tax and Share of (loss) of an associate	801	704	13.8%	677	18.3%	2,124	1,685	26.0%
Share of (loss) of an associate	-	-		-		(7.1)	-	
Profit Before Tax	801	704	13.8%	677	18.3%	2,117	1,685	25.6%
Total Tax	110	81		87		286	225	
(Subtract): Non-controlling Interest	1.4	2.2		3.0		8.9	5.9	
Profit After Tax (net of non-controlling interest)²	690	621	11.1%	587	17.6%	1,822	1,454	25.3%
% PAT Margin	17.6%	17.5%		16.0%		16.3%	18.0%	
Normalized PAT (net of non-controlling interest)	690	601	14.8%	587	17.6%	1,829	1,306	40.0%
% Normalized PAT Margin	17.6%	17.1%		16.0%		16.4%	16.5%	

Note: 1) For clarity, liabilities written back which are part of 'Other Income' in the reported financials, are operating income in nature and adjusted in EBITDA

2) PAT attributable to equity holders of the Company after subtracting Non-controlling interest (On account of 5% shares of Appnext Pte. Ltd., Singapore)

Normalized PAT Working

Calculation of Normalized 'Profit After Tax'								
In Rs. million	Q3 FY2023	Q3 FY2022	Y-o-Y Growth	Q2 FY2023	Q-o-Q Growth	9M FY2023	9M FY2022	Y-o-Y Growth
A. Profit After Tax (Net of non-controlling interest)	690	621	11.1%	587	17.6%	1,822	1,454	25.3%
<u>1. Other Income (Excl. liabilities written back) comprises:</u>								
1.a. Gain on fair valuation of financial instruments	-	25		-		-	180	
1.b. Other income in ordinary course of business	165	119		113		352	243	
2. Tax outgo on gain on financial instruments	-	5		-		-	32	
3. Share of (loss) of an associate	-	-		-		(7.1)	-	
B. Normalized PAT (net of non-controlling interest)	690	601	14.8%	587	17.6%	1,829	1,306	40.0%
<i>% Normalized PAT Margin</i>	<i>17.6%</i>	<i>17.1%</i>		<i>16.0%</i>		<i>16.4%</i>	<i>16.5%</i>	

PAT
- (1.a.)
+ (2.)
- (3.)

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