



Affle (India) Limited

Corporate Presentation

As of September 30, 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 (**99.3% of H1 FY2023 revenue**)¹
- 2) **Enterprise Platform:** Enabling offline businesses to go online through App development, O2O² commerce & data analytics (**0.7% of H1 FY2023 revenue**)¹



GLOBAL REACH

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

31.1%
India revenue^{1,3}
H1 FY2023

68.9%
International revenue^{1,3}
H1 FY2023



END TO END MOBILE ADVERTISING PLATFORM

- In-house data management platform with over **2.8 Bn⁴** 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

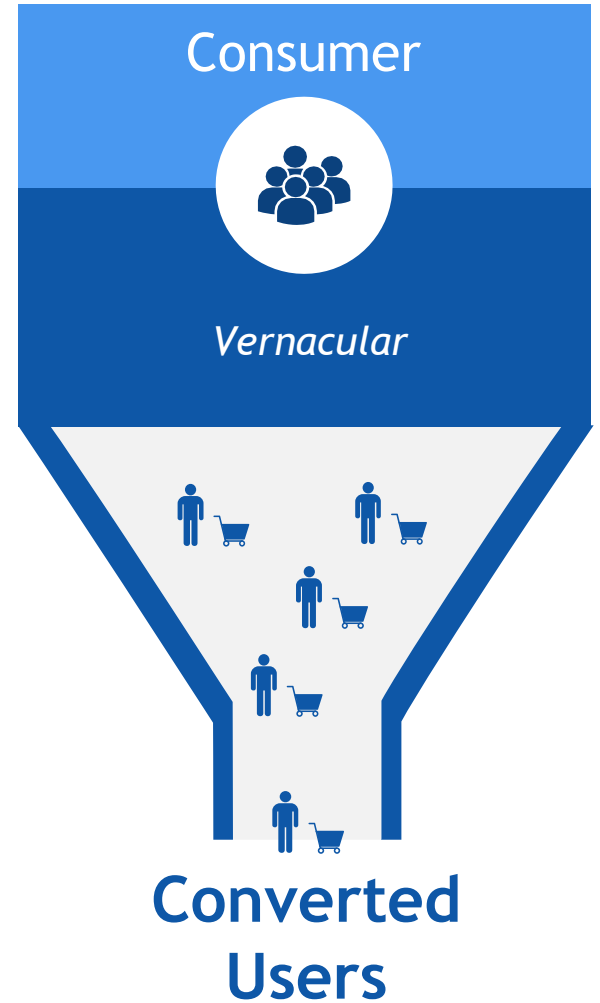
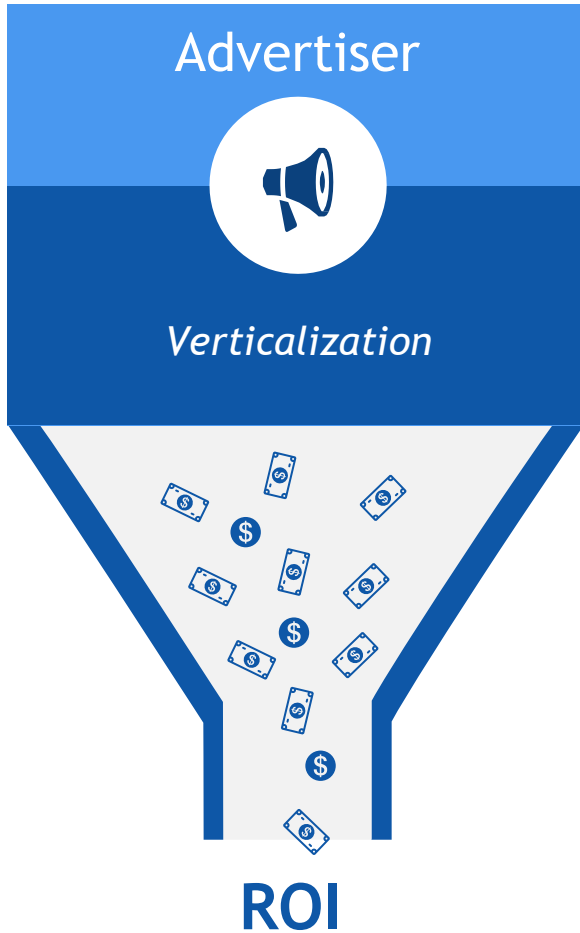


ANNUAL FINANCIAL SUMMARY⁵

(Consolidated)	FY22 (Rs. mn)	FY21 (Rs. mn)	FY20 (Rs. mn)
Revenue	10,817	5,168	3,338
EBITDA	2,135	1,303	888
PAT (Normalized)	1,834	1,031	655

1) For the six months ended Sep 30, 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 Oct 1, 2021 to Sep 30, 2022; 5) Refer our respective periods Earnings Presentation for detailed financial working and adjustments

Affle | Simplifying and unifying the ecosystem



	Converted users (mn)	x	Average CPCU ¹ (Rs.)	=	CPCU Revenue (Rs. mn)
FY2022	195.3		49.9		9,740
FY2021	105.3		40.8		4,294
FY2020	72.3		41.0		2,965

Note: 1) Cost per converted user (Pricing model for Affle, which is the cost paid by the advertiser)

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 Mobile connected global ecosystem growing robustly
- 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

92.9% of Revenue from Operations contributed by CPCU model in H1 FY2023 and 7.1% from Non-CPCU



New user conversion
(online)



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



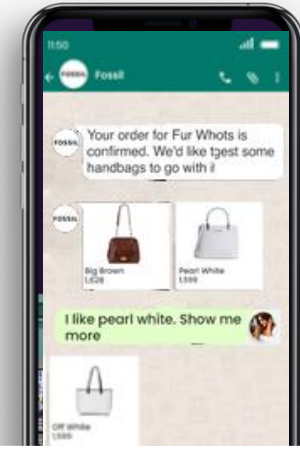
Existing user repeat
conversion (online)



Use Case - Target interested user to complete the transaction



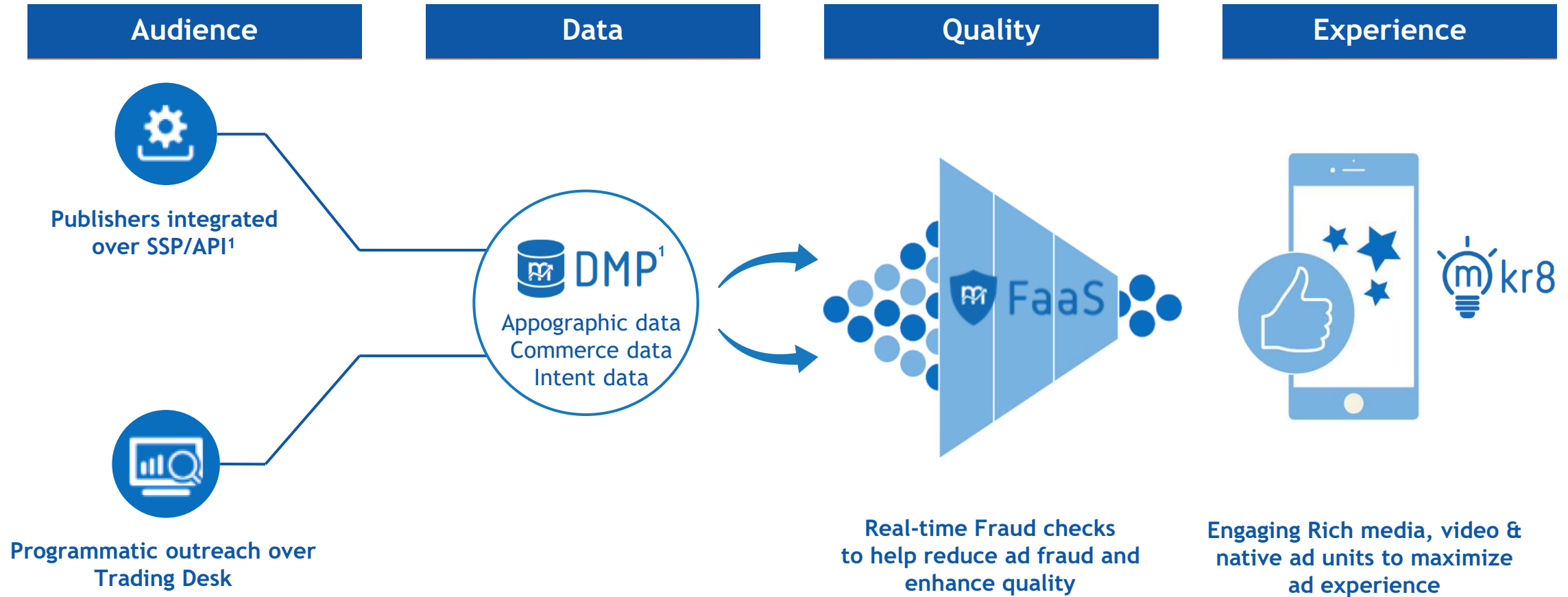
New/existing user
conversion (offline)



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



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?

2.8Bn+
Connected
Devices

100+
Pre-Defined
Segments

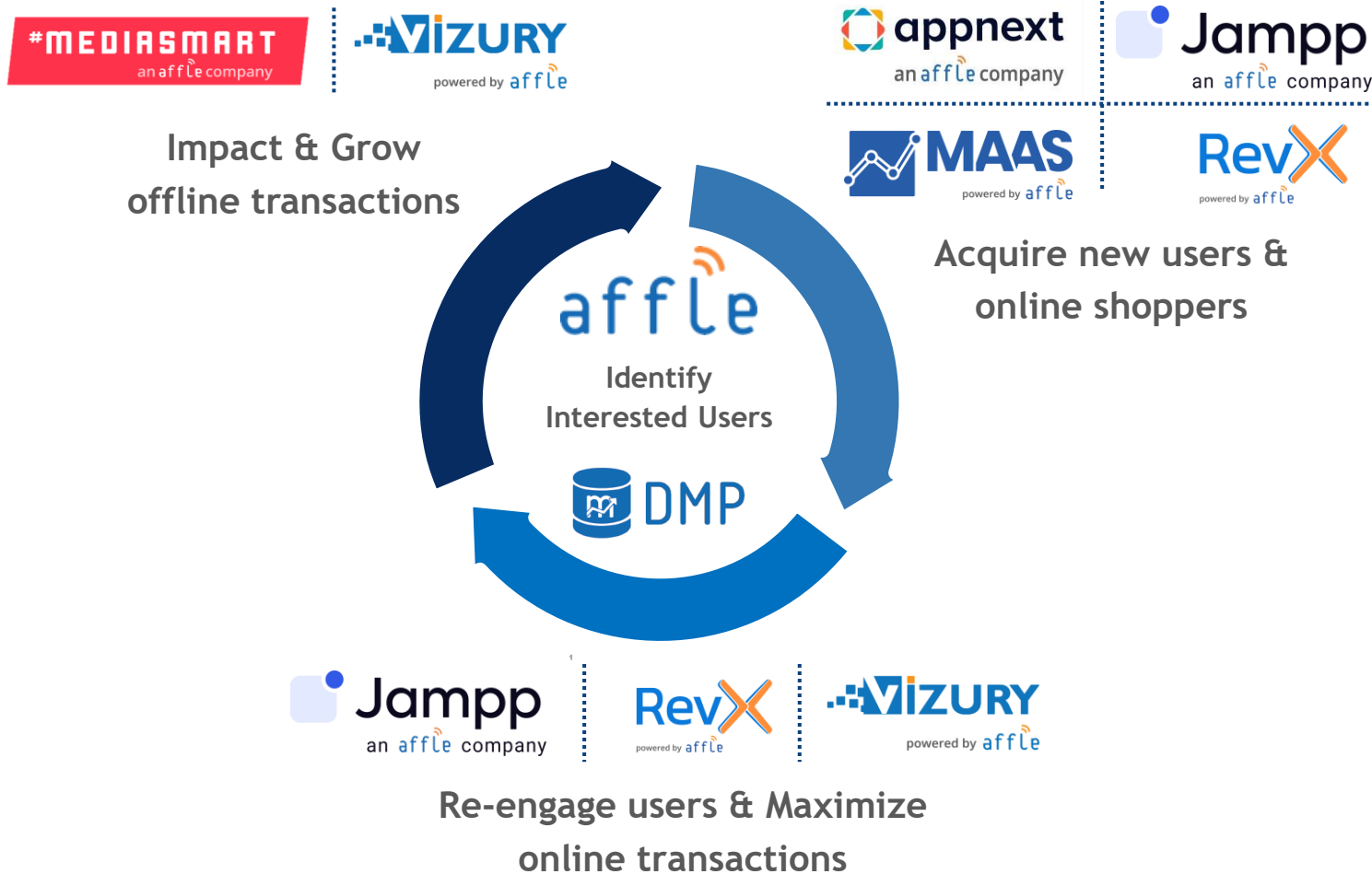
40+
Interest
Categories

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**
 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)**
 - 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

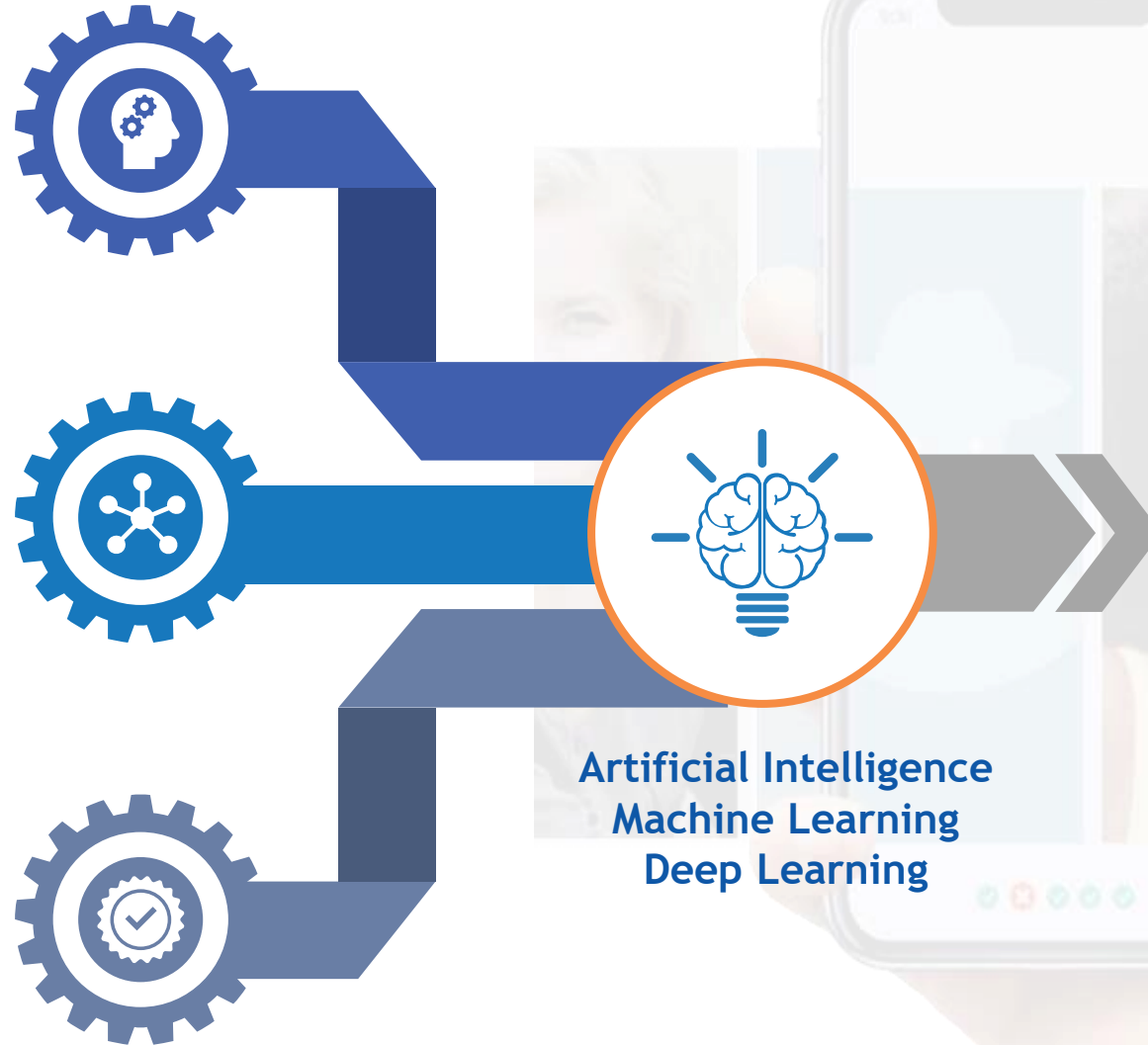
Total 21 Patents with 6 granted in US and 15 other filed across jurisdictions

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

2.8bn¹ 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 Oct 1, 2021 to Sep 30, 2022

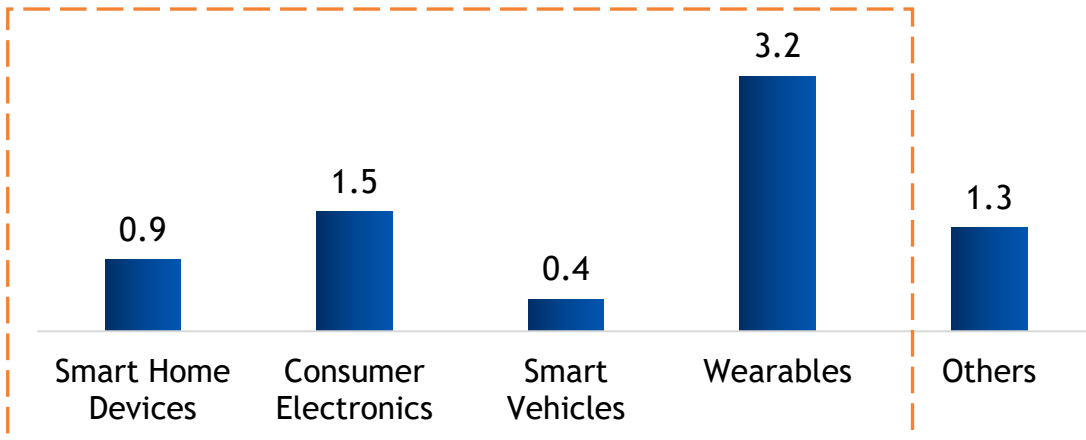
*mTraction is accredited under the Accreditation@SG Digital (SG:D) programme

3 Mobile connected global ecosystem growing robustly

Global Industry Trends

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

Devices in billion



Global CAGR (FY20-25E)

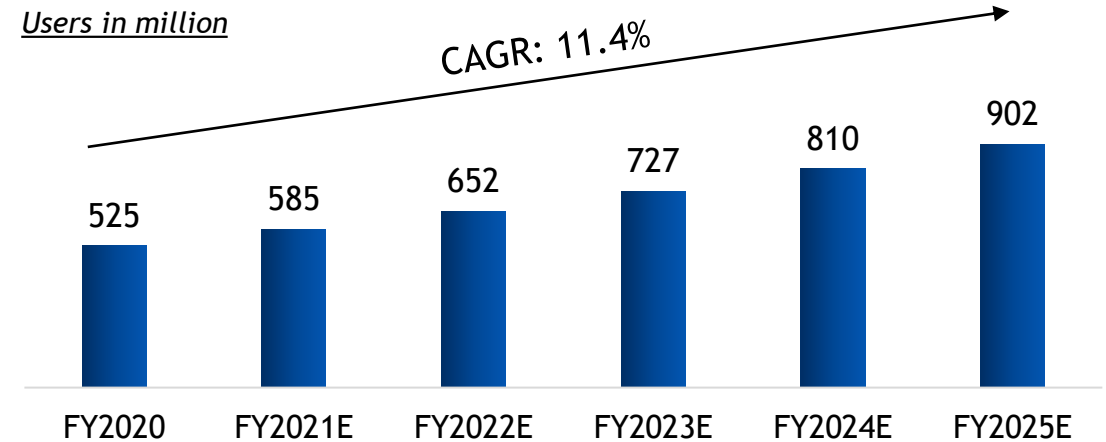
9.0%
Digital Ad Spend

11.3%
Mobile Ad Spend

India Industry Trends

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

Users in million



India CAGR (FY20-25E)

32.4%
Mobile Ad Spend

24.0%
E-commerce Market




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

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

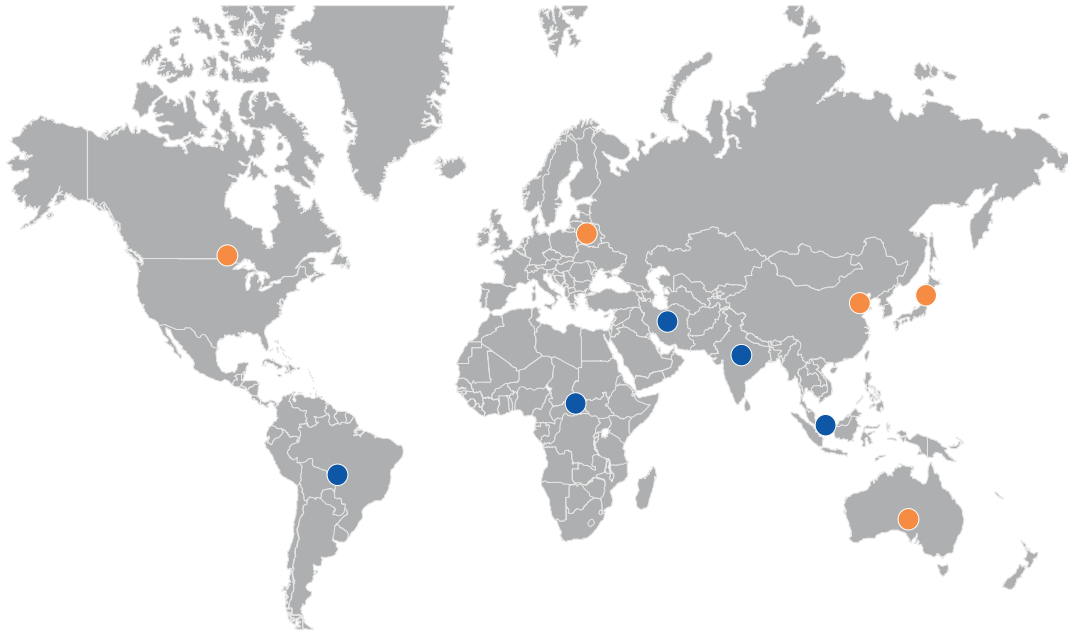
	Disjointed demographics	Wide variation in shopping patterns by audience segment makes optimization of marketing spends challenging
	Price sensitivity	India remains a low CPCU market vs. other global markets
	User behaviour	Online commerce penetration is still low in India and thus challenging to convert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



2.8bn+¹ Connected devices Reached Globally

Note: 1) For the 12 months period of Oct 1, 2021, to Sep 30, 2022, on a consolidated basis

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



5 Affle2.0 Strategy | Well-defined organic and inorganic growth plan

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

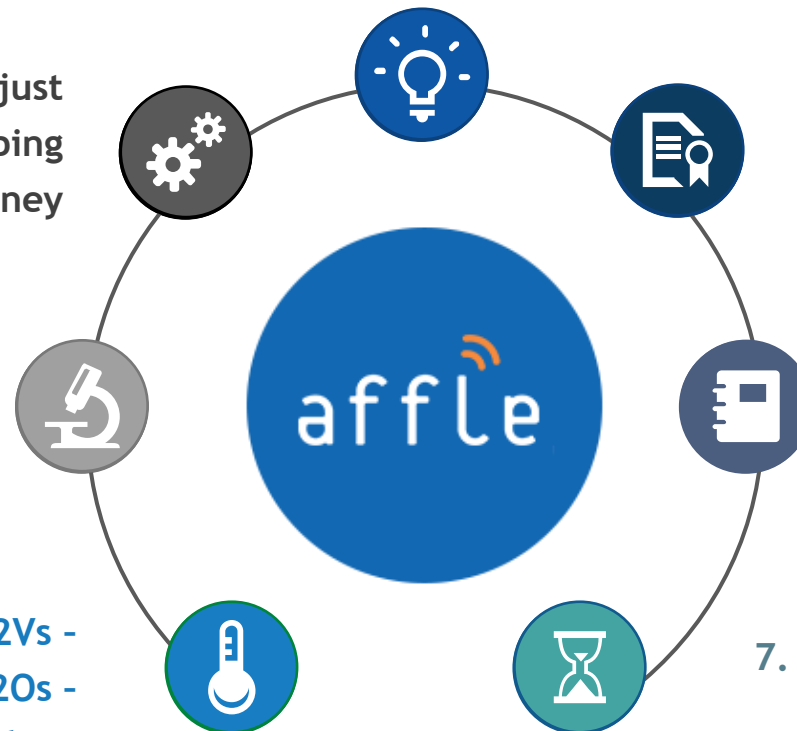
5. Invest in to develop and continuously enhance technological & IP capabilities

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

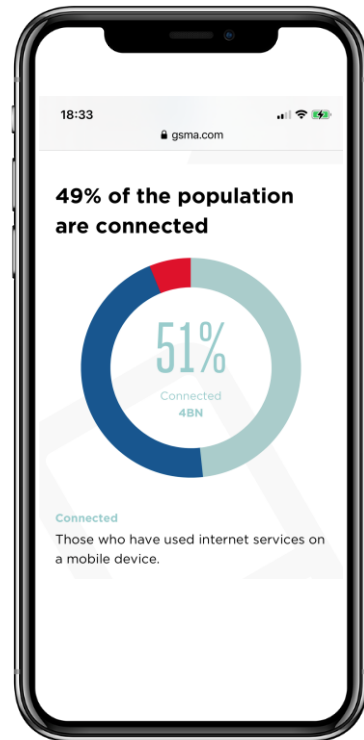
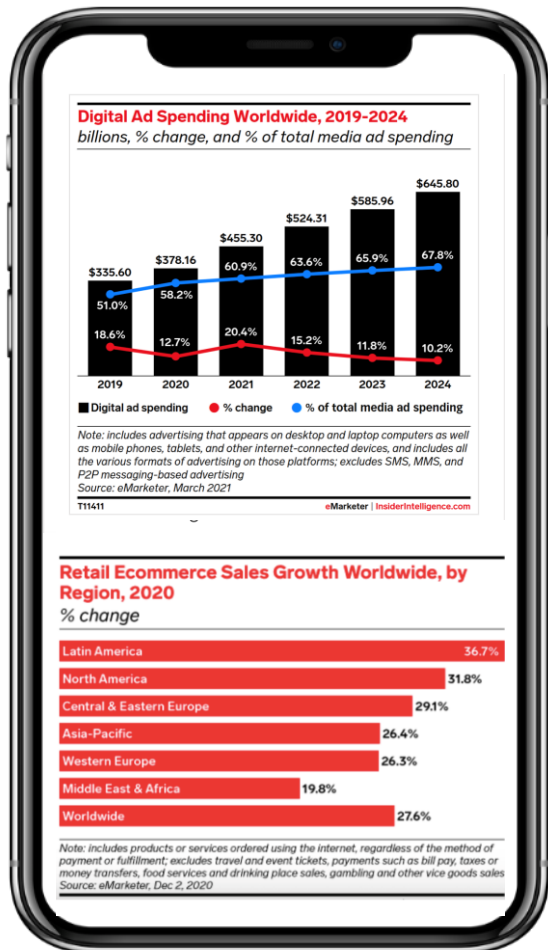
6. Continue to develop solutions powering futuristic use cases and address key industry challenges

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 | Leveraging upon strong macros



1

Fast Growing Digital Ad Market

Global Digital Ad Market to grow by 9% with Emerging markets like India expected to grow at 25-30% together with other emerging markets like SEA & LATAM also exceeding global trends*

2

Growing Penetration of Connected Devices

Only half the world is online with US/UK at ~80% smartphone penetration and Emerging Markets trailing with India 32%, Brazil 51% & Indonesia 59%**

3

Rapid Digitization of Existing and New Industry Verticals

The digital revolution is happening everywhere with existing industry verticals getting disrupted and many new categories and advertisers emerging regularly (Fintech, Healthtech, Edtech etc.)

4

Transformation of Commerce

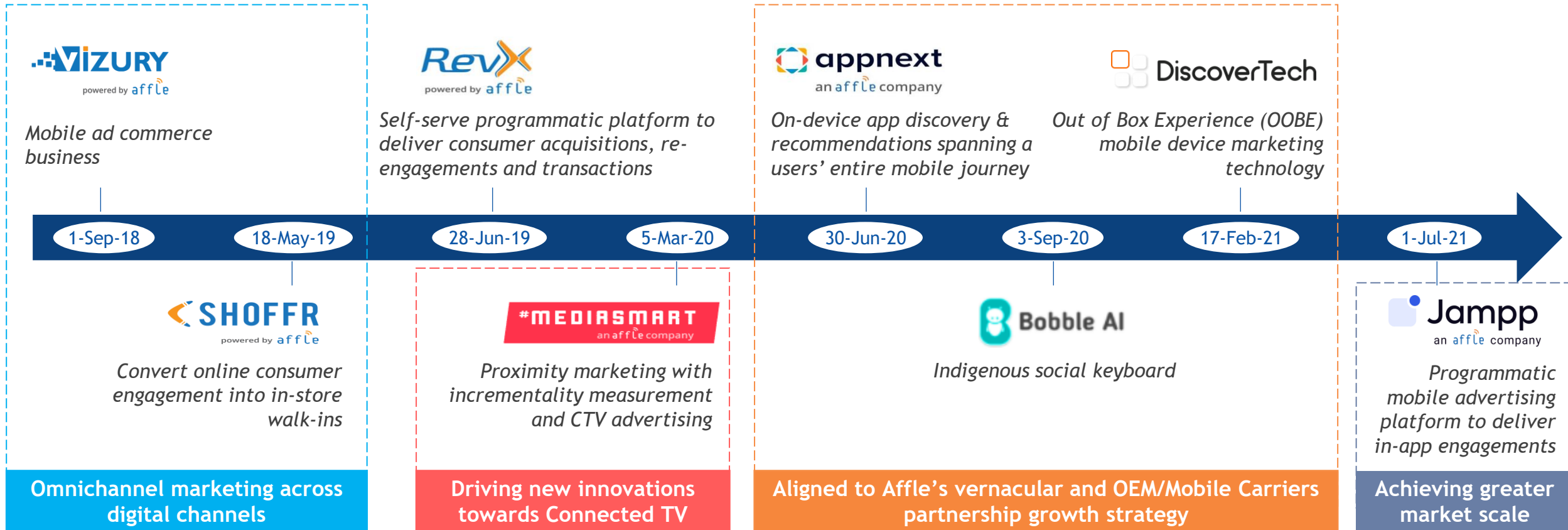
Rapid growth of online commerce globally forecast to contribute 22% of all commerce by 2024 with equally rapid digital disruptions happening in retail commerce

Source: * eMarketer; **GSMA

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)

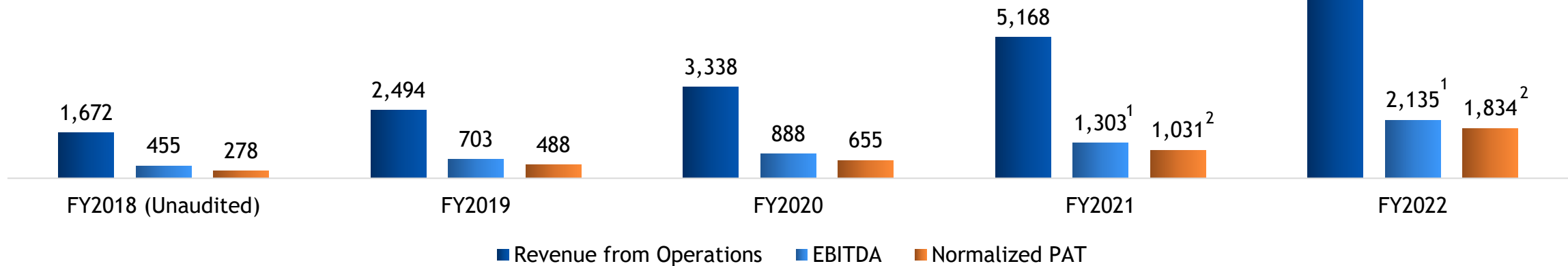
Revenue CAGR **59.5%**
 EBITDA CAGR **47.2%**
 PAT CAGR **60.2%**

CAGR (FY18 - FY22)

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

Half-yearly Performance Trend (Consolidated)

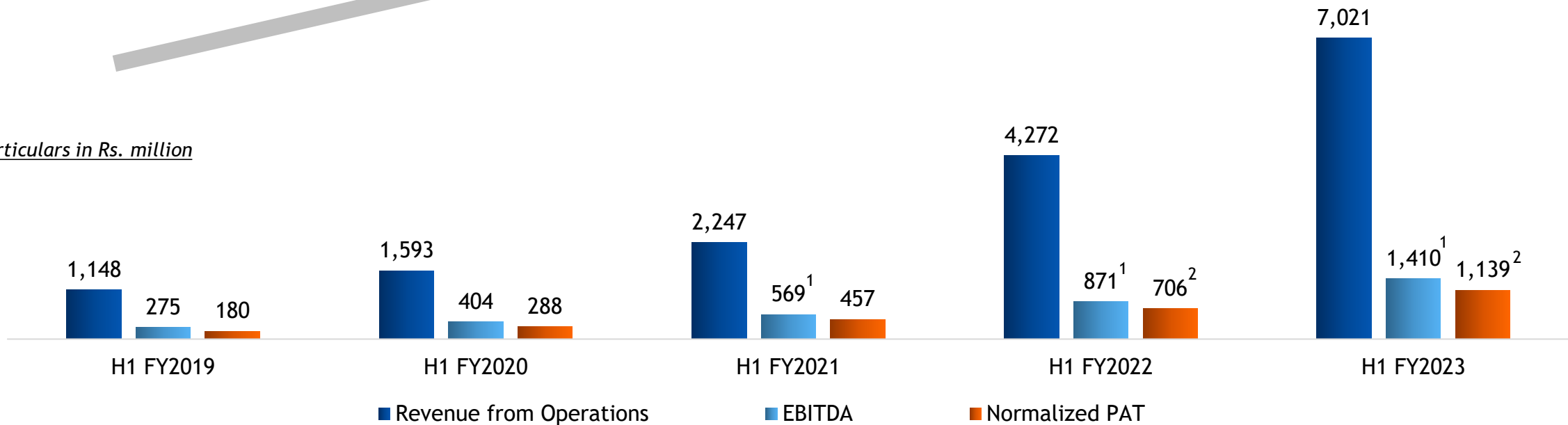
CAGR (H1 FY19 - H1 FY23)

Revenue CAGR	57.3%
EBITDA CAGR	50.5%
PAT CAGR	58.6%

Y-o-Y Growth



Particulars in Rs. million

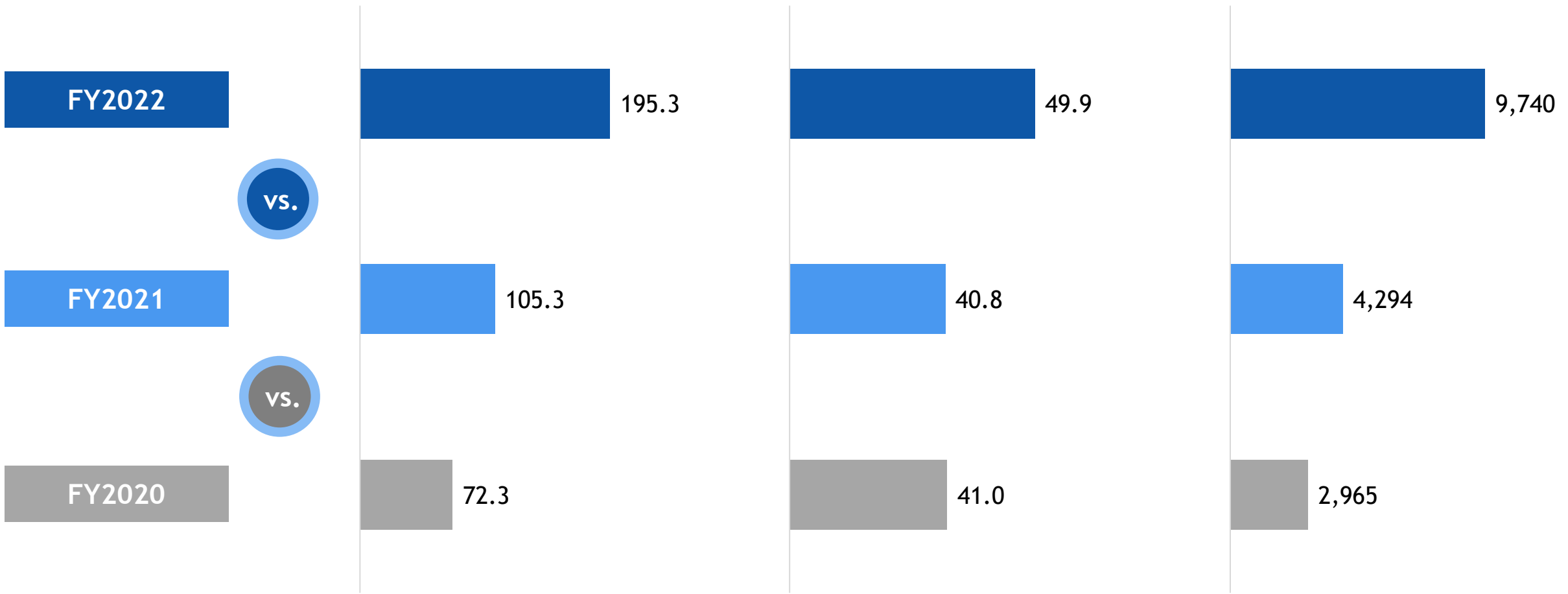


Note: 1) Liabilities written back which are part of 'Other Income' in the reported financials, are operating income in nature and adjusted in EBITDA (Refer appendix)

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

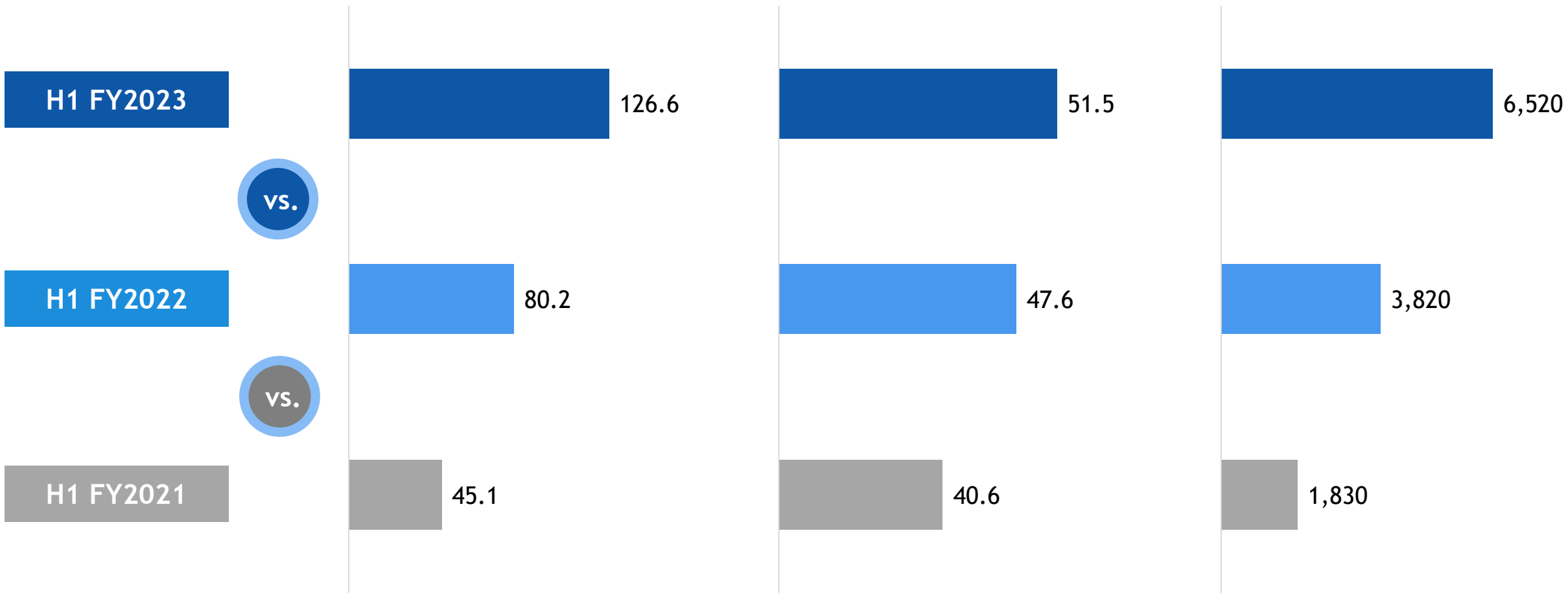
6 CPCU Business | Annual Performance Trend (y-o-y)

Converted Users (mn) × Average CPCU (Rs.) = CPCU Revenue (Rs. mn)



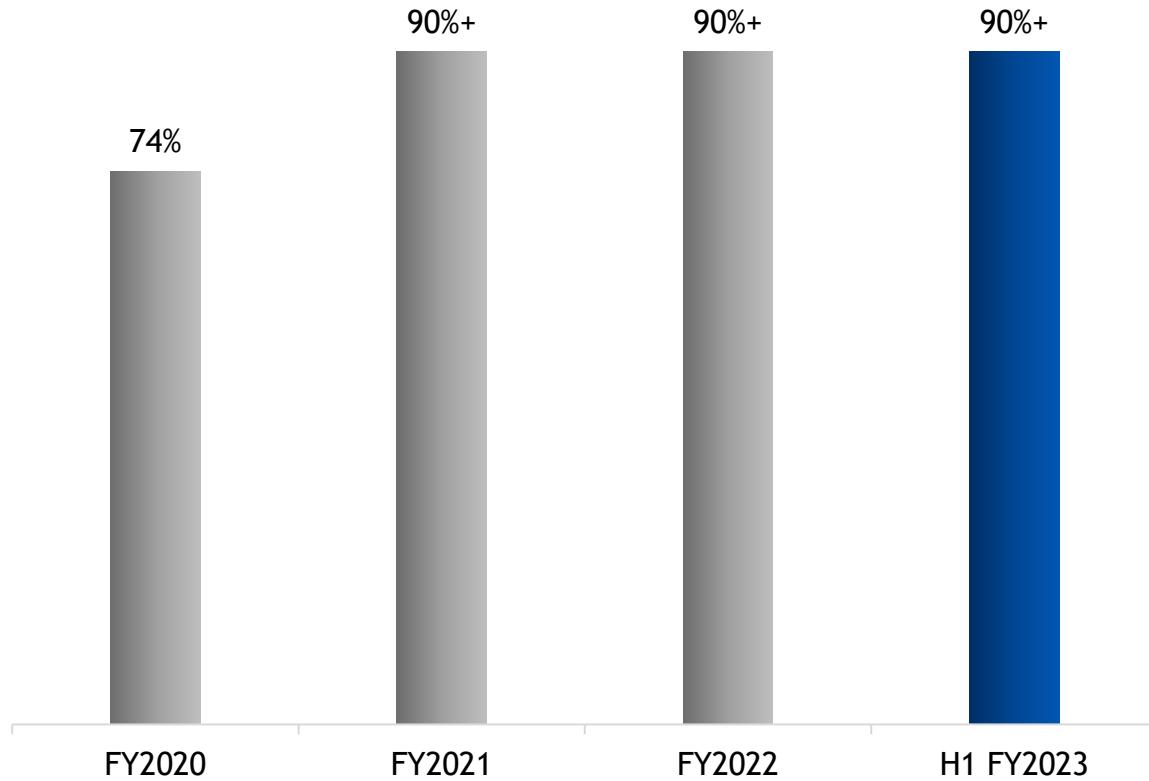
6 CPCU Business | Half-yearly Performance Trend (y-o-y)

Converted Users (mn) × Average CPCU (Rs.) = CPCU Revenue (Rs. mn)

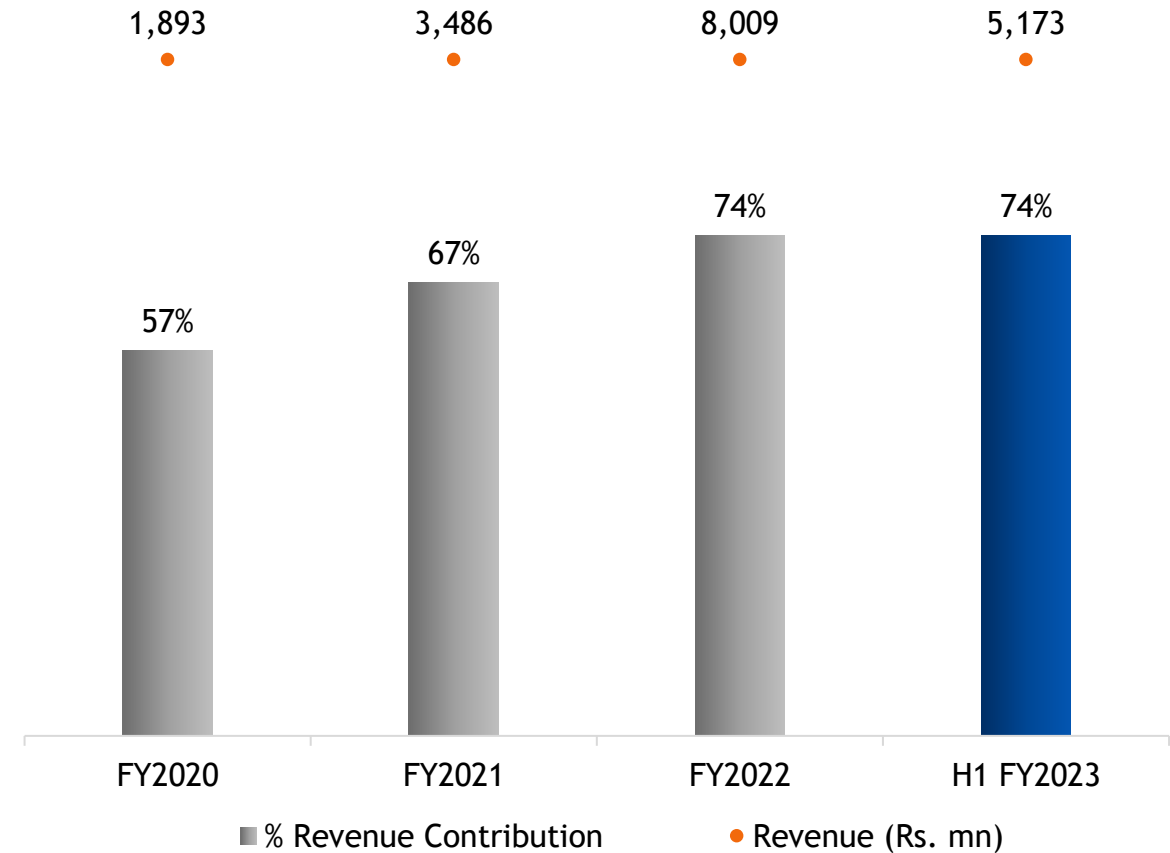


6 Strong traction driven by verticalized focus on high growth categories

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

Key Management Team



Anuj Khanna Sohum
Managing Director
Chief Executive Officer



Eran Kariti
Chief Technology Officer (Appnext)



Anuj Kumar
Non-Executive Director
Chief Revenue & Operating Officer



Guillermo Fernandez Sanz
Chief Technology Officer
(Mediasmart)



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



Kapil Mohan Bhutani
Chief Financial & Operations Officer



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



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



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



Martje Abeldt
Chief Revenue Officer (RevX)



Charles Yong Jien Foong
Chief Architect & Technology Officer



Sujoy Golan
Chief of Marketing & Omnichannel Platforms



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



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

MMA SMARTIES affle

Enabling Technology Company of the Year

4th Consecutive time at MMA Smarties 2022



#MEDIASMART an affle company

Wins **10 Awards** at **e4m** Real Time Programmatic Advertising Awards 2022

MMA SMARTIES MMA Smarties India 2022

Thank You Partners: discovery+, LOTUS, Spotify, KFC, MERKLE, BLINKDIGITAL




MAAS an affle company | **DATAMATIX** AWARDS 2022 by **APOLLO**

We Won **3 GOLD & 2 SILVER** at #DATAMATIX2022

THANK YOU PARTNERS: GAMES 24, MX TakaTak, groupm



MAAS an affle company | **BRAND BHARAT AWARDS** MONTHLY

We Won **6 AWARDS** at #ETBrandBharat Awards 2022

Si Gold ver

THANK YOU PARTNERS: GAMES 24, MX TakaTak, groupm



MMA SMARTIES affle

8 Awards At MMA Smarties 2022

THANK YOU PARTNERS: MAAS, MEDIASMART



appnext an affle company | **THE LEADING NON-SRN PLATFORM WORLD WIDE** | **AppsFlyer**

4	4	2	4
LATIN AMERICA	GLOBAL	EASTERN EUROPE	SOUTHEAST ASIA
3			
INDIAN SUBCONTINENT			

affle **DATA PROTECTION TRUSTMARK CERTIFIED**

III INFORMATION SECURITY DEVELOPMENT AUTHORITY

DATA PROTECTION ASSURED

1 JULY 2022 - 30 JUNE 2023



Being Certified as a **Great Place To Work Certified** **3rd** Consecutive Year

THANK YOU PARTNERS: appnext, JAMPP, MMA, DMP, MERKLE, RevX, GIGAMONSTER



AppsFlyer **PERFORMANCE INDEX 15**

Jampp an affle company

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




e4m Real Time Programmatic Advertising Awards 2022

affle Wins **11 Awards** at **e4m** Real Time Programmatic Advertising Awards 2022

THANK YOU PARTNERS: MAAS, MEDIASMART



affle Wins **Big - 15 Awards** at The Middles 2021

THANK YOU PARTNERS: MAAS, REVX, ZIZURY, discovery+, MERKLE



7 Affle2.0 Culture | Inclusive ESG Initiatives

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



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



- ✓ 531 ESG Score
- ✓ Dedicated ESG Committee
- ✓ 82 GRI Principles & Sub-Factors Reported
- ✓ 10 UNSDG Aligned

Integrated Annual Report 2021-22

7 Affle2.0 Culture | Inclusive ESG Initiatives

Subfactor	Keywords	Core Frameworks	DocuLinks	Factsheet	Highlights
Company Overview					
ESG a Core Pillar of Strategy	Strategy	GRI 102: GD Strategy IFC PS 1: Environmental and Social Risks and Impacts SASB: Leadership and Governance SDG 17: Partnerships to achieve the Goal WEF Governance: Risk and Opportunity Oversight	5		Affle is committed to nurturing a healthy environment that drives innovation, thought leadership and collective growth. With this objective in place, we have a comprehensive strategy which addresses all key aspects of the human resource and promotes inclusive development. We recognize the larger environmental risk our planet is facing. As part of our ESG strategy, we are committed to drive the efforts towards Energy Management, Water Management, Waste Management, Paper & Plastic Optimization and Environmental Awareness Programs. We strongly emphasize on corporate governance and work collaboratively with our stakeholders. We are also conscious of social and environmental sustainability towards a better tomorrow.
ESG Materiality Assessment	PE: Entry Due Diligence Ratings Focus Social Overview	GRI 102: GD Reporting Practice IFC PS 1: Environmental and Social Risks and Impacts SASB: Leadership and Governance SDG 17: Partnerships to achieve the Goal	5		Aligned to GRI reporting requirements, we have identified and mapped key material topics that have the potential to influence our value creation process and strategic business interests. For the materiality assessment, a thorough review of online available literature, industry benchmarking and discussion with select stakeholders was conducted. The material topics were reviewed and approved by the Board of Directors for sustainability reporting.
Dedicated Executive ESG Role	Ratings Focus Executive Management	CDP: Climate GRI 102: GD Strategy IFC PS 1: Environmental and Social Risks and Impacts SASB: Leadership and Governance SDG 17: Partnerships to achieve the Goal TCFD: Governance UNGC Principle 07 Environment WEF Governance: Governing Purpose	5		Corporate Social Responsibility Committee- Chairman: Ms. Sumit Mamak Chadha; Members: Mr. Anuj Khanna Sohun, Ms. Mei Theng Leong. To keep increasing Affle's positive impact towards a better tomorrow, we formalized our Business Responsibility Reporting Committee into ESG Committee Committee - Chairman: Mr. Anuj Khanna Sohun; Members: Mr. Kapil Mohan Bhutani; Ms. Mei Theng Leong.
Board Skill Depth	Board of Directors	GRI 102: GD Strategy SASB: Leadership and Governance SDG 16: Peace Justice and Strong Institutions UNGC Principle 07 Environment	5		Board possesses a balance of skills, experience, expertise and diversity of perspectives appropriate to the requirements of the business of the Company.

Mapped with Global ESG Reporting Frameworks



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. **McDonald's** | Driving omnichannel business growth in Indonesia
2. **ZEE5** | Addressing growing appetite for online entertainment
3. **Mr D** | Growing the penetration of online food delivery in Africa
4. **Apollo 24|7** | Driving adoption for health-tech services in India
5. **Dailyhunt** | Driving vernacular content growth in India
6. **Worten** | Driving omnichannel retail growth in EU
7. **BYJU's** | Driving edtech growth in non metro Indian cities
8. **Gcash** | Driving fintech adoption in Southeast Asia
9. **Fetch Rewards** | Powering growth on iOS after IDFA related industry changes
10. **Tokopedia** | Driving business growth in Indonesia
11. **CoinDCX** | Maximizing engagement with high-intent users in India
12. **Fossil** | Omnichannel journeys and offline conversions in India

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 (5) 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

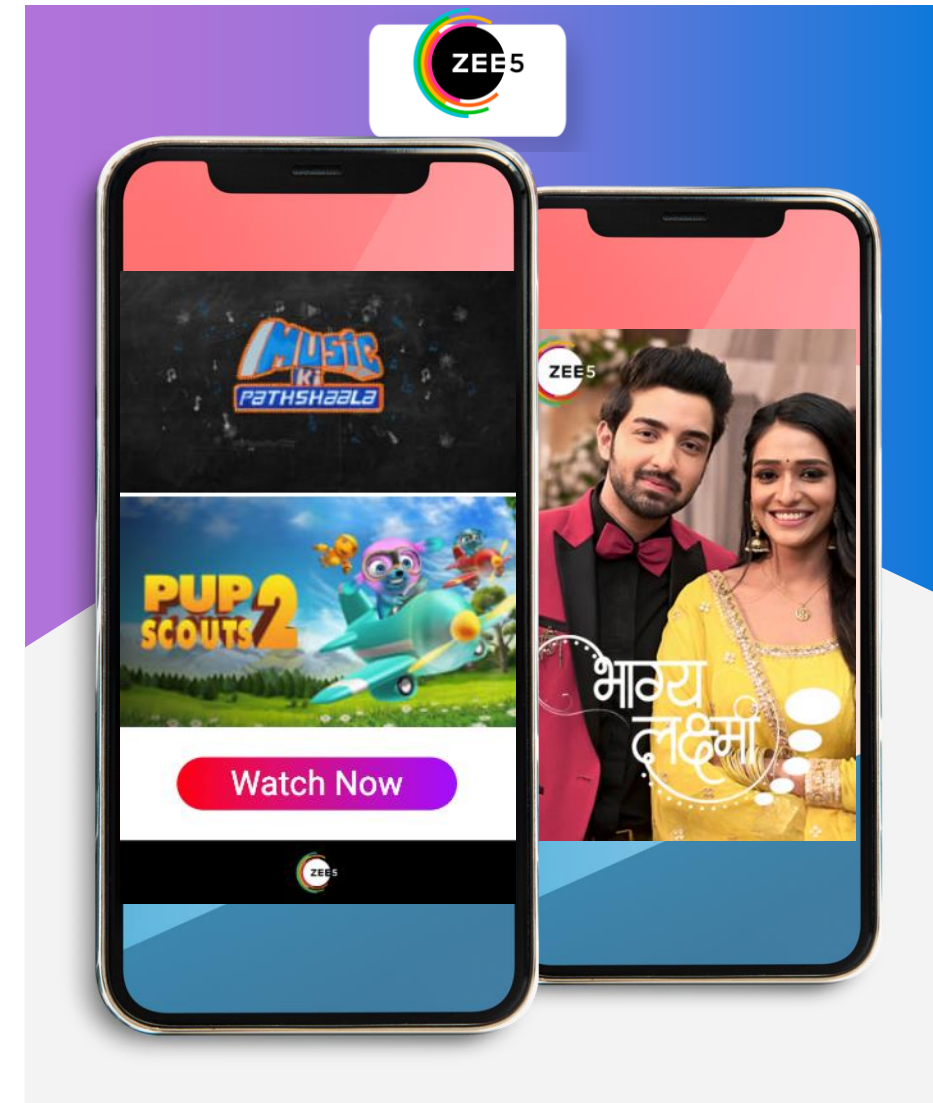
Affle Consumer Platform Solutions

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



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

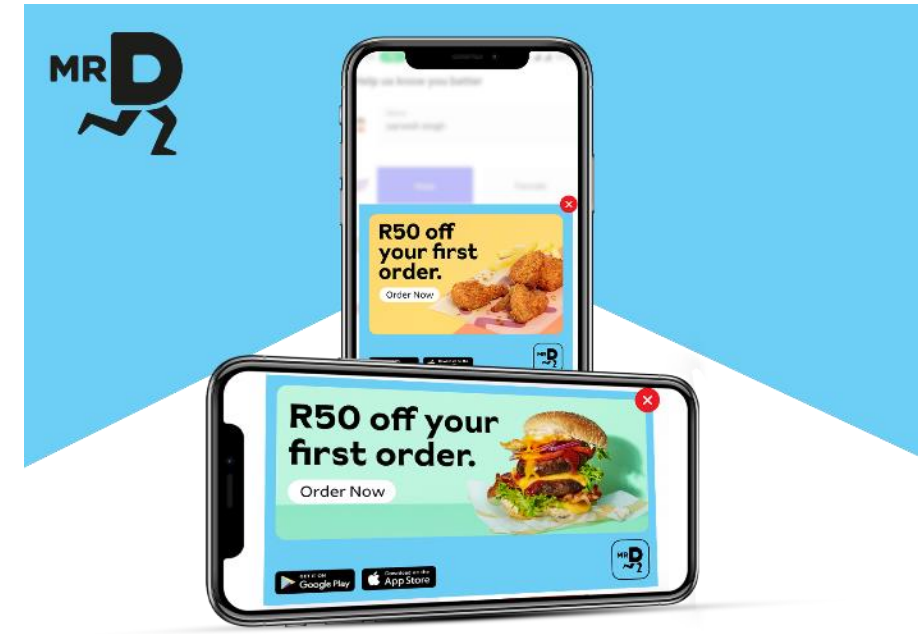
Affle Consumer Platform Solutions

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




“ Affle has been a long-standing partner for us for our performance marketing goals. The insights-led platform has also helped us to make quick decisions in real-time, whether it is creative or KPI optimization. ”

Kwezi Ngcukana
Head of 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. These have been created for entries in industry award shows/marketing purposes; (2) Campaign Period : Apr - Sep 2022 (6) 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

The image displays two smartphone screens. The left screen shows the Dailyhunt app interface with a news article in English: "UAE temporarily suspends visa-on-arrival facility for Indians with UK, US visas". Below the article is a promotional banner for the app: "Latest Local & National News, Videos" with a "DOWNLOAD NOW" button. The right screen shows the app interface in a South Indian language (Tamil), featuring a news article and a promotional banner for the app in Tamil: "ನಿಮ್ಮ ಪರಿಯಾದ ಎಲ್ಲಾ ಸುದ್ದಿಗಳನ್ನು ತಿಳಿಯಿರಿ" with the Dailyhunt logo and app store links.

18% Conversion growth in just one quarter on a high base

20% Boost in retention rates in just one 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: Oct '21- March '22 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

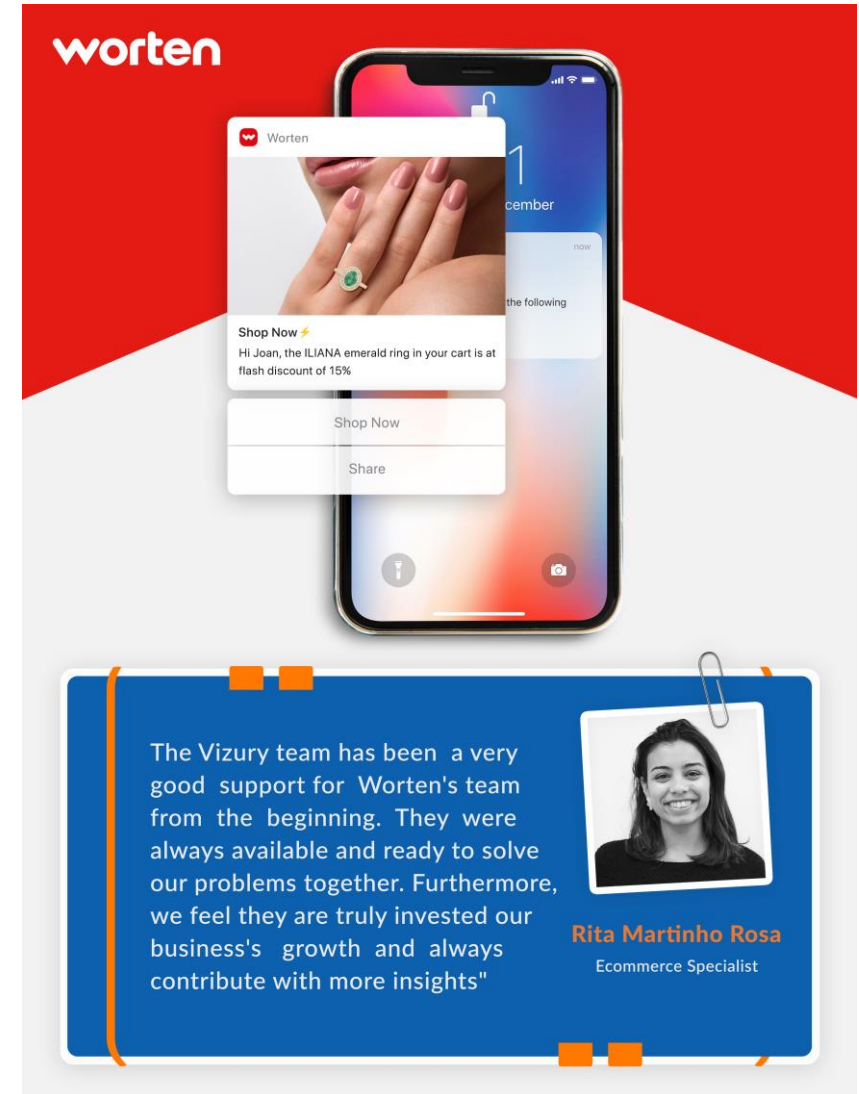
Affle Consumer Platform Solutions

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

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




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

GCash | Driving fintech adoption in Southeast Asia

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

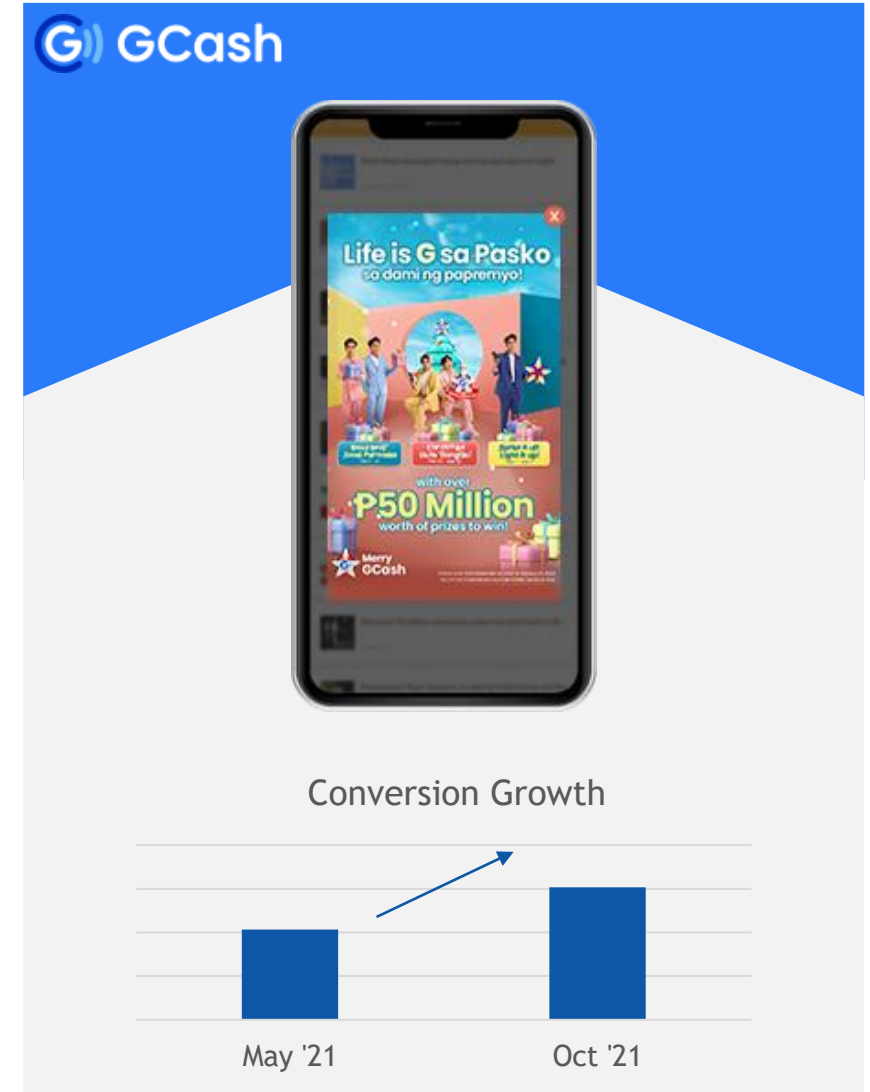
Affle Consumer Platform Solutions

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



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 : May '21 to Oct '21 (3) The ads and/or platform modules/screenshots shown here are for illustrative purpose only

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

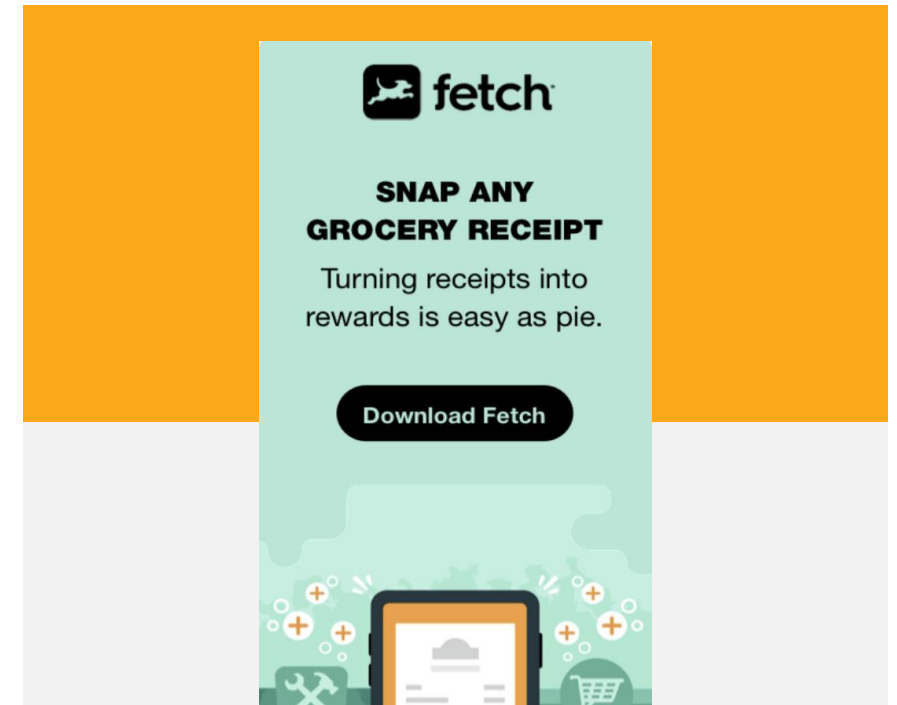
Affle Consumer Platform Solutions

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



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.

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

Tokopedia | Driving business growth in Indonesia

About the Advertiser

Tokopedia is Indonesia's biggest online marketplace

Objective

Drive business growth through greater conversions from existing customers who have turned dormant

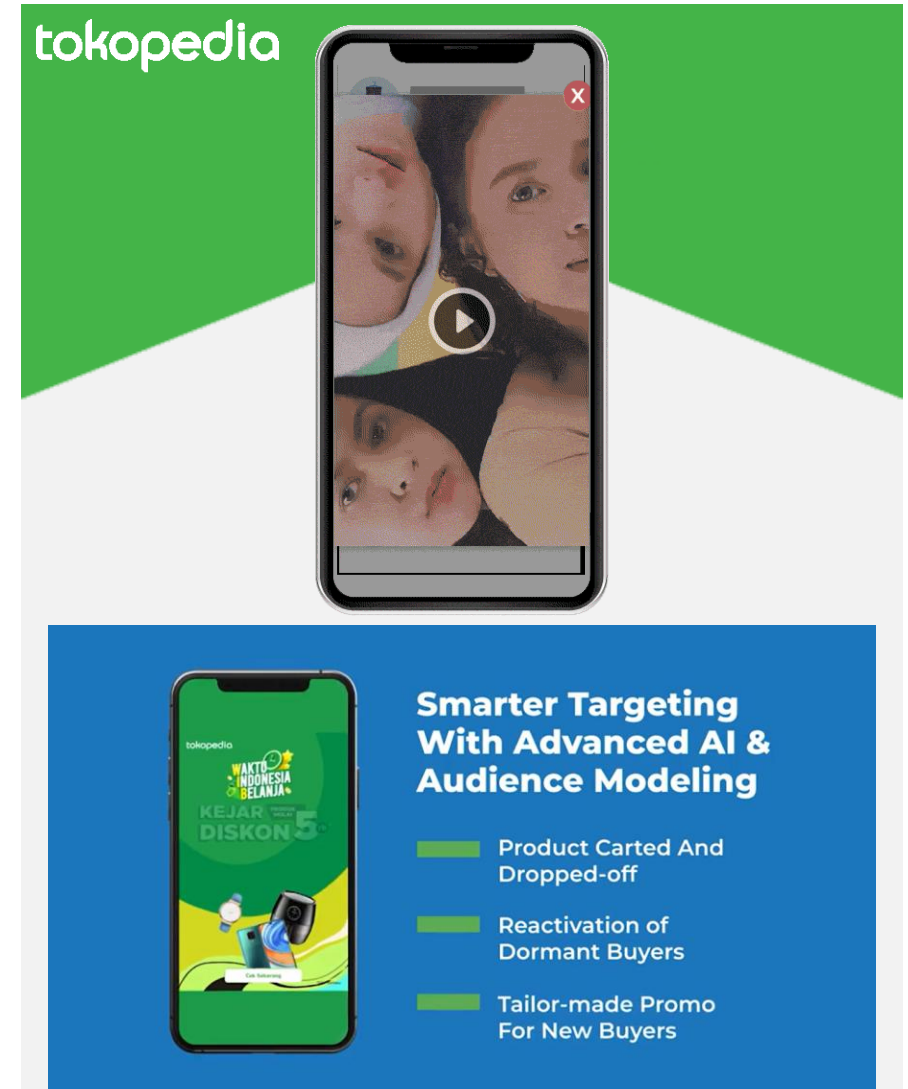
Affle Consumer Platform Solutions

Affle's Consumer platforms helped Tokopedia with its three-pronged approach

- **Leveraging consumer intelligence** with dynamic real-time targeting to reach high intent users
- **High engagement video ads** with **dynamic creative optimization** to drive maximum conversions and boost app engagement
- **Daypart and Location led targeting** to drive Incremental conversions

Results

- **6X+** Boost in conversion rate by Video Ads
- **5.3X** Increase in ROAS on Video Ads
- **3X+** Boost in App Engagement with Dynamic Ads
- **2X+** Increase in Conversions (Marketplace) by leveraging DCO capabilities



NOTE: (1) All case studies are based on First Party data consented and shared by the advertiser/agency together with Affle's platform data. These have been created for entries in industry award shows; (2) Campaign Period : Jan '21 to Jul '21 (3) The ads and/or platform modules/screenshots shown here are for illustrative purpose only

CoinDCX | Maximizing engagement with high-intent users in India

About the Advertiser

CoinDCX is India's first crypto unicorn

Objective

Amid significant cryptocurrency investment growth in India, CoinDCX's aim was to demonstrate to unfamiliar Indian customers the simplicity and safety of purchases and target those users who were most likely to make an immediate purchase

Affle Consumer Platform Solutions

Affle's app recommendation platform helped CoinDCX to

- Find & target new users via app recommendations that were shown directly on devices of highly-intent users
- Proprietary AI-based technology and predictive analytics, to accurately recommend CoinDCX via dynamic engagements that are presented at relevant moments during the mobile journey of relevant users

Results

- Over **75K conversions** delivered in Q1 & Q2
- **10%+** Month on Month growth
- **40%+** Uplift in registration

Working with Appnext allowed us to reach new high-intent users directly on their mobile devices via an array of unique on-device placements. With better conversion rates throughout our user funnel, we were also able to scale up our campaigns at lower acquisition costs.

Ramalingam Subramanian
CoinDCX Chief Marketing Officer

NOTE: (1) All case studies are based on First Party data consented and shared by the advertiser/agency together with Affle's platform data. These have been created for entries in industry award shows; (2) Campaign Period : Feb '21-Jul '21 (3) The ads and/or platform modules/screenshots shown here are for illustrative purpose only

Fossil | Powering omnichannel journeys and offline conversions in India

About the customer

Fossil is a leading global fashion and accessories brand

Objective

With offline retail starting to open up after lockdowns, Fossil wanted to drive more sales and footfall at its physical stores across India. They wanted to drive traffic from their digital shoppers who were exploring products online but wanted to try-and-buy in-store

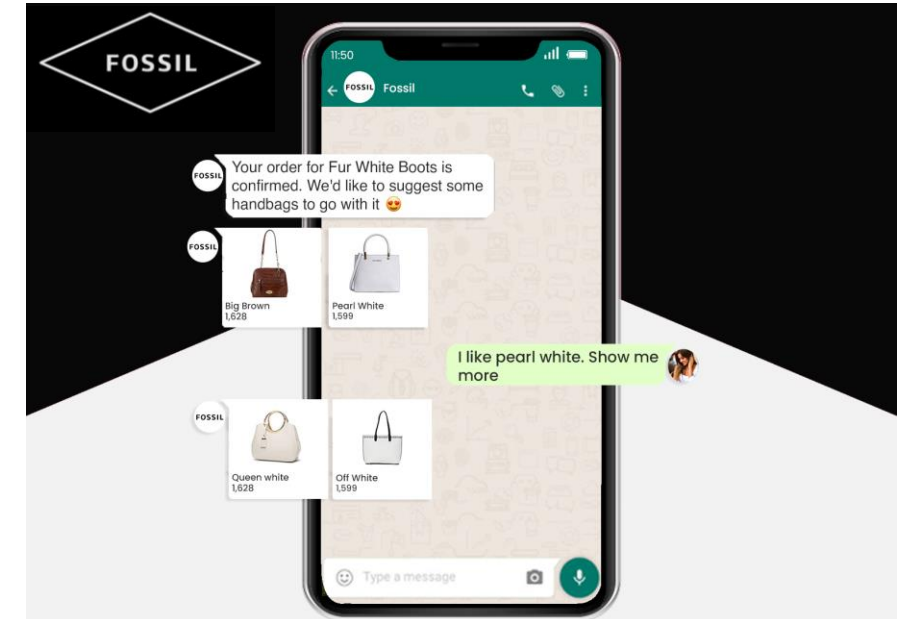
Affle Consumer Platform Solutions

Affle’s consumer platform helped Fossil achieve its goals with its solution to

- **Direct ecommerce traffic to physical stores** by leveraging O2O web-widgets
- **Conversational Commerce** to give shoppers the option to reserve and buy products directly on WhatsApp from their hyperlocal Fossil store.
- **Online-to-Offline Attribution** to help track footfalls & purchases and to maximize Incremental visits to stores & uplift revenue

Results

- **87%** online leads converted to in-store sales
- **23X** Return on Investment
- **Double-digit growth in offline sales** from online channels



NOTE: (1) All case studies are based on First Party data consented and shared by the advertiser/agency together with Affle’s platform data. These have been created for entries in industry award shows; (2) Campaign Period : May ‘21 - Jul ‘21 (3) The ads and/or platform modules/screenshots shown here are for illustrative purpose only

A light gray background on the left side of the page, featuring a complex network of thin lines connecting various nodes, creating a web-like or molecular structure. This network pattern is partially obscured by a dark blue diagonal shape that separates it from the right side of the page.

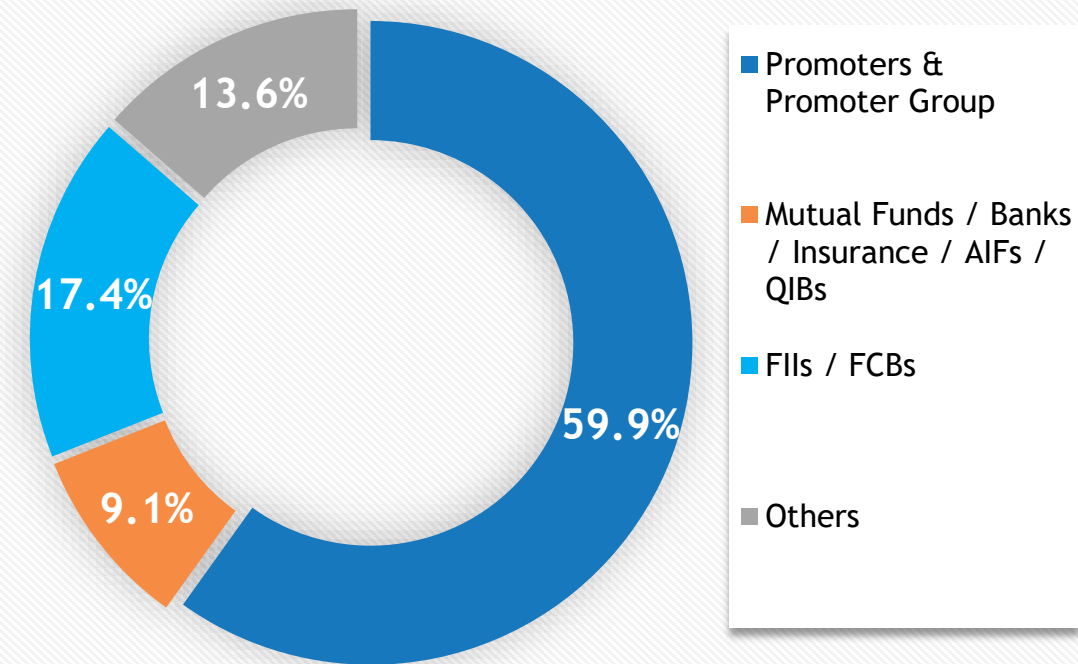
Appendix

Shareholders Information and Financial Summary

Shareholders Information

Shareholding Pattern (As on September 30, 2022)

Total Shares Outstanding - 133,251,060



*Brokerages Covering Affle (Latest)

Institutional Research Desk

Dolat Capital

Dalal & Broacha

ICICI Securities

Bank of Baroda Capital

Spark Capital

Prabhudas Lilladher

DAM Capital (IDFC Research)

Amsec

Mirae Research

Anand Rathi

Goldman Sachs

Ambit Capital

HNI / Retail Desk

Sharekhan

ICICI Direct

*In order of coverage initiated

Consolidated Financial Summary (YTD)

In Rs. million	Q2 FY2023	Q2 FY2022	Y-o-Y Growth	Q1 FY2023	Q-o-Q Growth	H1 FY2023	H1 FY2022	Y-o-Y Growth
Revenue from Contracts with Customers	3,546	2,747	29.1%	3,475	2.0%	7,021	4,272	64.4%
Inventory and Data Costs	2,200	1,755	25.4%	2,199	0.04%	4,399	2,639	66.7%
Employee Benefits Expenses	465	314	48.2%	431	7.8%	896	501	78.7%
Other Expenses	173	158	9.6%	158	9.7%	332	261	27.2%
Add: Liabilities written back (other operating income)	15.3	0.8		0.1		15.3	0.8	
EBITDA	723	521	38.8%	687	5.3%	1,410	871	61.8%
<i>% EBITDA Margin</i>	<i>20.3%</i>	<i>19.0%</i>		<i>19.8%</i>		<i>20.0%</i>	<i>20.4%</i>	
Depreciation and Amortisation Expenses	130	81		93		223	133	
Finance Costs	29	22		22		51	36	
Other Income (Excl. Liabilities written back, if any)	113	151	(25.4%)	75	51.1%	188	278	(32.5%)
Profit Before Tax and Share of (loss) of an associate	677	570	18.6%	647	4.6%	1,323	982	34.8%
Share of (loss) of an associate	-	-		(7.1)		(7.1)	-	
Profit Before Tax	677	570	18.6%	640	5.8%	1,316	982	34.1%
Total Tax	87	92		90		177	145	
(Subtract): Non-controlling Interest	3.0	2.1		4.6		7.6	3.7	
Profit After Tax (net of non-controlling interest)²	587	476	23.2%	545	7.6%	1,132	833	35.8%
<i>% PAT Margin</i>	<i>16.0%</i>	<i>16.4%</i>		<i>15.4%</i>		<i>15.7%</i>	<i>18.3%</i>	
Normalized PAT (net of non-controlling interest)	587	420	39.6%	552	6.2%	1,139	706	61.4%
<i>% Normalized PAT Margin</i>	<i>16.0%</i>	<i>14.9%</i>		<i>15.6%</i>		<i>15.8%</i>	<i>16.1%</i>	

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)

3) For normalized PAT calculations, kindly refer Q2 and H1 FY2023 earnings presentation

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