



Affle (India) Limited

Q1 FY2024 Earnings Presentation

For the period ended June 30, 2023

Consumer Intelligence Driven Global Technology Company



18+ 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 | Performance Highlights

Q1 FY2024 vs. Q1 FY2023

Q1 FY2024 vs. Q4 FY2023

Revenue¹ Growth

 Up 17.0%

 Up 14.3%

Y-o-Y

Q-o-Q

EBITDA² Growth

 Up 13.7%

 Up 9.0%

Y-o-Y

Q-o-Q

PAT Growth

 Up 21.4%

 Up 6.0%

Y-o-Y

Q-o-Q

Note: 1) Revenue from contracts with customers; 2) Liabilities written back which are part of 'Other Income' in the reported financials, are operating income in nature and adjusted in EBITDA (Refer slide 4)

Consolidated Financial Summary

In Rs. million	Q1 FY2024	Q1 FY2023	Y-o-Y Growth	Q4 FY2023	Q-o-Q Growth
Revenue from Contracts with Customers	4,066	3,475	17.0%	3,558	14.3%
Inventory and Data Costs	2,483	2,199	12.9%	2,163	14.8%
Employee Benefits Expenses	562	431	30.3%	493	13.9%
Other Expenses	240	158	52.0%	212	13.6%
Add: Liabilities written back (other operating income) ¹	0.0	0.1		26.4	
EBITDA	781	687	13.7%	716	9.0%
<i>% EBITDA Margin</i>	<i>19.2%</i>	<i>19.8%</i>		<i>20.0%</i>	
Depreciation and Amortisation Expenses	144	93		136	
Finance Costs	34	22		31	
Other Income (Excl. Liabilities written back, if any)	98	75	31.4%	149	(34.0%)
Profit Before Tax and Share of (loss) of an associate	701	647	8.3%	699	0.3%
Share of (loss) of an associate	-	(7.1)		-	
Profit Before Tax	701	640	9.5%	699	0.3%
Total Tax	39	90		75	
(Subtract): Non-controlling Interest	(0.1)	4.6		(0.2)	
Profit After Tax (net of non-controlling interest)²	662	545	21.4%	624	6.0%
<i>% PAT Margin</i>	<i>15.9%</i>	<i>15.4%</i>		<i>16.7%</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)

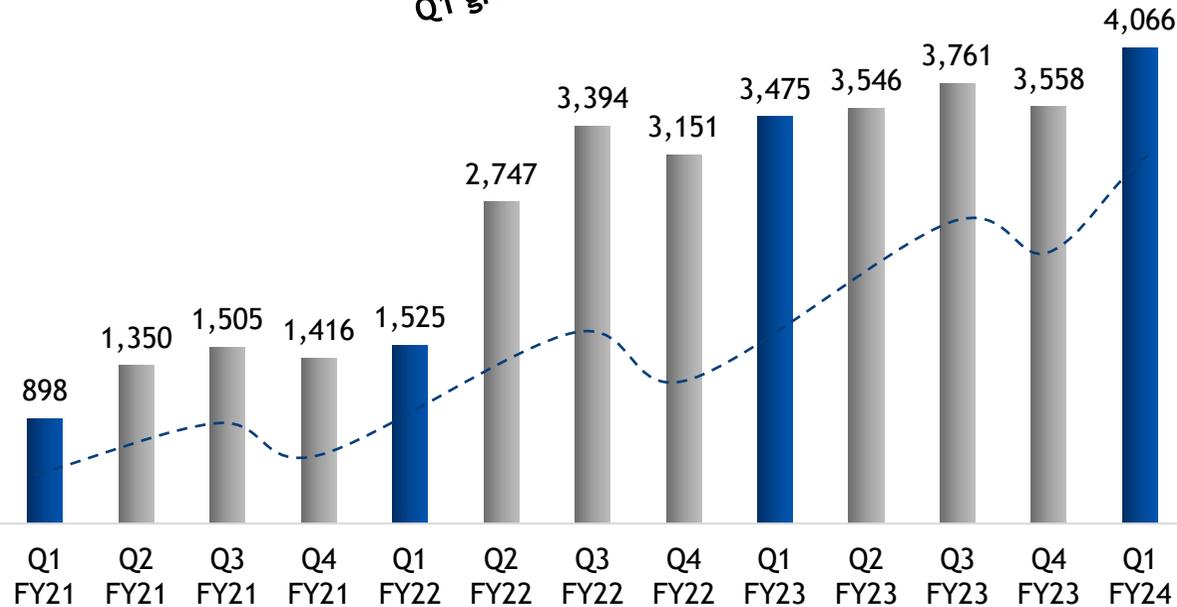
Quarterly Performance Trend (Consolidated)

Revenue from Operations (Rs. mn)

Y-o-Y growth in all quarters

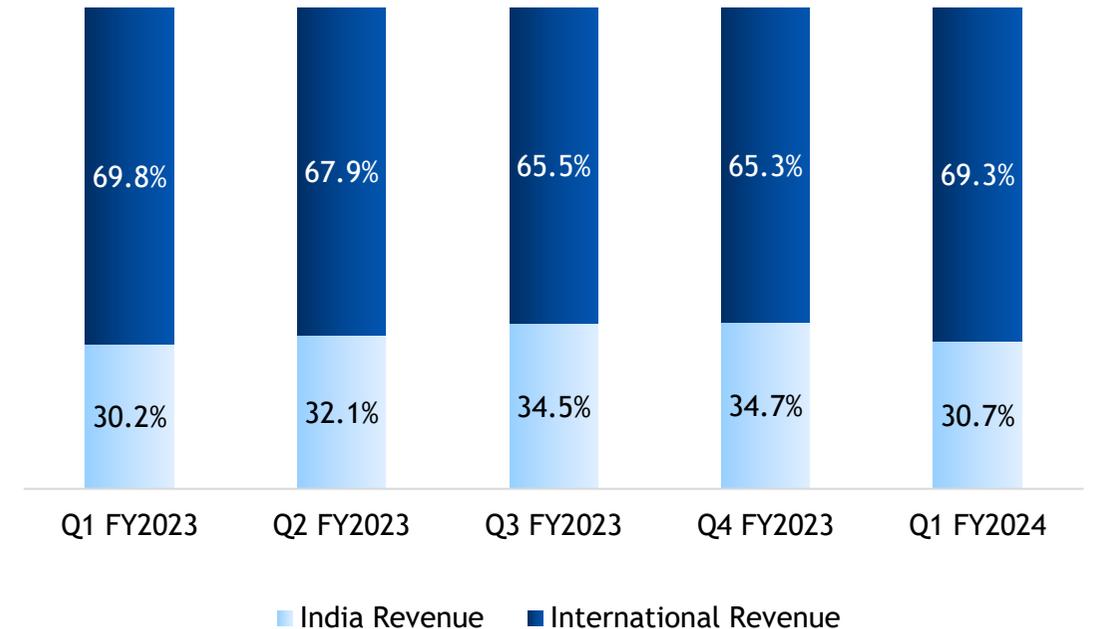
Q1 CAGR
65.5%

Q1 growth (y-o-y): 17.0%



Revenue Contribution (India vs. International)¹

Contribution trend shift towards International from Q1 FY2024



1) Region-wise contribution (based on Ad campaign delivery) and is different from the billing entity-wise segmental break-up disclosed in financial results

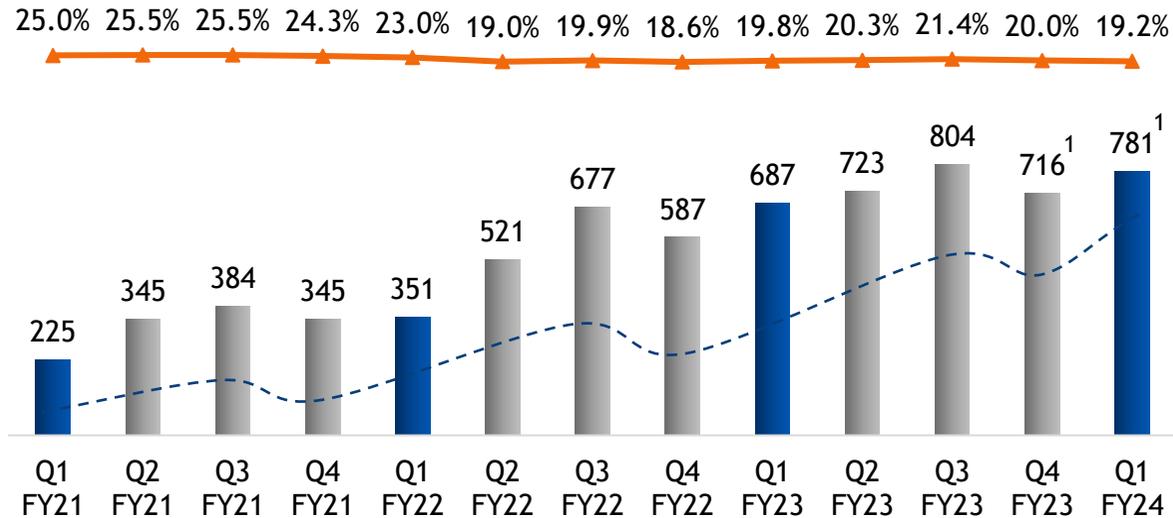
Quarterly Performance Trend (Consolidated)

EBITDA (Rs. mn) & EBITDA Margin (%)

Y-o-Y growth in all quarters

Q1 CAGR
51.5%

Q1 growth (y-o-y): 13.7%

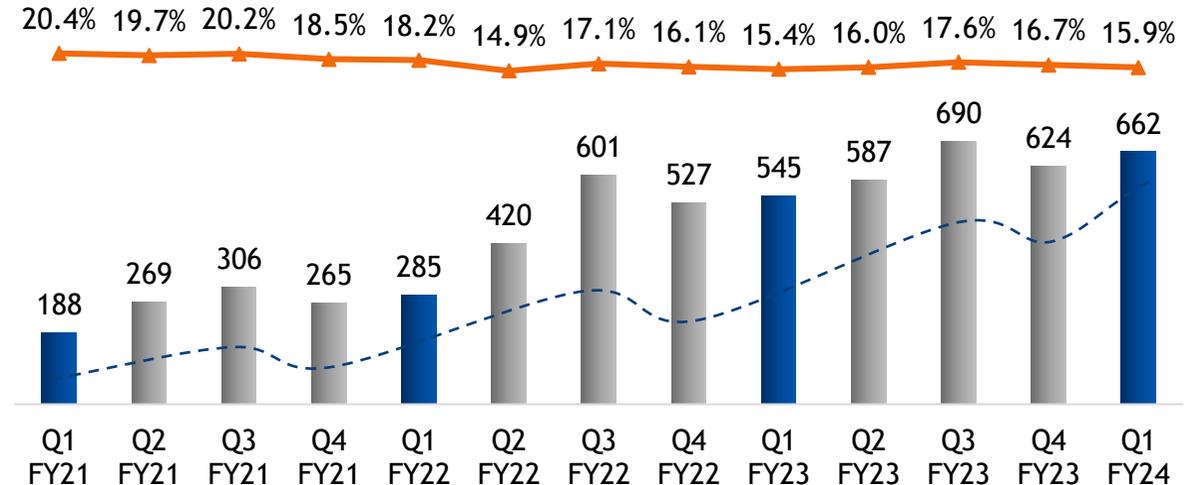


Profit After Tax² (Rs. mn) & PAT Margin (%)

Y-o-Y growth in all quarters

Q1 CAGR
52.2%

Q1 growth (y-o-y): 21.4%



Note: 1) Liabilities written back which are part of 'Other Income' in the reported financials, are operating income in nature and adjusted in EBITDA; 2) PAT for select previous quarters may be normalized to exclude any impact of non-cash gain on fair valuation of financial instruments and any such exceptional item. Refer respective quarter presentations for a detailed working

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

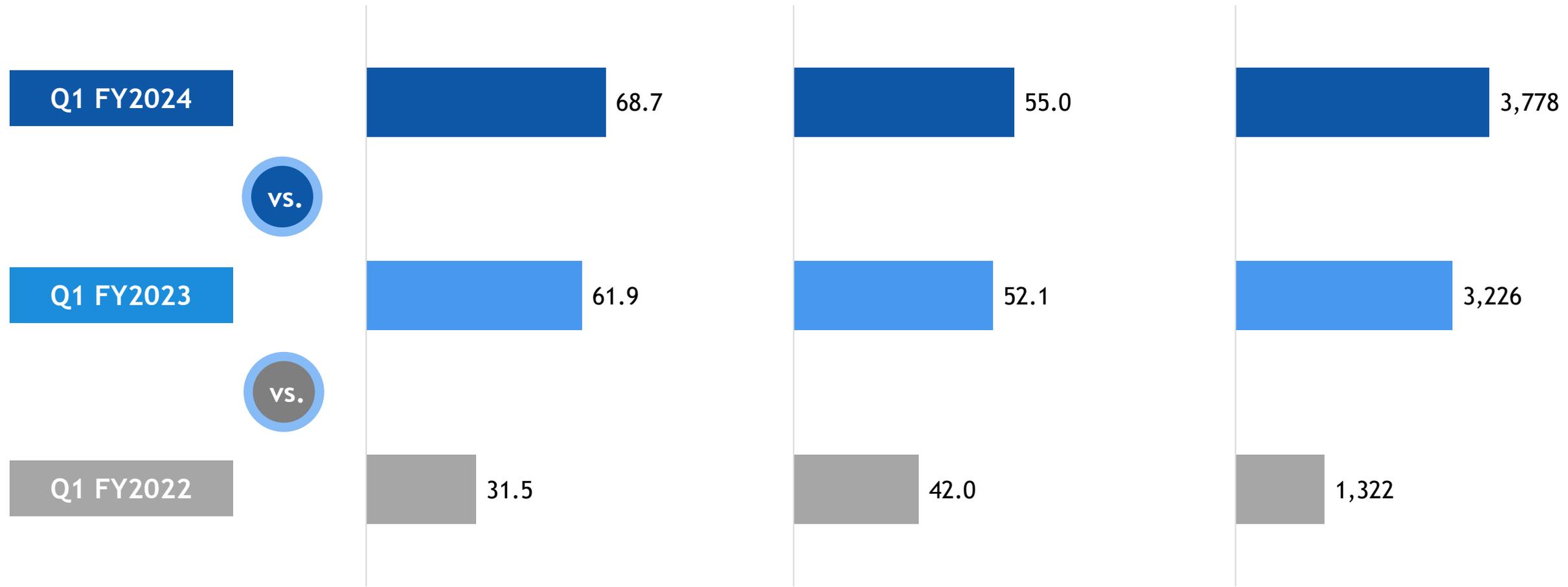
Converted Users (mn)



Average CPCU (Rs.)



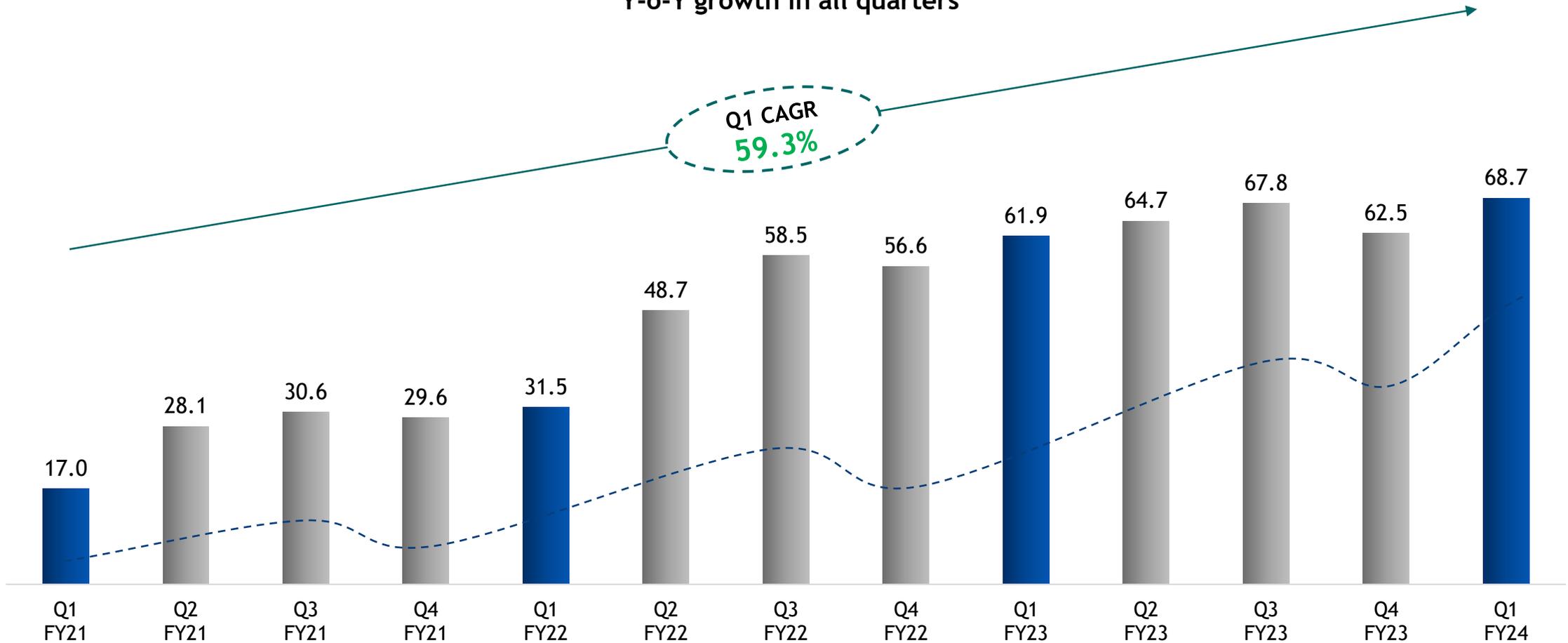
CPCU Revenue (Rs. mn)



CPCU Business | Conversions Trend

Converted Users (mn)

Y-o-Y growth in all quarters

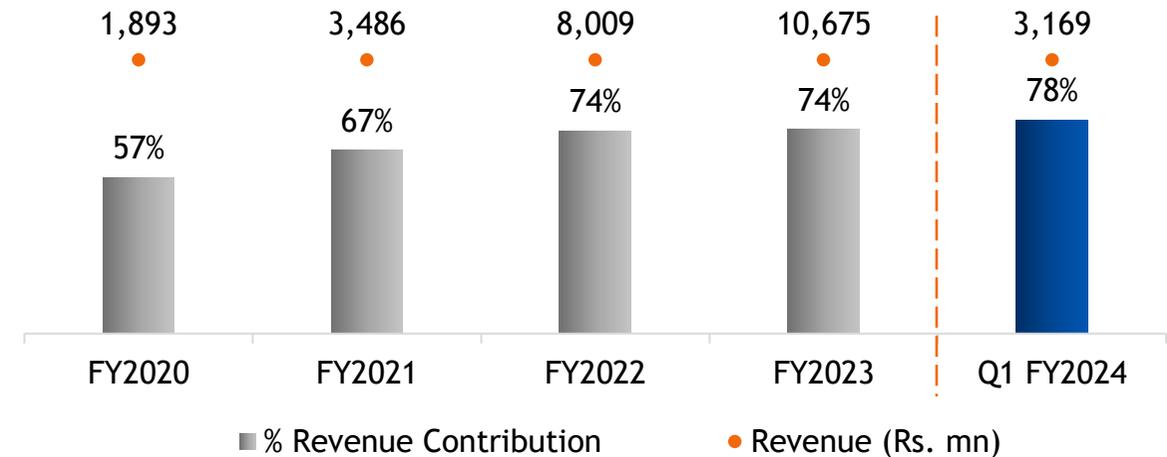


Verticalized Focus on High Growth Categories

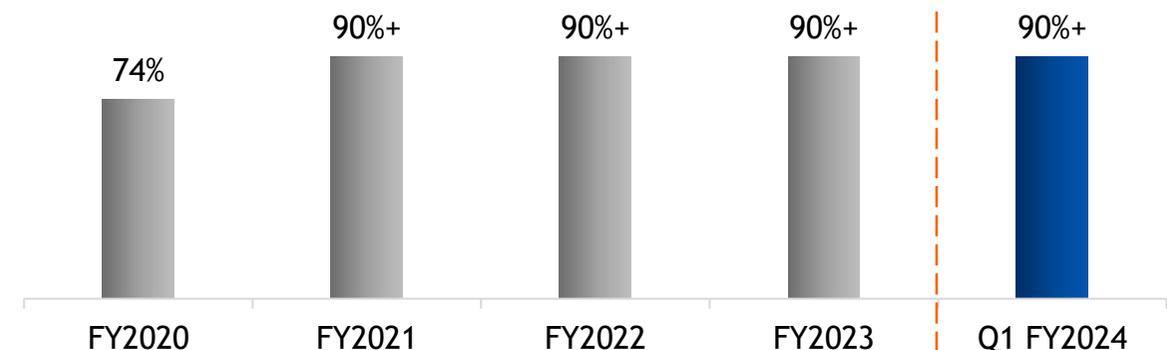
Verticalized approach for leadership within fast growing resilient industry segments across E, F, G, H Categories

<p>Category E</p> E-commerce EdTech Entertainment	<p>Category F</p> Fintech Foodtech FMCG
<p>Category G</p> Gaming Groceries Government	<p>Category H</p> Healthtech Hospitality & Travel

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



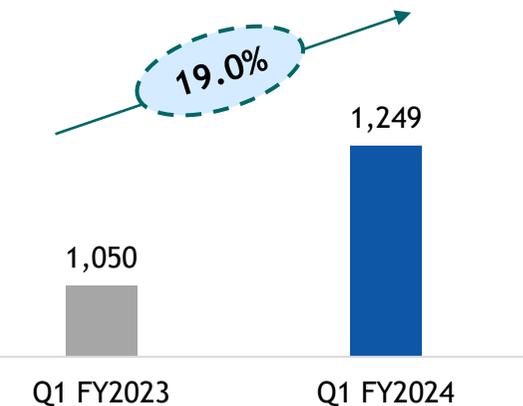
Revenue Contribution from E, F, G, H Categories



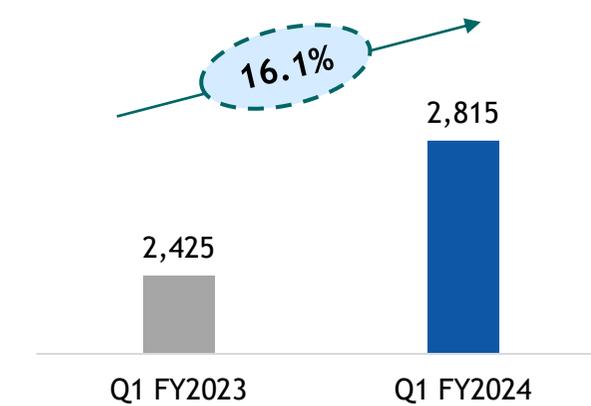
Markets and Growth Strategy Update

Strong Performance Across Our Core Markets

India Growth¹ (Y-o-Y)



International Growth¹ (Y-o-Y)



- India growth was broad-based coming across our top industry verticals and our CPCU business continued to witness strong market traction
- International business increased by 16.1% y-o-y broadly driven by robust growth in emerging markets, our continued on-ground efforts & realigned market strategy for developed markets, combined with the acquisition of YouAppi

1) Region-wise data (based on Ad campaign delivery) and is different from the billing entity-wise segmental break-up disclosed in financial results

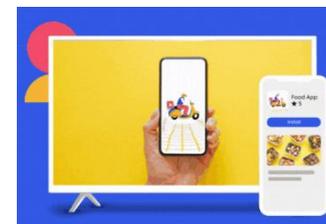
Advancing Our Solutions

Strategic Focus on O&O App Stores - Launched Full-Funnel Proposition on iOS App Store



Continue to fortify our solutions with unique ad placements across OEM and Operator app stores. Launched our full-funnel Proposition on iOS Appstore (Apple Search Ads), enabling advertisers to capture iOS users effectively; and that makes us early forerunners on the Apple SKAN ecosystem.

Penetrating Across Markets with Unique Tech Solutions



With realigned strategy to upsell and cross-sell our platform offerings, we have rolled out:

1. CPCU model as part of our CTV solution with household sync capabilities; and
2. Launched our CTV proposition in US and Global Emerging Markets, with India already an anchoring market for us on CTV

Business Overview & Case Studies

- Affle I At a Glance
- Long Term Industry Tailwinds
- CPCU Business Model
- Affle2.0 Culture
- Affle Consumer Platform Case Studies

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 Q1 FY2024 revenue**)¹
- 2) **Enterprise Platform:** Enabling offline businesses to go online through App development, O2O² commerce & data analytics (**0.6% of Q1 FY2024 revenue**)¹



GLOBAL REACH

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

30.7%
India revenue^{1,3}
Q1 FY2024

69.3%
International revenue^{1,3}
Q1 FY2024



END TO END MOBILE ADVERTISING PLATFORM

- In-house data management platform with over **3.2Bn⁴** 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

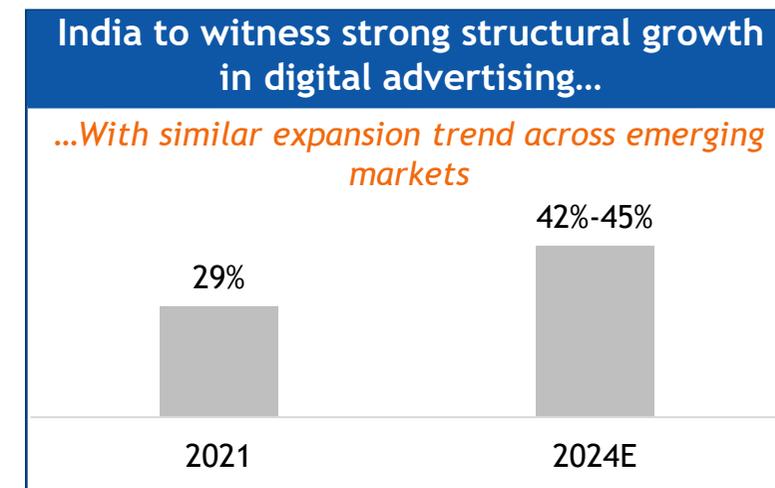
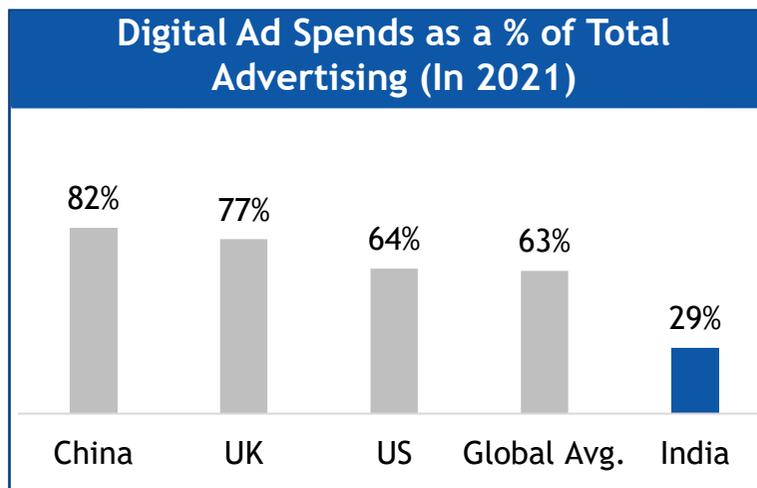
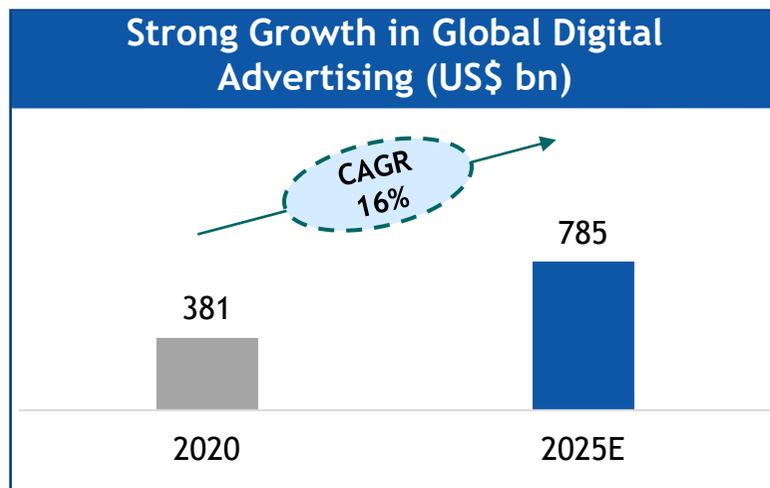


ANNUAL FINANCIAL SUMMARY⁵

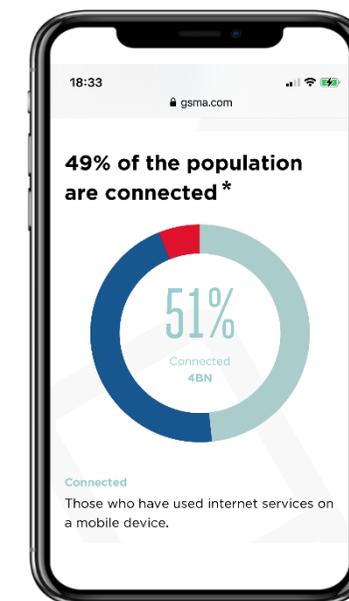
(Consolidated)	FY20 (Rs. mn)	FY21 (Rs. mn)	FY22 (Rs. mn)	FY23 (Rs. mn)
Revenue	3,338	5,168	10,817	14,340
EBITDA	888	1,303	2,135	2,930
PAT (Normalized)	655	1,031	1,834	2,453

1) For three months ended June 30, 2023 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 July 1, 2022 to June 30, 2023; 5) Refer our respective periods Earnings Presentation for detailed financial working and adjustments

Long Term Industry Tailwinds Remain Well Grounded



- > **Growing Penetration of Connected Devices**
Only half the world is online with US/UK at ~80% smartphone penetration and Emerging Markets trailing with much lower levels of smartphone penetration
- > **Rapid Digitization of Existing and New Industry Verticals**
The digital revolution is happening everywhere with verticals such as Gaming, Ecommerce, Finance, etc. are projected to witness strong growth globally. As of 2021, **Gaming Apps** contributed **21%** of all available apps on Apple store and **16%** on Google Play Store - **the single largest app category.**



*Global population

Affle | Cost Per Converted User (CPCU) Business

92.9% of Revenue from Contracts with Customers contributed by CPCU model in Q1 FY2024 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

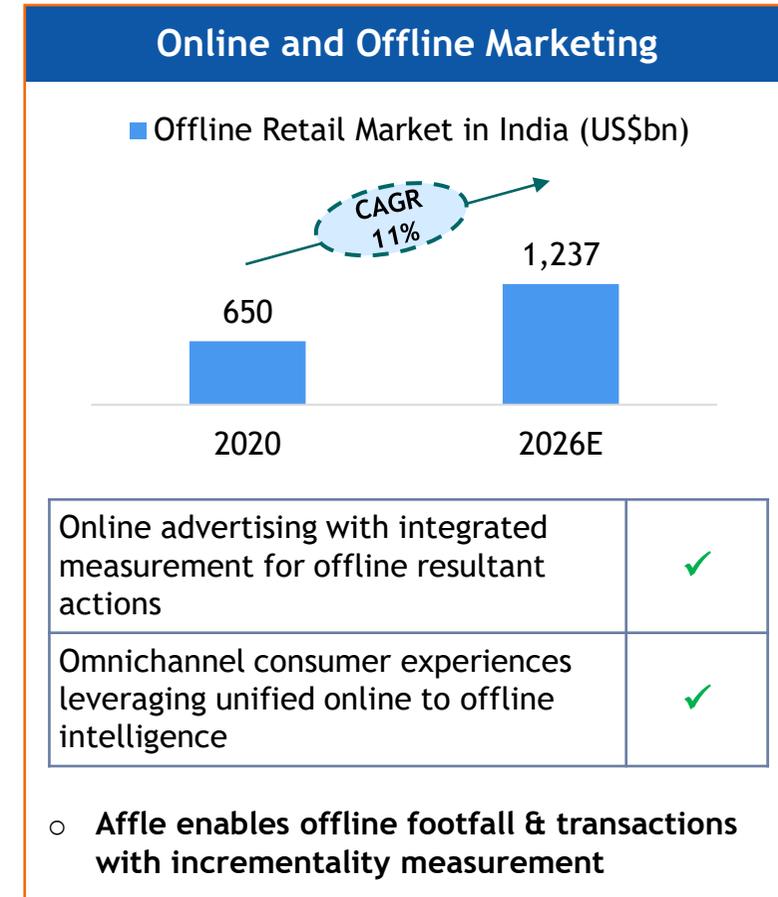
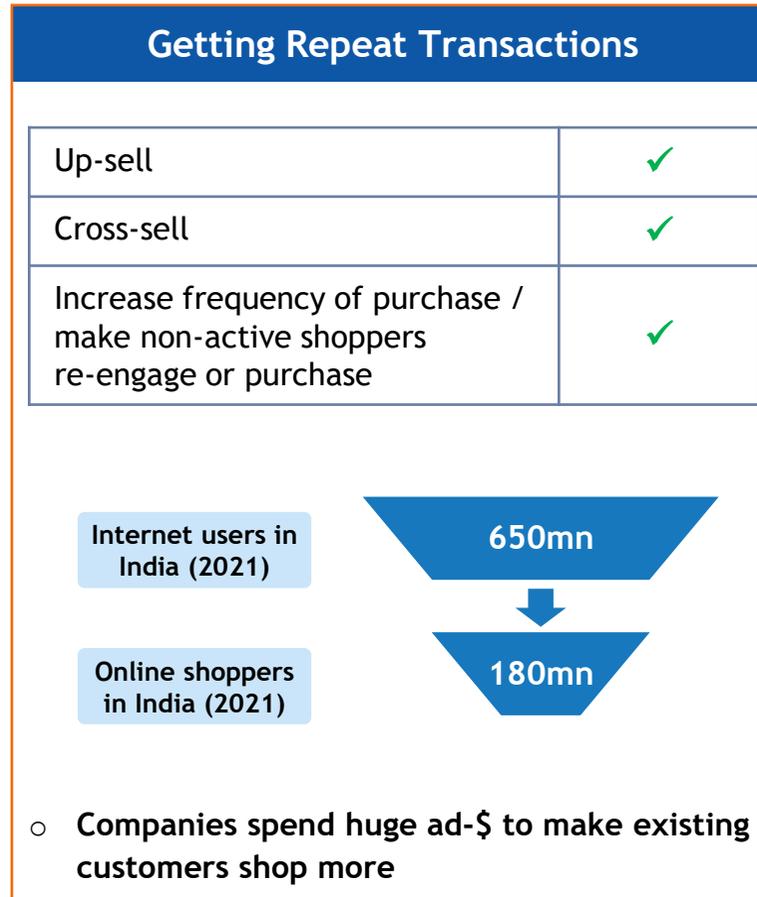
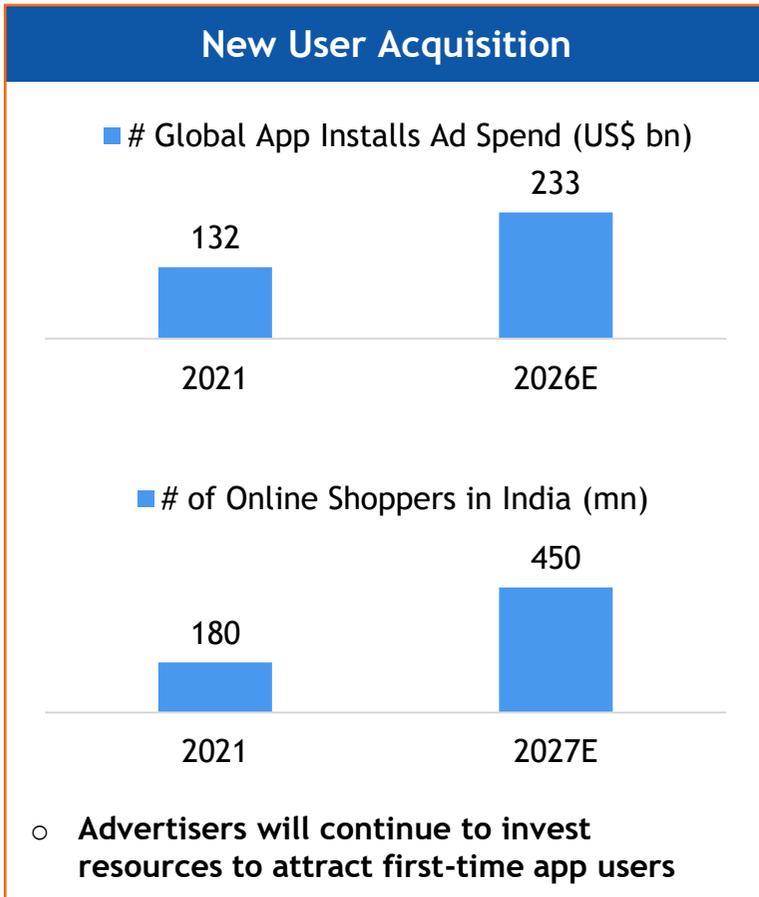


New/existing user
conversion (offline)



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

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



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

Affle2.0 Culture | Tech Innovations & Accreditation

Global Tech IP Portfolio

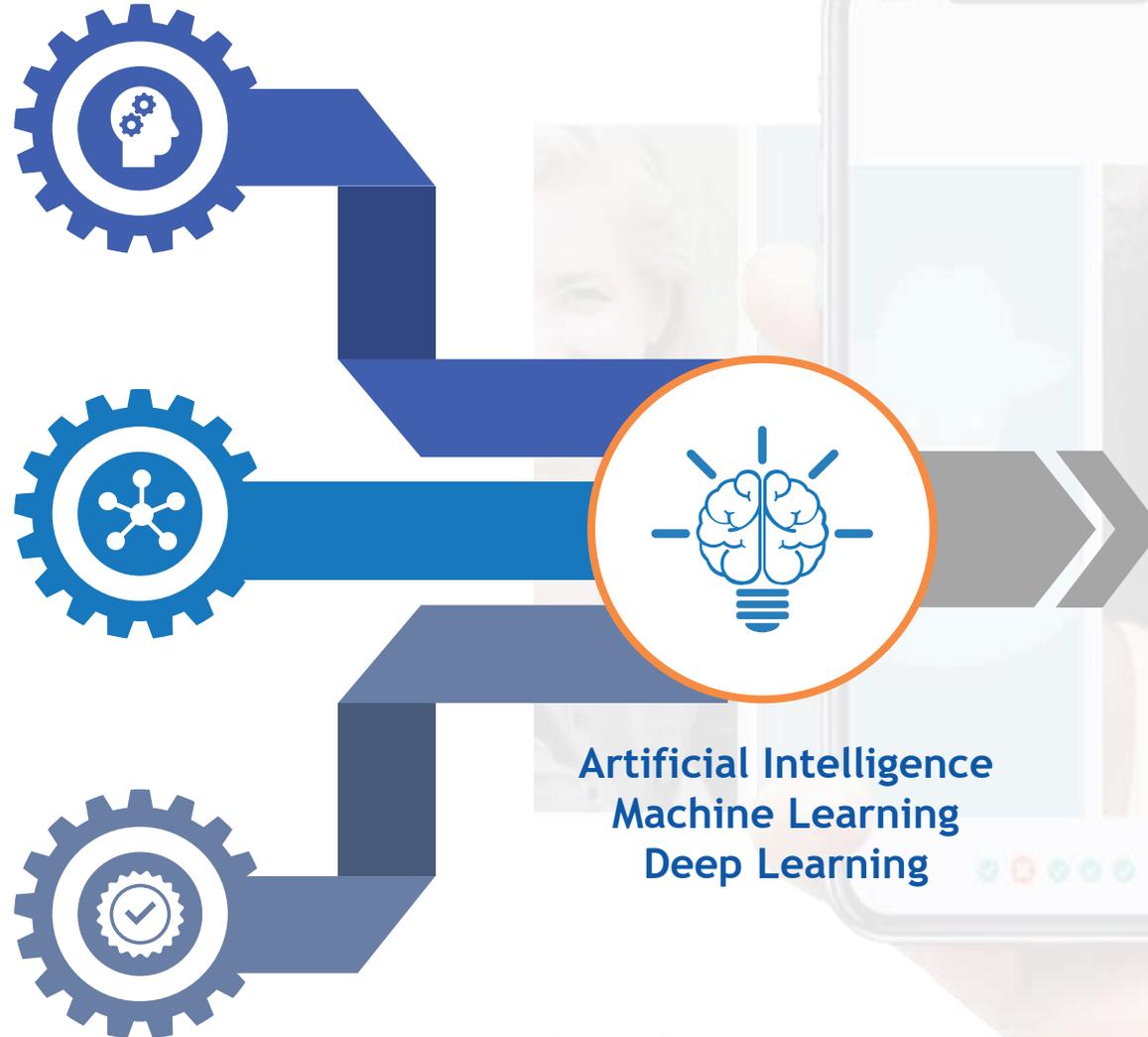
Total 21 Patents with 6 granted in US and 15 other filed across jurisdictions

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

3.2Bn¹ Connected Devices Reached

18+ 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, 2022 to June 30, 2023
*mTraction is accredited under the Accreditation@SG Digital (SG:D) programme

Affle2.0 Culture | Tech & Thought Leadership

#MEDIASMARKT
an affle company

Wins at
DATAMATRIX
SUMMIT AWARDS 2023

Gold
AMERICAN TOURISTER
Data-Driven TV Campaign (CTV)

Silver
Cetaphil
Omnichannel Marketing

THANK YOU PARTNERS
BigTrunk | dentsu X

#MEDIASMARKT
an affle company

Spring Reports
are here!

mediasmart rated
#1 for Cross-Device Capabilities
in the Mid Market DSP category

Leader
SPRING 2023

Momentum Leader
SPRING 2023

High Performer
Mid-Market
SPRING 2023

MAAS
powered by affle

WE WON 5 AWARDS
at #digixx 2023

HealthifyMe | KUKUFM | SWIGGY | M&CSAATCHI GROUP

#MEDIASMARKT
an affle company

Wins Gold Award

13 INDIA DIGITAL AWARDS
21 Feb 2023 | The Lalit, Delhi

At
IAMA
Internet and Mobile Association of India

Best Use of Programmatic Advertising

THANK YOU PARTNER: **KFC** | **BLINK DIGITAL**

singular
ROI INDEX 2023

Jampp

ROI on iOS: SKAN Performance
Top media sources, Global

Winners: Unity, HealthifyMe, Jampp, Liftoff, CTV, etc.

MAAS
powered by affle

Wins Bronze
at
MMA SMARTIES APAC

THANK YOU PARTNER: **SWIGGY** | **M&CSAATCHI**

SMARTIES 2022 APAC
GEO TARGETING

Won 3 Awards at **India Digital Awards '23**

MAAS
an affle company

Partners: HealthifyMe, Spotify, etc.

MAAS
powered by affle

WON 4 AWARDS
at
ADGOLLY
MOBEX

Gold (HealthifyMe) Best Mobile App for health & fitness
Gold (HealthifyMe) Mobile Advertising Excellence in App-based 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&CSAATCHI** | **HealthifyMe**

#MEDIASMARKT
an affle company

MEDIASMARKT WINS NEW RECOGNITIONS
IN **WINTER REPORTS 2023!**

Momentum Leader
WINTER 2023

High Performer
WINTER 2023

appnext

THE LEADING NON-SRN PLATFORM
WORLD WIDE

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

AppsFlyer

PERFORMANCE INDEX 15

Jampp
an affle company

#4
TOP MOBILE DSP
Global Remarketing Index
Non-gaming apps

Affle Consumer Platform Case Studies

- 1. Naukri** | Helping job seekers in India find employment
- 2. Nestle Lactogrow** | Empowering and engaging Indonesia's new parents with a unique community engagement program
- 3. Tilting Point** | Growing retention and usage for the Star Trek Timelines game in the US

Naukri | Helping job seekers in India find employment

About the Customer

Naukri.com is public listed and India’s largest online recruitment platform, offering hiring-related services to corporations, recruiters, placement agencies and job seekers. With over 5 lakh vacancies live at any given point in time and 60 million CVs, it caters to over 80,000 corporate clients annually.

Objective

To enable job seekers submit their resumes on its app, particularly Gen Y & Z users beyond metros, targeting the Top 50 cities of the country.

Affle Consumer Platform Solutions

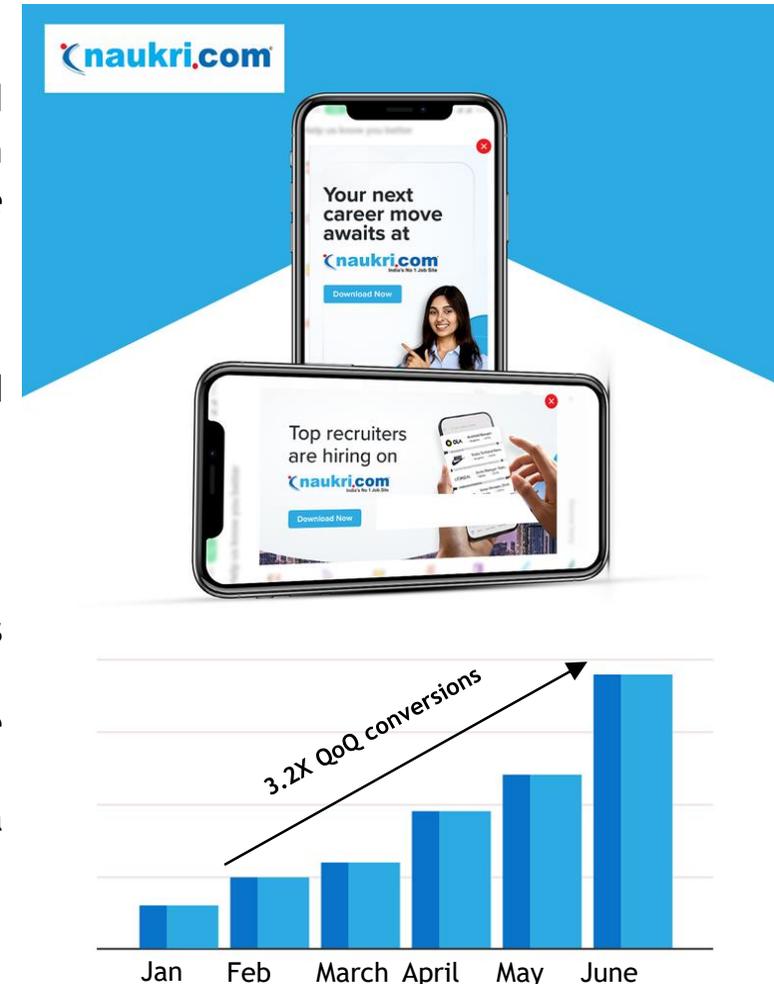
Affle’s Consumer platform helped Naukri achieve their business outcomes with:

- **AI/ML led audience segmentation** to target audience cohorts particularly beyond top metros who may be in the market seeking jobs
- **Programmatic ad placements, OEM recommendations & premium placements** helped nurture users at strategic touchpoints
- **Granular campaign analysis** helped drive real-time optimization of audience cohorts and media mix to maintain quality conversions

Results

- **3.2X quarterly growth in conversions** (FY24 Q1 vs FY23 Q4)
- **46% quarterly growth in Conversion Ratio** (FY24 Q1 vs FY23 Q4)
- **~40k conversions** delivered in Q1

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 : January - June 2023; (3) The ads and/or platform modules/screenshots shown here are for illustrative purpose only



Nestle Lactogrow | Empowering and engaging Indonesia's new parents with a unique community engagement program

About the Customer

Lactogrow is part of global consumer conglomerate Nestle. It has been a trusted brand of children's growth drinks, powered by essential nutrients needed to aid milestone development among growing toddlers.

Objective

To build the Lactoclub online community, by increasing registrations among their target audience of new moms in nuclear families for guidance on parenting, nutrition, child care, etc.

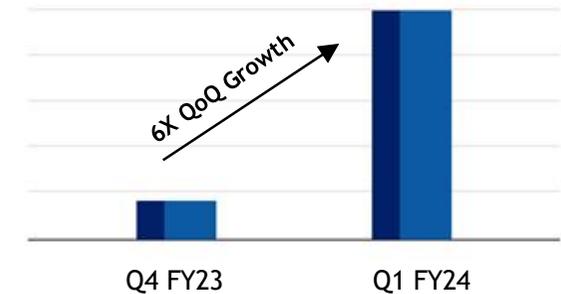
Affle Consumer Platform Solutions

Affle's Consumer platform helped Lactogrow achieve their business outcomes with:

- Customized audience segmentation with lookalike modeling to identify cohorts that can be new parents, or parents with young kids likely to join an online community for parenting
- Strategic ad placements & and engaging Rich Media ad units to encourage brand recall at important audience engagement touchpoints

Results

- A huge 3.78Mn users reached during the campaign duration with magnified impact due to engaging and custom ad units
- 6X growth in quarterly conversions (FY24 Q1 vs FY23 Q4)
- 2X growth in quarterly conversion ratios (FY24 Q1 vs FY23 Q4)



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 : February - June 2023; (3) The ads and/or platform modules/screenshots shown here are for illustrative purpose only

Tilting Point | Growing retention and usage for the Star Trek Timelines game in the US

About the Customer

Tilting Point is a leading, award winning free-to-play game publisher specializing in IP titles including Star Trek Timelines, Narcos: Cartel Wars, & SpongeBob: KrustyCook-Off. Tilting point games have reached the top 10 standing in 97 different countries. Their games are enjoyed by millions of players worldwide.

Objective

To increase overall retention and achieve 100% Return On Ad Spend (ROAS) for the Star Trek Timelines game.

Affle Consumer Platform Solutions

Affle’s Consumer platform helped the Star Trek Timelines game achieve its objectives by:

- **Segmenting data and leveraging proprietary optimization algorithms based on user behavior** to optimize audiences & creatives to maximize quality conversions
- **Testing the best performing segments** by targeting paying users with different time windows of inactivity
- **Leveraging classic and unique characters** on creative assets to engage with the user base

Results

- **Delivered over 125% ROAS** during the quarter
- Consistently delivered **2X over the set 100% ROAS goal** over last few quarters
- **Grew User sessions consistently** amongst the most valuable paying but inactive users




Yi Gong
Senior Director Growth Marketing

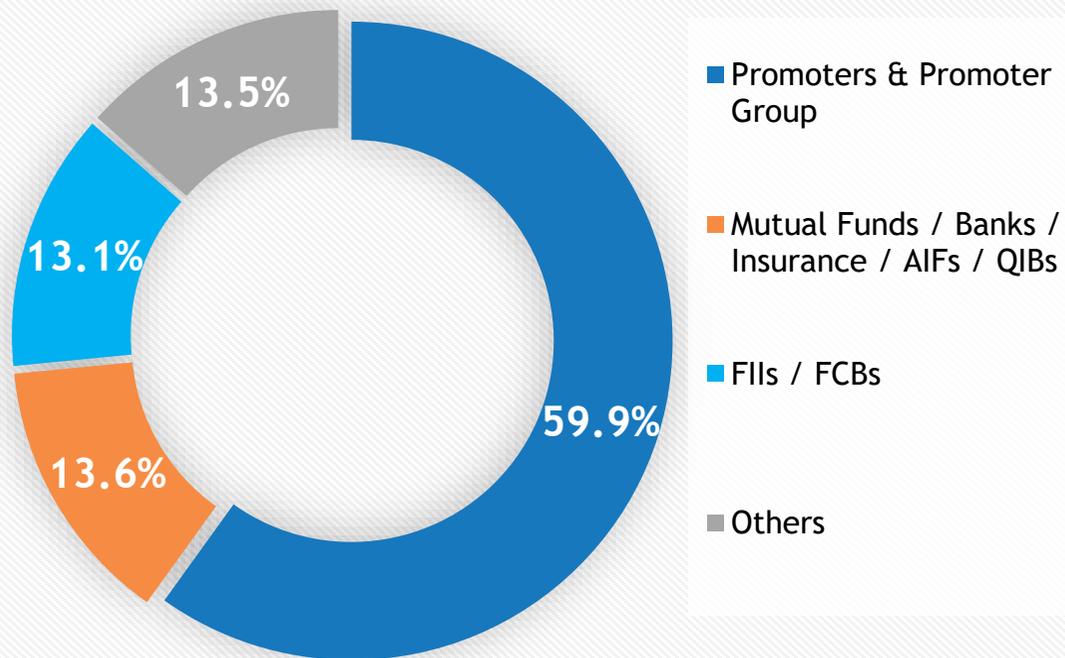
“ One of the secrets for keeping our games successful, even after years on the market, is data-driven retargeting campaigns. Our partners at Affle Platform’s smart audience testing led to phenomenal ROAS result for Star Trek Timelines! ”

The text "Shareholders Information" is displayed in a bold, dark blue, sans-serif font. It is centered horizontally on the left side of the page. The background behind the text is a light gray network of interconnected nodes and lines, suggesting a global or digital network. The right side of the page features a dark blue background with a stylized globe made of dots and lines, and a solid blue diagonal shape.

Affle | Shareholders Information

Shareholding Pattern (As on June 30, 2023)

Total Shares Outstanding - 133,251,060



*Brokerages Covering Affle (Latest)

Institutional Research Desk

ICICI Securities	Spark Capital	DAM Capital
Amsec	Mirae Research	Anand Rathi
Goldman Sachs	Ambit Capital	Dolat Capital
B&K Securities	Elara Capital	Dalal & Broacha

HNI / Retail Desk

Sharekhan	ICICI Direct
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*In order of coverage initiated

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