

## Press Release

### Affle reports robust performance for Q4 & 12M FY2025

**Q4 FY2025: Revenue growth of 19.0% y-o-y | EBITDA growth of 36.7% y-o-y**

**12M FY2025: Revenue growth of 23.0% y-o-y | EBITDA growth of 34.2% y-o-y**

**May 10, 2025:** Affle 3i Limited, a consumer intelligence driven global technology company, today announced results for the fourth quarter and twelve months ended March 31, 2025.

#### Consolidated Performance Highlights

##### Q4 FY2025 Highlights (y-o-y):

- Revenue from Operations of Rs. 602.3 crore, an increase of 19.0% y-o-y
- EBITDA at Rs. 134.0 crore, an increase of 36.7% y-o-y
- PAT at Rs. 103.1 crore, an increase of 17.8% y-o-y

##### Full Year Highlights (y-o-y):

- Revenue from Operations of Rs. 2,266.3 crore, an increase of 23.0% y-o-y
- EBITDA at Rs. 483.2 crore, an increase of 34.2% y-o-y
- PAT at Rs. 381.9 crore, an increase of 28.5% y-o-y

Affle reported robust performance for Q4 FY2025 with a consolidated revenue from operations of Rs. 602.3 crore, an increase of 19.0% y-o-y from a revenue of Rs. 506.2 crore in Q4 last year. EBITDA stood at Rs. 134.0 crore, an increase of 36.7% y-o-y. EBITDA margin was at 22.2% in Q4 FY2025, an increase of 289 basis points on a y-o-y basis. PAT increased by 17.8% y-o-y to Rs. 103.1 crore from Rs. 87.5 crore in Q4 last year. This growth was broad-based coming across India & International markets.

For FY2025, consolidated revenue from operations stood at Rs. 2,266.3 crore, an increase of 23.0% y-o-y. EBITDA was at Rs. 483.2 crore, an increase of 34.2% y-o-y and EBITDA margin stood at 21.3%, an increase of 178 basis points on a y-o-y basis. PAT increased by 28.5% y-o-y to Rs. 381.9 crore.

The CPCU business noted strong momentum delivering 10.4 crore converted users in Q4 FY2025, an increase of 17.7% y-o-y and taking the total converted users delivered in FY2025 to 39.3 crore. The CPCU Revenue stood at Rs. 600.7 crore in Q4 FY2025, an increase of 19.2% y-o-y. The top industry verticals for the company continued the strong momentum, helping it register a robust growth anchored on the CPCU business model along with an operating margin expansion on both y-o-y and q-o-q basis.

In Rs. Crore	Q4 FY2025	Q4 FY2024	Y-o-Y Growth	Q3 FY2025	Q-o-Q Growth	FY2025	FY2024	Y-o-Y Growth
Revenue	602.3	506.2	19.0%	601.7	0.1%	2,266.3	1,842.8	23.0%
EBITDA	134.0	98.0	36.7%	131.4	2.0%	483.2	360.0	34.2%
% EBITDA Margin	22.2%	19.4%		21.8%		21.3%	19.5%	
Reported PAT	103.1	87.5	17.8%	100.2	2.8%	381.9	297.3	28.5%
% PAT Margin	16.6%	16.4%		16.1%		16.2%	15.6%	

**Commenting on the results, Anuj Khanna Sohum, the Chairperson, MD & CEO of Affle said:**

*“Affle continued its outstanding track record to conclude FY2025 as a landmark year having delivered over 13X growth in topline and profitability since our DRHP filing in 2018, with a consistent y-o-y growth coming across all the quarters.*

*Q4 FY2025 closed on a strong note, as we continued to exceed performance benchmarks across all key financial and operating metrics. We achieved our highest-ever quarterly Revenue run-rate, EBITDA, PAT and conversions. This performance was driven by consistent outperformance of our unique CPCU business model and further amplified by favorable industry dynamics. As RoAS and ROI take center-stage in advertiser priorities, our conversions-driven approach is primed for continued growth, delivering measurable outcomes and tangible results.*

*Entering into our third decade as Affle 3i Limited, our 3i strategy - Innovation, Impact, and Intelligence, defines our long-term vision. Having pioneered innovation and delivered meaningful impact over past two decades, we now turn our focus to intelligence as a key growth driver. This integrated approach positions us to scale efficiently, fortify our competitive moat and unlock greater value for all our stakeholders.”*

**About Affle**

Affle 3i Limited is a global technology company enabling AI-led solutions in mobile advertising. Affle enables advertisers to optimize targeting, personalize user engagement and maximize ROI by combining proprietary data, deep audience insights and advanced generative AI capabilities.

With our market-leading portfolio of tech platforms, we empower brands to move beyond automation toward next-gen experiences with measurable impact. Our consumer intelligence platforms deliver personalized solutions at scale, helping marketers connect with audiences in more relevant and meaningful ways. With innovative tech-powered capabilities, we drive performance across every stage of the mobile marketing journey. We are augmenting our authentic intelligence with AI-powered agents and algorithms, going beyond efficiency to adapt in real time and influence outcomes that matter. Affle 3i Limited is listed on the NSE (AFFLE) and BSE (542752).

For more information, visit - [www.affle.com](http://www.affle.com) | contact - [pr@affle.com](mailto:pr@affle.com)