

Affle/SE/2025-26

July 04, 2025

To

BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai 400 001	National Stock Exchange of India Ltd Exchange Plaza, 5th Floor, Plot No. C-1, G Block, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051
Scrip Code: 542752	Symbol: AFFLE

Dear Sir/Madam,

Sub: Disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“SEBI Listing Regulations”)

This is to inform that the Company has been granted another patent in India. This grant further builds upon our previously granted IPs that collectively strengthen the quality and effectiveness of our conversion-driven CPCU model, as we further fortify our AI-powered consumer platform stack.

The patent’s subject area is “Method and system to detect advertisement fraud” and it is aimed at addressing the challenge of detecting and filtering out fraudulent activities in digital advertising, with particular focus on identifying traffic generated through artificial or incentivized means. It introduces a real-time, machine learning-powered monitoring framework that analyzes user engagements in defined time intervals across a plurality of connected devices, including smartphones, smart/connected TVs, wearables etc. and across a diverse range of advertising formats including video ads.

This machine learning based intelligent system fundamentally evaluates the quality of conversion rates by real time classification of events into high-conversion and low-conversion segments. These methods distinguish genuine user engagements from low-value actions or suspicious activity, thereby enhancing precision and impact in conversion-driven, outcome-based strategies.

This marks the 14th patent granted to us, as part of our growing IP portfolio comprising 36 patent applications filed to date. It reflects our continued focus on developing innovative technologies that deliver greater transparency and drive high-impact user conversions for advertisers globally.

The inventors of this patent include Anuj Khanna Sohum, Charles Yong and Anurag Singh.

Submitted for your information and records.

Thanking You,

Yours Faithfully,

For Affle 3i Limited

(Formerly known as Affle (India) Limited)

Parmita Choudhury

Company Secretary & Compliance officer

Affle 3i Limited

(Formerly known as Affle (India) Limited)

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