

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

Re: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/ Madam,

Pursuant to the abovementioned Regulations, please find enclosed the copy of Press Release titled “Affle to acquire Appnext to strengthen the mobile app recommendation platform globally.”

Submitted for your information and records.

Thanking you,

Yours Faithfully,
For Affle (India) Limited



Parmita Choudhury
Company Secretary & Compliance Officer

Affle (India) Limited

Press Release

Affle to acquire Appnext to strengthen the mobile app recommendation platform globally

09 June 2020: Affle (India) Limited through its subsidiaries (“Affle”), today announced the signing of definitive agreements to acquire full control of Appnext Pte. Ltd., Singapore and 100% IP of Appnext app discovery and recommendation platform with immediate effect. Affle will initially acquire 66.67% equity ownership in Appnext Singapore, with a clear path to acquire 100% equity ownership upon attainment of mutually agreed growth targets.

Appnext’s app discovery and recommendation platform enables top mobile handset manufacturers (OEMs) and apps developers to deliver personalized app recommendations to mobile users globally. Appnext blends app recommendations as a service that integrates seamlessly with the users’ daily mobile journey. Utilizing its proprietary ‘Timeline’ technology, Appnext predicts which apps the users are likely to use next. With 300 million daily active users, 20+ on-device daily interactions through strategic OEM partnerships and 60,000+ apps, Appnext is the leading independent app recommendation platform delivering over 4 billion app recommendations per day.

Commenting on this development, **Anuj Khanna Sohum, the Chairman, MD and CEO at Affle** said “We are excited to welcome the Appnext team on-board as we strengthen our foundation for Affle’s next phase of growth journey. Affle2.0 will focus on building sustainable market leadership in India as well as enhancing our competitive advantage globally through our technology innovations. The Appnext platform transforms ads into app recommendations as a service for consumers and thus strengthens our CPCU business model by enabling greater ROI for advertisers. We value the platforms and the ecosystem enabled by Appnext, and look forward to growing that together now!”



Talking about it, **Elad Natanson, the Founder of Appnext** commented “We are thrilled to join forces with Affle in this exciting journey. Over the years, Appnext has built a robust platform that is deployed by leading global OEMs, on-device partners and thousands of apps. India and SEA are our biggest business markets and we are proud to have been recently ranked amongst the leading discovery platforms in these incredible regions. This deal would allow us to further strengthen our position and provide us a greater platform for global growth. I would like to thank our team, customers and partners for their continued support, and looking forward to our long-term collaboration together with Affle.”



About Affle

Affle is a global technology company with a proprietary consumer intelligence platform that delivers consumer engagements, acquisitions and transactions through relevant Mobile Advertising. The platform aims to enhance returns on marketing investment through contextual mobile ads and also by reducing digital ad fraud. While Affle's Consumer platform is used by online & offline companies for measurable mobile advertising, its Enterprise platform helps offline companies to go online through platform-based app development, enablement of O2O commerce and through its customer data platform.

Affle (India) Limited successfully completed its IPO in India and now trades on the stock exchanges (BSE: 542752 & NSE: AFFLE). Affle Holdings is the Singapore based promoter for Affle (India) Limited, and its investors include Microsoft, D2C (An NTT DoCoMo, Dentsu & NTT Advertising JV), Itochu, Bennett Coleman & Company (BCCL) amongst others.

For more information visit www.affle.com

For further queries, you may contact - pr@affle.com

About Appnext

Appnext is an app discovery platform, offering the recommendation engine which encompasses both in-app and on-device discovery. Appnext discovery platform powers over 4 billion daily app recommendations via 20+ interactions along users' daily mobile journey. Through its direct partnerships with top OEMs and app developers, Appnext creates a new discovery experience in over 10,000 mobile touchpoints, utilizing its 'Timeline' technology that predicts the app users are likely to utilize next. Appnext includes a team of passionate technologists and mobile advertising experts across Singapore, India, Israel, China, Cyprus, Indonesia, Russia and Ukraine.

For more information, visit <https://www.appnext.com/>