

AIL/SE/2020-21/09

July 14, 2020

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 strengthens its leadership team by appointing Martje Abeltd as Chief Revenue Officer- Affle RevX Platform.”

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 strengthens its leadership team by appointing Martje Abeldt as Chief Revenue Officer - Affle RevX Platform

14 July 2020: Affle (India) Limited, the leading consumer intelligence technology company, today announced the appointment of Martje Abeldt as Chief Revenue Officer - Affle RevX Platform to strengthen its leadership team as part of Affle2.0 growth strategy. In his new role, Martje will drive business and platform growth for RevX, and will be based out of Singapore.

An accomplished practitioner in digital domain, Martje joins Affle with 20+ years' experience in leading and scaling high-growth businesses across AdTech, Mobile, SaaS, IT and Consumer Goods industries. Proficient in six languages and with an international perspective, he excels at creating sustainable competitive advantage for key platforms and products in the mobile apps ecosystem. In his most recent role at Rmerge, he was spearheading the App Retargeting Platform business for APAC. Prior to Rmerge, he has been instrumental in driving business performance for App Annie in Central Europe, Russia and CIS, preceded by the Country Manager role at Smart AdServer. He holds a Global EMBA from IE Business School in Madrid/Fudan University in Shanghai, a Bachelor's degree in International Business & Economics from London Metropolitan University and a degree in Marketing Communications from BAW in Munich.



Commenting on this development, Anuj Khanna Sohum, the Chairman, MD and CEO of Affle said “We welcome Martje to our leadership team and wish him a successful journey at Affle. His cross-functional and relevant industry experience will enable us to drive further growth for our platforms and the CPCU business across all markets. We also welcome Raghav who has joined our Data Platforms and Operations team and look forward to achieving continued success as we strengthen our foundation for Affle2.0 growth journey.”



Commenting on this, Martje Abeldt, the Chief Revenue Officer of Affle RevX Platform said “I can't imagine a more exciting time to join Affle and look forward to complement the exceptional entrepreneurial capabilities of the leadership team. It gives me immense excitement to lead the RevX Platform to help drive business growth across markets through new strategic initiatives.”

This announcement comes along Affle's another key appointment of Raghav Maheshwari as Director - Global Account Management, who joins with 10+ years' experience. In his last stint, he was working for Inmobi as Director - Sales (South East Asia) and has played key roles in the ad tech ecosystem across APAC markets. He has previously driven growth initiatives for companies like Fidelity Investments and The Smart Cube.

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