

Affle/SE/2025-26

July 25, 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-I, G Block, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051 |
| Scrip Code: 542752 | Symbol: AFFLE |

Sub: Disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('Listing Regulations') - Change in Senior Management Personnel

Dear Sir/Madam,

Pursuant to Regulation 30 read with Para A of Part A of Schedule III of the Listing Regulations, this is to inform that Mr. Vishal Soni, VP Global Strategic Partnerships, shall now be focusing on certain projects/initiatives of the Company and consequently will not directly report to the CEO. Therefore, he will cease to be designated as a Senior Management of the Company with effect from July 24, 2025.

The details required in terms of Regulation 30 read with SEBI Master Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024 are given in **Annexure I**.

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)

Regd. Office | A47 Lower Ground Floor, Hauz Khas, Off Amar Bhawan, New Delhi-110016

Communication Office | 8th floor, Unitech Commercial Tower - 2, Sector - 45, Gurugram - 122003, Haryana

(P) 0124-4598749 (W) www.affle.com; CIN: L65990DL1994PLC408172

Annexure A

| S. No. | Particulars | Details |
|--------|---|--|
| 1. | Reason for change (viz. appointment, resignation, removal, death or otherwise) | Mr. Vishal Soni, VP Global Strategic Partnerships shall now be focusing on certain projects/initiatives of the Company and consequently will not directly report to the CEO. Therefore, he will cease to be designated as a Senior Management of the Company |
| 2. | Date of appointment/cessation (as applicable) & term of appointment | July 24, 2025 |
| 3. | Brief Profile (in case of appointment) | Not applicable |
| 4. | Disclosure of relationships between directors (in case of appointment of a director) | Not applicable |

Affle 3i Limited

(Formerly known as Affle (India) Limited)

Regd. Office | A47 Lower Ground Floor, Hauz Khas, Off Amar Bhawan, New Delhi-110016

Communication Office | 8th floor, Unitech Commercial Tower - 2, Sector - 45, Gurugram - 122003, Haryana

(P) 0124-4598749 (W) www.affle.com; CIN: L65990DL1994PLC408172