

Affle/SE/2025-26

July 30, 2025

To

<b>BSE Limited</b>  <b>Phiroze Jeejeebhoy Towers,</b> <b>Dalal Street, Mumbai 400 001</b>  <b>Scrip Code: 542752</b>	<b>National Stock Exchange of India Ltd</b>  <b>Exchange Plaza, 5th Floor, Plot No. C-1, G</b> <b>Block, Bandra Kurla Complex, Bandra (East),</b> <b>Mumbai - 400 051</b>  <b>Symbol: AFFLE</b>
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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 the US. This grant adds to our expanding tech IP portfolio and augments the performance 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 encode user visibility count”. It introduces a smart and efficient way to track and count how often users are exposed to advertisements (also known as user visibility) in a way that significantly reduces memory and computing requirements. Instead of relying on heavy data storage or click-based feedback, this technology uses probabilistic encoding and algorithmic hashing functions to estimate advertisement exposure frequency across various connected devices, especially impactful in Connected TV (CTV) where direct user interaction/click is limited. It also enables encoding across a range of digital ecosystems including IoT, Virtual Reality and Augmented Reality.

This innovation enhances targeting accuracy, campaign performance and overall impact of our CPCU model. It enables precise evaluation of users' awareness/visibility and helps optimize media spends by identifying high-value audience segments, while reducing spends on oversaturated or low-engagement user segments. It improves ad engagement rates and ROI by targeting users with lower ad exposure, who are more likely to interact and convert. Its low-memory, low-compute design supports scalable ad delivery even in constrained resource environments, offering computing cost benefit as well.

This marks the 15th patent granted to us, further contributing to our robust IP portfolio comprising 36 unique patent applications filed to date. It underscores 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, Madhusudana Ramakrishna, Guillermo Fernandez Sanz, Adrian Gigante Beneito, Barbara Diaz Duran, Christian Karem Santana and Karanbir Singh.

Submitted for your information and records.

Thanking You,

**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](http://www.affle.com); CIN: L65990DL1994PLC408172



**Yours Faithfully,**  
**For Affle 3i Limited**  
*(Formerly known as Affle (India) Limited)*

**Parmita Choudhury**  
**Company Secretary & Compliance officer**

**Affle 3i Limited**

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