



Affle/SE/PR/2025-26/01

August 21, 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

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

Dear Sir/ Madam,

Pursuant to the abovementioned Regulations, please find enclosed the copy of Press Release titled “**Affle Secures Dual Global Certifications, Strengthening Global Leadership in Data Privacy & Information Security**”.

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)

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

Press Release

Affle Secures Dual Global Certifications, Strengthening Global Leadership in Data Privacy & Information Security

India, August 21, 2025: [Affle 3i Limited](#), a global technology company powering AI-led consumer intelligence and mobile advertising, today announced two significant global achievements reinforcing our commitment and leadership in safeguarding information security and data privacy.

We have achieved the **ISO/IEC 27001:2022** certification, the latest and one of most rigorous global standard for Information Security Management Systems (ISMS). This certification spans all our key products, business platforms and worldwide operations, demonstrating that security, governance and risk management are embedded across the organization. From strategic decision-making to technical delivery, every part of our operations adheres to internationally recognized standards, protecting information assets and customer data with rigor.

In addition, we have earned a renewal of the [Data Protection Trustmark \(DPTM\) certification](#) from Singapore's Infocomm Media Development Authority (IMDA), reaffirming our adherence to globally recognized privacy and security standards. Built on Singapore's Personal Data Protection Act (PDPA) and aligned with ISO/IEC certification, DPTM affirms that our governance and privacy controls meet the highest international benchmarks, supporting compliance with GDPR and other privacy frameworks.



Commenting on this development, **Anuj Khanna Sohum, the Chairperson, MD and CEO of Affle** said, "These dual global certifications are a strong validation of our 3i strategy and our commitment to deliver innovative, secure and impactful advertising solutions that empower our clients to create exceptional advertising experiences. These recognitions place us among an exclusive group of global companies meeting these standards, enhancing customer trust, strengthening our strategic moat, and accelerating our 10X growth vision across global markets."



Adding to this, **Charles Yong, the Chief Architect and Technology Officer of Affle** said, "We are committed to delivering cutting-edge solutions backed by our extensive industry expertise with a strong emphasis on privacy and security. Our AI-powered innovations and focused R&D are underpinned by rigorous data governance and world-class information security. These achievements go beyond compliance; they reflect our culture of excellence, responsibility and trust."

Earlier this year, during our “Affle 3i Summit” at Mumbai’s Bombay Stock Exchange, we introduced the “Power of 3i” vision and launched three AI-led initiatives: OpticksAI for dynamic creative personalization at scale, CTV AI to democratize AI-powered Connected TV advertising and Live AI Agents demonstrating authentic, active intelligence. These certifications, at this phase of Affle’s 3i journey, underscore our strengthened commitment to driving a privacy-first, AI-led digital transformation that delivers tech-led innovation and measurable impact.

About Affle

Affle 3i Limited is a global technology company enabling AI-led solutions in mobile advertising. Affle enables advertisers to optimize targeting, personalize user engagement and maximize ROI by combining proprietary data, deep audience insights and advanced generative AI capabilities.

With our market-leading portfolio of tech platforms, we empower brands to move beyond automation toward next-gen experiences with measurable impact. Our consumer intelligence platforms deliver personalized solutions at scale, helping marketers connect with audiences in more relevant and meaningful ways. With innovative tech-powered capabilities, we drive performance across every stage of the mobile marketing journey. We are augmenting our authentic intelligence with AI-powered agents and algorithms, going beyond efficiency to adapt in real-time and drive outcomes that matter. Affle 3i Limited is listed on the NSE (AFFLE) and BSE (542752).

For more information, visit www.affle.com | contact - pr@affle.com