



Affle/SE/2025-26

January 2, 2026

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')

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. Sameer Sondhi has been appointed as Chief Executive Officer, North America and Chief Strategic Investments Officer, Developed Markets. He will be designated as a Senior Management of the Company with effect from January 2, 2026.

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

S. No.	Particulars	Details
1.	Reason for change (viz. appointment, resignation, removal, death or otherwise)	Appointment of Mr. Sameer Sondhi as Chief Executive Officer, North America and Chief Strategic Investments Officer, Developed Markets, designated as Senior Management Personnel.
2.	Date of appointment/cessation (as applicable) & term of appointment	Appointment is effective from January 2, 2026 with full-time employment as Chief Executive Officer, North America and Chief Strategic Investments Officer, Developed Markets.
3.	Brief Profile (in case of appointment)	Sameer brings extensive leadership experience in global ad tech and digital media, with a strong track record of scaling revenue in developed markets. Most recently, he held senior roles at Verve, including CEO Verve and Chief Revenue Officer, leading global strategy, operations, and growth while strengthening relationships with advertisers, agencies, and publishers worldwide. Previously, he held senior leadership roles at InMobi, where he supported expansion across North America, Europe, and Asia. He holds a master's degree in Computer Science.
4.	Disclosure of relationships between directors (in case of appointment of a director)	Not applicable

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