Re: Earnings Presentation on the Unaudited Consolidated Financial Results of the Company for the first quarter ended June 30, 2021

Dear Sir/ Madam,

In accordance with Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the Earnings Presentation on the unaudited Consolidated Financial Results of the Company for the first quarter ended June 30, 2021.

Submitted for your information and records.

Thanking you,

Yours Faithfully,

For Affle (India) Limited

Parmita Choudhury
Company Secretary & Compliance Officer
Affle (India) Limited

Q1 FY2022 Earnings Presentation

For the period ended June 30, 2021
15+ years
Track record

Performance driven
Business model

Scalable
Data platforms

High
Growth markets

Growth driven
Global customer base

Accelerated
Consumer digital adoption

Global
Reach & opportunity

Leading
In India

Committed
Leadership

Positive
Cashflows

Robust
Profitability

Strategic
Organic & inorganic growth plan

Built to Last
(ESG@Affle)
Affle | Performance Highlights

**LTM ROCE: 16.0%**

**LTM ROE: 37.4%**

Key Ratios Q1 FY2022

Operating Cash Flow / PAT: 134.2%

---

**Revenue¹ Growth**

Q1 FY2022 vs. Q1 FY2021

- Up 69.8% Y-o-Y

Q1 FY2022 vs. Q4 FY2021

- Up 7.7% Q-o-Q

---

**EBITDA Growth**

- Up 56.0% Y-o-Y

- Up 1.7% Q-o-Q

---

***PAT Growth**

- Up 57.2% Y-o-Y

- Up 11.2% Q-o-Q

---

Note: 1) Revenue from contract with customers

**Adjusted for net QIP proceeds, QIP assets utilized and for the interest on FDs earned out of QIP proceeds as of June 30, 2021; Last Twelve Months (LTM) = FY2021 + Q1 FY2022 - Q1 FY2021**
## Consolidated Financial Summary

<table>
<thead>
<tr>
<th>In Rs. million</th>
<th>Q1 FY2022</th>
<th>Q1 FY2021</th>
<th>Y-o-Y Growth</th>
<th>Q4 FY2021</th>
<th>Q-o-Q Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue from Contracts with Customers</td>
<td>1,525</td>
<td>898</td>
<td>69.8%</td>
<td>1,416</td>
<td>7.7%</td>
</tr>
<tr>
<td>Inventory and Data Costs</td>
<td>884</td>
<td>516</td>
<td>71.3%</td>
<td>812</td>
<td>8.8%</td>
</tr>
<tr>
<td>Employee Benefits Expense</td>
<td>188</td>
<td>83</td>
<td>124.7%</td>
<td>164</td>
<td>14.5%</td>
</tr>
<tr>
<td>Other Expenses</td>
<td>102</td>
<td>73</td>
<td>39.3%</td>
<td>95</td>
<td>7.5%</td>
</tr>
<tr>
<td>Add: Creditors written back&lt;sup&gt;1&lt;/sup&gt; (Other Operating Income)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>EBITDA</td>
<td>351</td>
<td>225</td>
<td>56.0%</td>
<td>345</td>
<td>1.7%</td>
</tr>
<tr>
<td>% EBITDA Margin</td>
<td>23.0%</td>
<td>25.0%</td>
<td></td>
<td>24.3%</td>
<td></td>
</tr>
<tr>
<td>Depreciation and Amortisation Expense</td>
<td>52</td>
<td>43</td>
<td></td>
<td>52</td>
<td></td>
</tr>
<tr>
<td>Finance Costs</td>
<td>14</td>
<td>5</td>
<td></td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>Other Income (Excl. Creditors written back, if any)</td>
<td>127</td>
<td>25</td>
<td></td>
<td>360</td>
<td>(64.7%)</td>
</tr>
<tr>
<td>Profit Before Tax</td>
<td>412</td>
<td>201</td>
<td>104.7%</td>
<td>640</td>
<td></td>
</tr>
<tr>
<td>Total Tax</td>
<td>53</td>
<td>13</td>
<td></td>
<td>54</td>
<td></td>
</tr>
<tr>
<td>(Subtract): Non-controlling Interest</td>
<td>2</td>
<td>0</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Profit After Tax (Net of Non-controlling interest)&lt;sup&gt;2&lt;/sup&gt;</td>
<td>357</td>
<td>188</td>
<td>90.3%</td>
<td>585</td>
<td></td>
</tr>
<tr>
<td>% PAT Margin</td>
<td>21.6%</td>
<td>20.4%</td>
<td></td>
<td>32.9%</td>
<td></td>
</tr>
</tbody>
</table>

### Calculation of Normalized ‘Profit After Tax’

1. **Other Income (Excl. Creditors written back)** comprises:
   - 1.a. Gain on fair valuation of financial instruments | 83        | 340       | (75.5%)     |
   - 1.b. Other income in ordinary course of business | 44        | 20        |              |
2. **Tax outgo on Gain on financial instruments** | 21        | 9         |              |
3. **Deferred Tax Liability on account of Goodwill** | -         | -         | 12          |

Normalized PAT | 295       | 188       | 57.2%        | 265       | 11.2%        |

Normalized PAT Margin % | 18.8%     | 20.4%     |              | 18.5%     |              |

---

Note: 1) For clarity, creditors written back which are part of ‘Other Income’ in the reported financials, are operating income in nature and adjusted in EBITDA
2) PAT attributable to equity holders of the Company after subtracting Non-controlling interest (On account of 5% shares of Appnext Pte. Ltd., Singapore)

Q4 FY21 had higher ‘Other Income’ on account of higher gain on fair valuation of investments & rights
Quarterly Performance Trend (Consolidated)

Revenue from Operations (Rs. mn)

Y-o-Y growth in all quarters

Q1 CAGR 41.0%

Q1 growth (y-o-y): 69.8%

Revenue Contribution (India vs. International)

Balanced contribution trend

Note: Q3 continues to be highest quarter during the year on account of business seasonality.
Quarterly Performance Trend (Consolidated)

EBITDA (Rs. mn) & EBITDA Margin (%)

Y-o-Y growth in all quarters

Q1 CAGR 42.7%
Q1 growth (y-o-y): 56.0%

Y-o-Y growth in all quarters

PAT (Rs. mn) & PAT Margin (%)

Q1 CAGR 56.4%
Q1 growth (y-o-y): 57.2%

Note: 1) Creditors written back which are part of ‘Other Income’ in the reported financials, are operating income in nature and adjusted in EBITDA
2) Normalized PAT (Refer slide 4 for the detailed working)
Cashflows Trend and Return Ratios (Consolidated)

Operating Cash Flows (Rs. mn)

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Cash Flows (Rs. mn)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY2018 (Unaudited)</td>
<td>419</td>
</tr>
<tr>
<td>FY2019</td>
<td>478</td>
</tr>
<tr>
<td>FY2020</td>
<td>719</td>
</tr>
<tr>
<td>FY2021</td>
<td>1,030</td>
</tr>
<tr>
<td>Q1 FY2022</td>
<td>396</td>
</tr>
</tbody>
</table>

Q1 OCF / Normalized PAT Ratio: 134.2%

Return Ratios (As of June 30, 2021)

Adjusted² and on an LTM³ basis

<table>
<thead>
<tr>
<th>Ratio</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>**ROE (%) ((Return on Equity))</td>
<td>37.4%</td>
</tr>
<tr>
<td>**ROCE (%) ((Return on Capital Employed))</td>
<td>16.0%</td>
</tr>
<tr>
<td>**ROA (%) ((Return on Assets))</td>
<td>15.2%</td>
</tr>
<tr>
<td>Gross Debt/Equity (x)</td>
<td>0.38x</td>
</tr>
<tr>
<td>Net Debt/Equity (x)</td>
<td>0.16x</td>
</tr>
</tbody>
</table>

Note: 1) FY2021 OCF was adjusted for Deferred Tax Liability on account of Goodwill of Rs. 14.18mn (one-time expense); 2) Ratios are adjusted for net QIP proceeds, QIP assets utilized and for the interest on FDs earned out of QIP proceeds, as of June 30, 2021; 3) Last Twelve Months (LTM) = FY2021 + Q1 FY2022 - Q1 FY2021

**Return on Equity = (PAT / Total Shareholder’s Equity); Return on Capital Employed = [EBIT / (Total Assets - Current Liabilities)]; Return on Assets = (PAT/Total Assets)
CPCU Business | Q1 Performance Trend (y-o-y)

<table>
<thead>
<tr>
<th></th>
<th># Converted Users (mn)</th>
<th>Average CPCU (Rs.)</th>
<th>CPCU Revenue (Rs. mn)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1 FY2022</td>
<td>16.6</td>
<td>31.5</td>
<td>1,322</td>
</tr>
<tr>
<td>VS.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q1 FY2021</td>
<td>17.0</td>
<td>42.0</td>
<td>698</td>
</tr>
<tr>
<td>VS.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q1 FY2020</td>
<td>16.6</td>
<td>41.2</td>
<td>685</td>
</tr>
</tbody>
</table>
CPCU Business | Conversions Trend

Converted Users (mn)

Y-o-Y growth in all quarters

Q1 CAGR 37.7%

Q1 growth (y-o-y): 85.0%

16.6 18.5 20.9 16.3 17.0 28.1 30.6 29.6 31.5

Q1 FY20 Q2 FY20 Q3 FY20 Q4 FY20 Q1 FY21 Q2 FY21 Q3 FY21 Q4 FY21 Q1 FY22
Verticalized Focus on High Growth Categories

Top 10 Resilient Verticals across E, F, G, H Categories

<table>
<thead>
<tr>
<th>Category E</th>
<th>Category F</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-commerce</td>
<td>Fintech</td>
</tr>
<tr>
<td>EdTech</td>
<td>Foodtech</td>
</tr>
<tr>
<td>Entertainment</td>
<td>FMCG</td>
</tr>
</tbody>
</table>

Direct Customers Growth Primarily Powered by E, F, G, H Categories

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue Contribution %</th>
<th>Revenue (Rs. mn)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY2020</td>
<td>57%</td>
<td>1,893</td>
</tr>
<tr>
<td>FY2021</td>
<td>67%</td>
<td>3,486</td>
</tr>
<tr>
<td>Q1 FY2022</td>
<td>71%</td>
<td>1,078</td>
</tr>
</tbody>
</table>

Revenue Contribution from E, F, G, H Categories

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue Contribution %</th>
<th>Revenue (Rs. mn)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY2020</td>
<td>74%</td>
<td></td>
</tr>
<tr>
<td>FY2021</td>
<td>90%+</td>
<td></td>
</tr>
<tr>
<td>Q1 FY2022</td>
<td>90%+</td>
<td></td>
</tr>
</tbody>
</table>
Mobile Connected Global Ecosystem Growing Robustly

**Global Industry Trends**

- **c.6bn new connected consumer devices to be added by 2025 globally**

<table>
<thead>
<tr>
<th>Devices in billion</th>
<th>Smart Home Devices</th>
<th>Consumer Electronics</th>
<th>Smart Vehicles</th>
<th>Wearables</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY2020</td>
<td>0.9</td>
<td>1.5</td>
<td>0.4</td>
<td>3.2</td>
<td>1.3</td>
</tr>
</tbody>
</table>

**Global CAGR (FY20-25E)**

- **9.0%** Digital Ad Spend
- **11.3%** Mobile Ad Spend

**India Industry Trends**

- **Significant increase in India’s digital user base with strong user affinity**

<table>
<thead>
<tr>
<th>Users in million</th>
<th>FY2020</th>
<th>FY2021E</th>
<th>FY2022E</th>
<th>FY2023E</th>
<th>FY2024E</th>
<th>FY2025E</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAGR: 11.4%</td>
<td>525</td>
<td>585</td>
<td>652</td>
<td>727</td>
<td>810</td>
<td>902</td>
</tr>
</tbody>
</table>

**India CAGR (FY20-25E)**

- **32.4%** Mobile Ad Spend
- **24.0%** E-commerce Market

Affle completed the patent transfer from Appnext Limited to Affle MEA FZ-LLC, an indirect wholly-owned subsidiary of the Company. This patent filed in US is related to the predictive modelling of mobile users’ behaviour to power the on-device app recommendation technology and further strengthens our global IP portfolio.

As a post quarter event (July 1, 2021), Affle completed the acquisition to acquire full control, tech IP assets and 100% ownership of Jampp, a global programmatic mobile marketing company. Jampp strengthens Affle’s CPCU business model and enables Affle to expand into fast-growing markets like US and LATAM, while further consolidating its position in the APAC.
Monitoring Framework, Governance and Principles

ESG Committee

Guided by Materiality topics and United Nation Sustainable Development Goals

To Steer towards

- Responsible Business Practices
- Innovation and People-oriented Culture
- Uplift the Society
- Repay the Planet

Direct Support
- CSR Committee

Indirect enablement
- Risk and Audit Committee
Affle | Investors Information

Shareholding Pattern (As on June 30, 2021)

- Total Shares Outstanding - 26,650,212

- 59.9% Promoters & Promoter Group
- 22.7% Mutual Funds / Banks / Insurance / AIFs / QIBs
- 7.0% FII / FCBs
- 10.4% Others

*Brokerages Covering Affle (Latest)

- Institutional Research Desk
  - Nomura
  - Dolat Capital
  - Dalal & Broacha
  - ICICI Securities
  - Bank of Baroda Capital

- HNI / Retail Desk
  - Sharekhan
  - Axis Securities
  - ICICI Direct

*In order of coverage initiated

Key Market Updates

- Constituent of MSCI Global & Domestic Small Cap Indeces; Nifty MidSmallcap 400 and Nifty Smallcap 250 Indeces
- Ranked amongst top 250 companies on NSE & BSE
**About**

- Global technology company
- Leading market position in India
- Profitable business model
- Well-defined strategic growth plan

**Business Segments**

1) **Consumer Platform**: Delivers acquisitions, engagements & transactions for leading brands and B2C companies. Also, includes retargeting & push notification for e-commerce (98.8% 3M FY22 revenue)¹

2) **Enterprise Platform**: Enabling offline businesses to go online through App development, O2O commerce & data analytics (1.2% of 3M FY22 revenue)¹

**R&D Focus with a Strong Patent Portfolio**

- 3 Patents registered in US for digital advertising
- 9 Patents filed in US & India for digital ad fraud detection
- 1 Patent related to retargeting business filed in US
- 6 Patents filed in US, India and/or Singapore

**Global Reach**

India, South East Asia (SEA), Middle East and Africa (MEA), North America (NA), Europe, Japan, Korea and Australia (JKA)

**Financial Summary**

(12M FY2021 Consolidated)

- Revenue: Rs. 5,168mn
- EBITDA: Rs. 1,300mn
- PAT: Rs. 1,031mn

---

¹ For three months ended June 30, 2021 on a consolidated basis; 2) O2O: Online to Offline; 3) Region-wise contribution and is different from the billing entity-wise segmental break-up disclosed in financial results; 4) For the 12 months period of July 1, 2020 to June 30, 2021; 5) Refer our Q4 FY2021 Earnings Presentation for detailed financial working and adjustments
87.8% of Consumer Platform revenue contributed by CPCU model in Q1 FY2022 and 12.2% from Non-CPCU

Use Case - Targeted new user acquisition optimized to in-app transaction/registration/event

Use Case - Target interested user to complete the transaction

Use Case - Online bookings to drive offline walk-ins (O2O)
Affle Consumer Platform Case Studies

1. Swiggy | Driving business growth in India
2. KFC | Boosting at home orders in Malaysia
3. Levi’s | Growing offline conversions in Indonesia
Swiggy | Driving business growth in India

About the Advertiser
Swiggy is India’s leading online food ordering & delivery platform

Objective
Drive business growth through acquisition of high-quality new users having higher propensity of ordering

Affle Consumer Platform Solutions
Affle’s Consumer platforms helped Swiggy with its three-pronged approach
- Audience intelligence & Predictive modelling to reach high potential users
- Creative optimisation to deliver hyper personalised ads to maximise impact
- Daypart and Location led targeting to drive Incremental conversions

Results
- 177% Increase in shopping conversions from new users
- 3.2X Scale in post install orders
- Greater ROI realization by driving higher conversions

Note: 1) All case studies are based on First Party data consented and shared by the advertiser/agency together with Affle’s platform data. These have been created for entries in industry award shows; 2) Campaign Period : Jan ’20 to Jul ’21; 3) The ads and/or platform modules/screenshots shown here are for illustrative purpose only
KFC | Boosting at home orders in Malaysia

About the Advertiser
KFC is a global leader in the quick service restaurant business

Objective
In the pandemic era in Malaysia, Ramadan celebrations were to be at home vs. in-restaurant this year. The key objective for KFC was to grow at home orders by acquiring high-intent new users to boost first purchase rates

Affle Consumer Platform Solutions
Affle’s consumer platform helped KFC achieve its goals with its unified platform approach to
- Find high affinity users by leveraging Affle’s mDMP with its lookalike audience modelling algorithms
- Location intelligence added to prioritise ads in important locations
- Custom dashboards to track and optimise for incremental conversions

Results
- 8% Increase in the first order rates
- Successfully enabled online orders through 700+ offline stores
- Greater ROI realization by maximizing new orders

Note: 1) All case studies are based on First Party data consented and shared by the advertiser/agency together with Affle’s platform data. These have been created for entries in industry award shows; 2) Campaign Period: Apr-Jun’21; 3) The ads and/or platform modules/screenshots shown here are for illustrative purpose only
Levi’s | Growing offline conversions in Indonesia

About the Advertiser
Levi Strauss & Co. is leading global fashion brand

Objective
With offline retail starting to open out after lockdowns, Levi’s wanted to drive more shoppers to its select mall outlets in Indonesia and also track the incremental impact of such advertising

Affle Consumer Platform Solutions
Affle’s consumer platform helped Levi’s achieve its goals with its solution to
- Find high affinity users by leveraging Affle’s mDMP
- Location targeting to advertise to people within driving distance to stores
- Proprietary algorithms to help track footfalls and maximise Incremental visits to stores & uplift

Results
- 46% Incremental visits to Levi’s stores
- 2.83X Uplift for ad exposed users
- Significant growth in Attributed visits/Conversions to physical store

Note: 1) All case studies are based on First Party data consented and shared by the advertiser/agency together with Affle’s platform data. These have been created for entries in industry award shows; 2) Campaign Period: Jan-Feb ’21; 3) The ads and/or platform modules/screenshots shown here are for illustrative purpose only
Disclaimer

This presentation and the accompanying slides (the “Presentation”) have been prepared by Affle (India) Limited (“Affle” or the “Company”) solely for information purposes and does not constitute an offer to sell, or recommendation or solicitation of an offer to subscribe for, or purchase any securities, and nothing contained herein shall form the basis of any contract or commitment whatsoever. This Presentation is strictly confidential and may not be taken away, copied, published, distributed or transmitted or reproduced or redistributed or passed on directly or indirectly to any other person, whether within or outside your organization or firm, or published in whole or in part, for any purpose by recipients directly or indirectly to any other person. This Presentation is not intended to be a prospectus (as defined under the Companies Act, 2013, as amended) or an offer document under the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2009, as amended.

The information contained in this Presentation should be considered in the context of the circumstances prevailing at the time, and to be read in conjunction to our financial results, uploaded on the Stock Exchanges where the Company is listed. This Presentation will not be updated to reflect material developments including economic, regulatory, market and other developments, which may occur after the date of the Presentation. You acknowledge and agree that the Company and/or its affiliated companies and/or their respective employees and/or agents have no responsibility or liability (express or implied) whatsoever and howsoever arising (including, without limitation for any claim, proceedings, action, suits, losses, expenses, damages or costs) which may be brought against or suffered by any person as a result of acting in reliance upon the whole or any part of the contents of this Presentation and neither the Company, its affiliated companies nor their respective employees or agents accepts any liability for any error, omission or misstatement, negligent or otherwise, in this Presentation and any liability in respect of the Presentation or any inaccuracy therein or omission therefrom which might otherwise arise is hereby expressly disclaimed.

Certain statements contained in this Presentation are statements of the Company’s beliefs, plans and expectations about the future and other forward looking statements that are based on management’s current expectations or beliefs as well as a number of assumptions about the Company’s operations and factors beyond the Company’s control or third party sources and involve known and unknown risks and uncertainties that could cause actual results to differ materially from those contemplated by the relevant forward looking statements. Forward looking statements contained in this Presentation regarding business trends or activities should not be taken as a representation that such trends or activities will continue in the future and no undue reliance should be placed on them.

The information contained in this Presentation is not to be taken as any recommendation made by the Company or any other person to enter into any agreement with regard to any investment. You will be solely responsible for your own assessment of the market and the market position of the Company and you will conduct your own analysis and be solely responsible for forming your own view of the potential future performance of the business of the Company.

By attending this presentation and/or accepting a copy of this document, you agree to be bound by the foregoing limitations and conditions and, in particular, will be taken to have represented, warranted and undertaken that: (i) you have read and agree to comply with the contents of this notice including, without limitation, the obligation to keep this document and its contents confidential; (ii) you will not at any time have any discussion, correspondence or contact concerning the information in this document with any of the directors or employees of the Company or its subsidiaries nor with any of their customers or suppliers, or any governmental or regulatory body without the prior written consent of the Company; (iii) you agree not to remove or copy this document, or any materials provided in connection herewith; and (iv) you are an eligible investor attending this presentation.
Contact Us

Website
www.affle.com

Investor Relations Contact
investor.relations@affle.com