

To

BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai 400 001	National Stock Exchange of India Ltd Exchange Plaza, 5th Floor, Plot No. C-1, 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) Regulations, 2015

Dear Sir/ Madam,

Pursuant to the abovementioned Regulations, please find enclosed the copy of Press Release announcing the signing of a definitive agreement to acquire Spain headquartered Mediasmart Mobile S.L. (“Mediasmart”), a self-serve mobile programmatic and proximity marketing platform.

Submitted for your information and records.

Thanking you,

Yours Faithfully,
For Affle (India) Limited



Parmita Choudhury
Company Secretary & Compliance Officer



Press Release

Affle to acquire Mediasmart, a mobile programmatic and proximity marketing company in Europe

28 February 2020, New Delhi: Affle (India) Limited, the leading consumer intelligence technology company, today announced the signing of a definitive agreement to acquire Spain headquartered Mediasmart, a self-serve mobile programmatic and proximity marketing platform.

Mediasmart provides advertisers, trading desks and agencies an integrated mobile advertising platform with unique incremental impact measurability for Proximity and App marketing campaigns. Mediasmart's Proximity marketing solutions allow it to deliver location targeted campaigns with real time footfall tracking and offline attribution. It thus enables advertisers who sell offline to isolate, attribute and measure the incremental impact of proximity driven mobile advertising. It also helps App marketers to measure and grow the incremental ROI metrics for their mobile advertising campaigns.

This acquisition carries a great strategic merit as it strengthens Affle's CPCU based platform and business model for omnichannel advertisers, and also enables Affle to expand into newer developing markets like Latin America and in Mediasmart's strong hold markets like Europe and US.

Commenting on this development, **Anuj Khanna Sohum, the Chairman, MD and CEO at Affle** said "We are excited to announce our 1st acquisition in Europe and welcome the Mediasmart team on-board at Affle. Mediasmart has the perfect team, culture and tech platform for Affle to build greater strategic presence in Europe, US & Latin America. Their proximity marketing programmatic platform strengthens our omnichannel platform to enable marketers to drive incremental online and offline conversions in both developed and emerging markets."

Talking about it, **Noelia Amoedo, the Chief Executive Officer at Mediasmart** commented "We are thrilled to join forces with the Affle team to strategically strengthen our complementing platforms and to achieve greater global scale together. Over the last few years we have successfully re-modelled our tech differentiation around incrementality for app marketing and proximity marketing campaigns. I would like to thank our team, customers and partners for their continued support, and we shall look forward to greater collaboration ahead."

About Affle

Affle is a global technology company with a proprietary consumer intelligence platform that delivers consumer engagements, acquisitions and transactions through relevant Mobile Advertising. The

platform aims to enhance returns on marketing investment through contextual mobile ads and also by reducing digital ad fraud. While Affle's Consumer platform is used by online & offline companies for measurable mobile advertising, its Enterprise platform helps offline companies to go online through platform-based app development and enablement of O2O commerce.

Affle (India) Limited successfully completed its IPO in India and now trades on the stock exchanges (BSE: 542752 & NSE: AFFLE). Affle Holdings is the Singapore based promoter for Affle (India) Limited, and its investors include Microsoft, D2C (An NTT DoCoMo, Dentsu & NTT Advertising JV), Itochu, Bennett Coleman & Company (BCCL) amongst others.

For more information visit www.affle.com

For further queries, you may contact - pr@affle.com

About Mediasmart

Mediasmart is a self-serve mobile programmatic platform, which was launched in Jan 2012. Mediasmart provides advertisers, trading desks and agencies an integrated mobile advertising platform with unique incremental impact measurability for Proximity and App marketing campaigns. Mediasmart's Proximity marketing solutions allow it to deliver location targeted campaigns with real time footfall tracking and offline attribution, while complying with Privacy Laws such as GDPR.

Located in Madrid and Brussels, Mediasmart includes a team of passionate technologists and mobile advertising experts.

For more information, visit - <https://www.mediasmart.io/>