Affle/EP/2024-25/Q4 May 10, 2025

To

BSE Limited **Phiroze Jeejeebhoy Towers,** **Dalal Street, Mumbai 400 001** **Scrip Code: 542752**	**National Stock Exchange of India Ltd** **Exchange Plaza, 5th Floor, Plot No. C-l, G Block, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051** **Symbol: AFFLE**

Re: Earnings Presentation on the audited Consolidated Financial Results of the Company for the fourth quarter and financial year ended March 31, 2025

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 audited Consolidated Financial Results of the Company for the fourth quarter and financial year ended March 31, 2025.

Submitted for your information and records.

Thanking you,

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

Parmita Choudhury
Digitally signed by Parmita Choudhury
Date: 2025.05.10 17:15:15 +05'30'

Parmita Choudhury
Company Secretary & Compliance officer

Affle 3i Limited

Q4 & 12M FY2025 Earnings Presentation

For the period ended March 31, 2025

Consumer Intelligence Driven Global Technology Company

affle | 3i innovation impact intelligence

Affle 3i Vision: Powering 10x Decadal Growth

innovation

- Leading with platform & product innovation powering the connected ecosystem
- AI-driven hyper-contextual creative generation at exponential scale

impact

- Maximising measurable business outcomes driving real-world impact
- Inclusive, democratized access to media for brands of all sizes

intelligence

- Leveraging Authentic, Actionable and Augmented Intelligence (Affle AI)
- AI agents to enhance operational productivity

Affle 3i Investors & Partners Summit (08.08.25)



- Affle India renamed to Affle 3i with focus on Innovation, Impact, Intelligence
- Unveiled Affle 3i vision powering hyper-contextual consumer experiences at scale
- Announced 10x growth roadmap driven by personalised ads and GenAI powered creative use cases



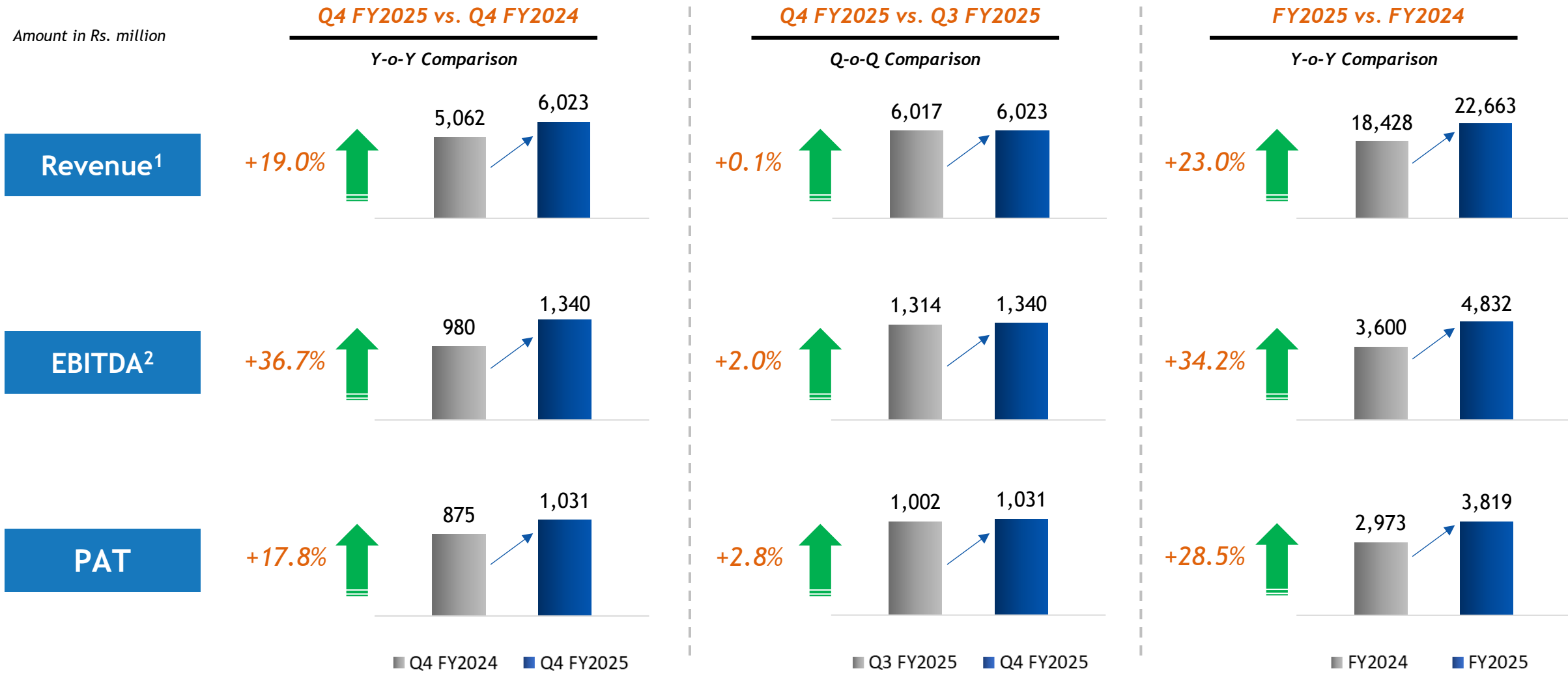
- Leveraging GenAI to unlock scale and innovation through CTV.ai, redefining brand performance
- Intuitive self serve platforms to expand our addressable market
- First company to ring the BSE gong with 3-meter-long mallets, symbolizing leadership commitment and teamwork



- Introduced 100 live AI agents and targeted AI-enabled use cases to augment all jobs roles and functions
- Augmenting the authentic intelligence of Afflers across coding, creatives, campaign management & customer success
- Set 2 new records and won 4 awards, earning recognition from both Asia & India Book of Records

Affle | Performance Highlights

Amount in Rs. million



Note: 1) Revenue from contracts with customers; 2) EBITDA aligned to reported financials statements (without any adjustments)
All numbers are on a consolidated basis, unless otherwise stated

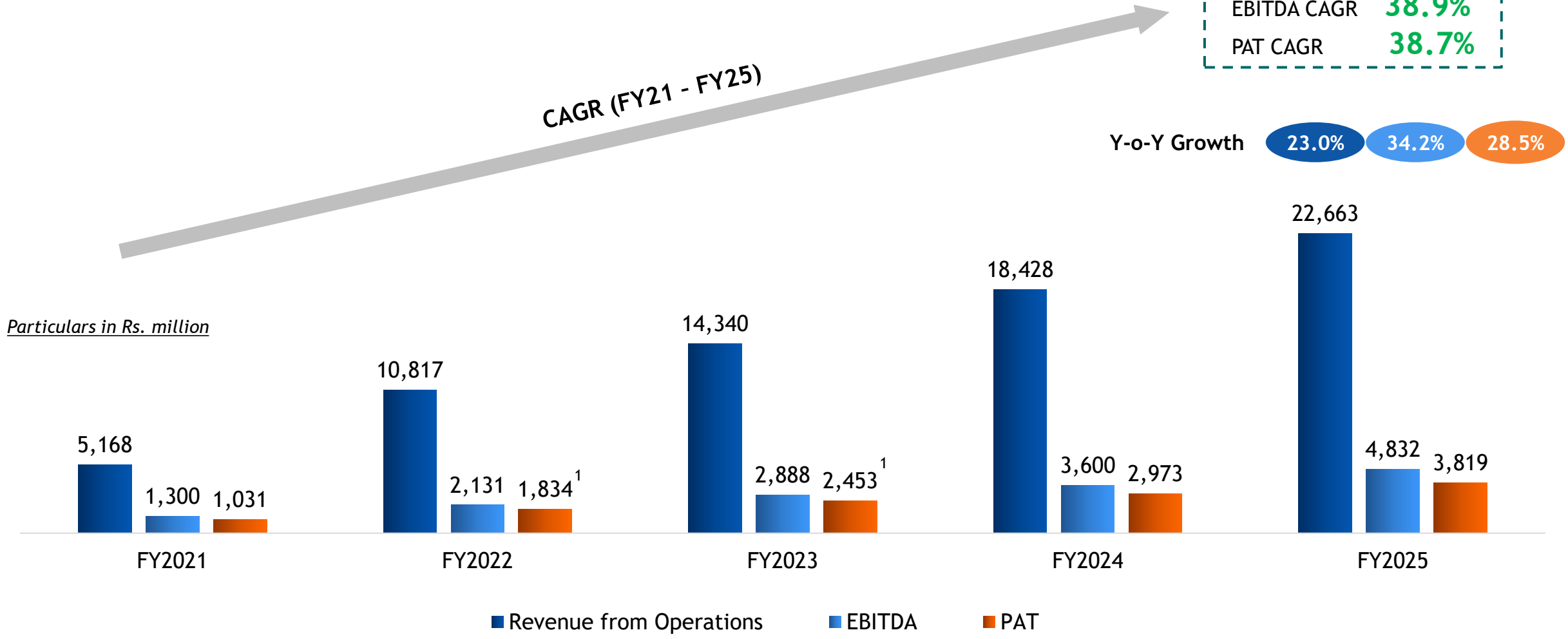
Consolidated Financial Summary

In Rs. million	Q4 FY2025	Q4 FY2024	Y-o-Y Growth	Q3 FY2025	Q-o-Q Growth	FY2025	FY2024	Y-o-Y Growth
Revenue from Contracts with Customers	**6,023**	**5,062**	***19.0%***	**6,017**	***0.1%***	**22,663**	**18,428**	***23.0%***
Inventory and Data Costs	3,648	3,086	*18.2%*	3,631	*0.5%*	13,793	11,254	*22.6%*
Employee Benefits Expenses	583	600	*(2.9%)*	576	*1.3%*	2,313	2,352	*(1.7%)*
Other Expenses	452	396	*14.1%*	496	*(9.0%)*	1,726	1223	*41.1%*
EBITDA[1]	**1,340**	**980**	***36.7%***	**1,314**	***2.0%***	**4,832**	**3,600**	***34.2%***
% EBITDA Margin	*22.2%*	*19.4%*		*21.8%*		*21.3%*	*19.5%*	
Depreciation and Amortisation Expenses	266	202		258		967	715	
Finance Costs	24	49		28		126	189	
Other Income	189	273		209		938	572	
Profit Before Tax	**1,239**	**1,002**	***23.7%***	**1,237**	***0.1%***	**4,676**	**3,268**	***43.1%***
Total Tax	208	127	*64.2%*	235	*(11.6%)*	858	295	*190.4%*
(Subtract): Non-controlling Interest	-	-		-		-	(0.1)	
Profit After Tax (net of non-controlling interest)[2]	**1,031**	**875**	***17.8%***	**1,002**	***2.8%***	**3,819**	**2,973**	***28.5%***
% PAT Margin	*16.6%*	*16.4%*		*16.1%*		*16.2%*	*15.6%*	
% Effective Tax Rate (ETR)	*16.8%*	*12.6%*		*19.0%*		*18.3%*	*9.0%*	

Note: 1) EBITDA aligned to reported financials statements (without any adjustments); 2) PAT attributable to equity holders of the Company

Annual Performance Trend (Consolidated)

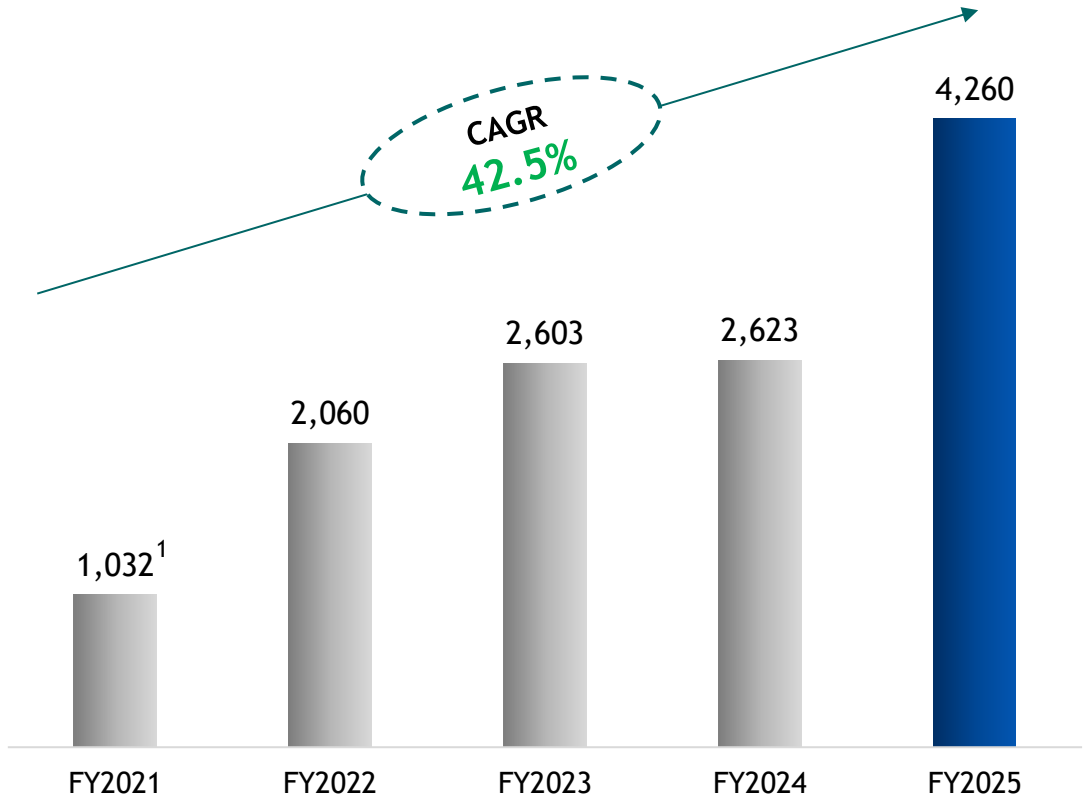
Revenue CAGR	44.7%
EBITDA CAGR	38.9%
PAT CAGR	38.7%



Note: 1) Normalized PAT (Refer respective quarter's earnings presentation for the detailed working)

Cashflows Trend and Return Ratios (Consolidated)

Operating Cash Flows* (Rs. mn)



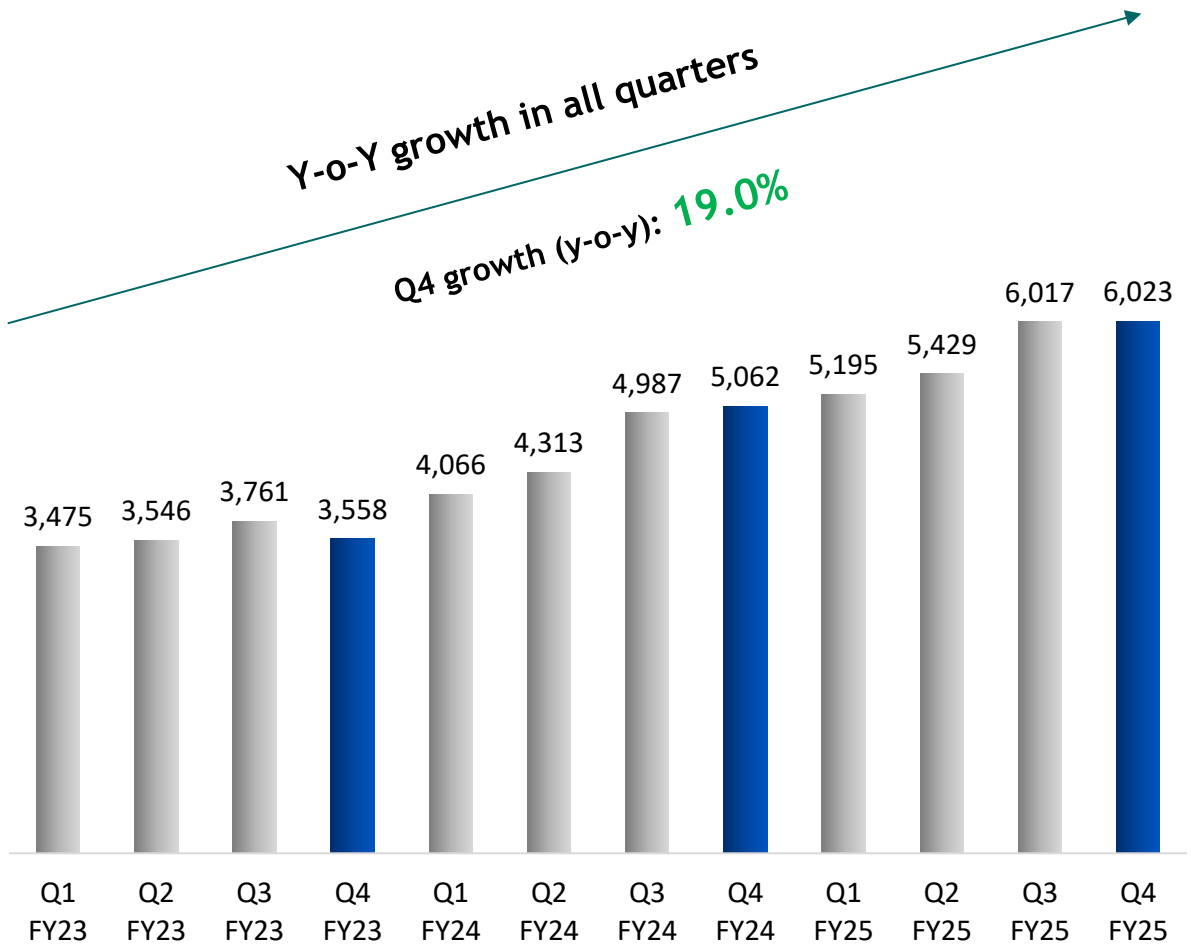
Return Ratios (As of March 31, 2025)

(Adjusted to normalize the unutilized portion of QIP and Preferential Proceeds)	
**ROE (%) *(Return on Equity)*	15.0%
**ROCE (%) *(Return on Capital Employed)*	16.9%
Gross Debt/Equity (x)	0.03x

Note: 1) FY2021 OCF was adjusted for Deferred Tax Liability on account of Goodwill of Rs. 14.18mn (one-time expense);
**Operating Cashflow includes impact of FCTRs (Foreign Currency Translation Reserves) as per IND AS*
***Return on Equity = (PAT / Total Shareholder's Equity); Return on Capital Employed = [EBIT /(Total Assets - Current Liabilities)]*

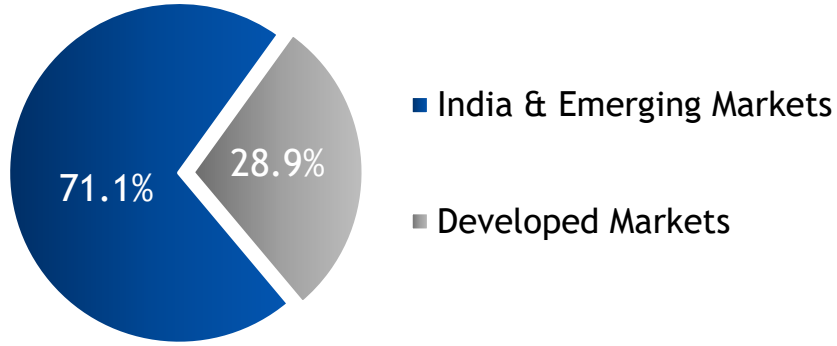
Quarterly Performance Trend (Consolidated)

Revenue from Operations (Rs. mn)

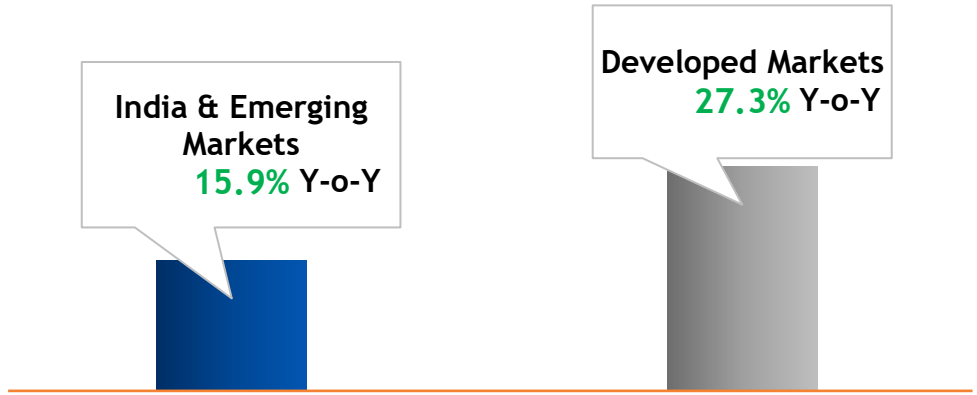


Market-wise Performance (Q4 FY2025)

Revenue Split

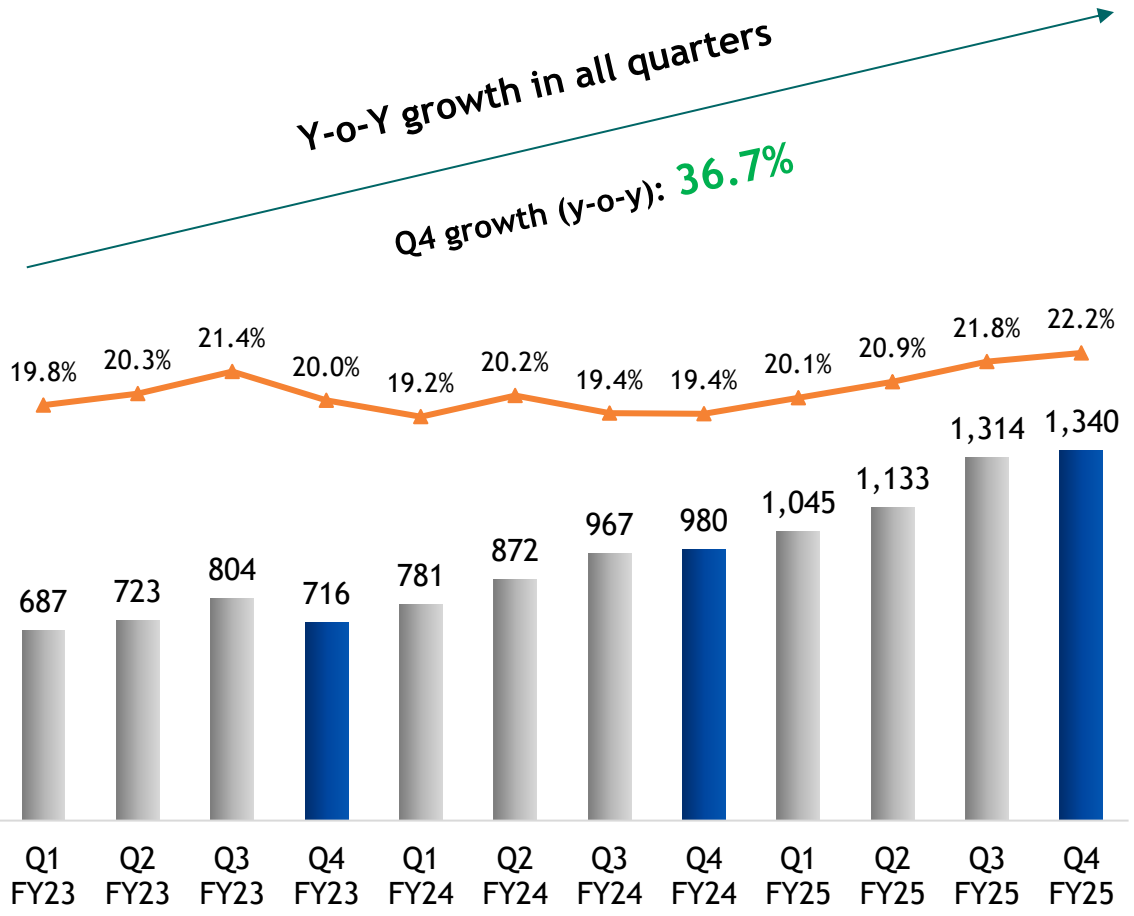


Broad-based Growth Across Markets (Y-o-Y)

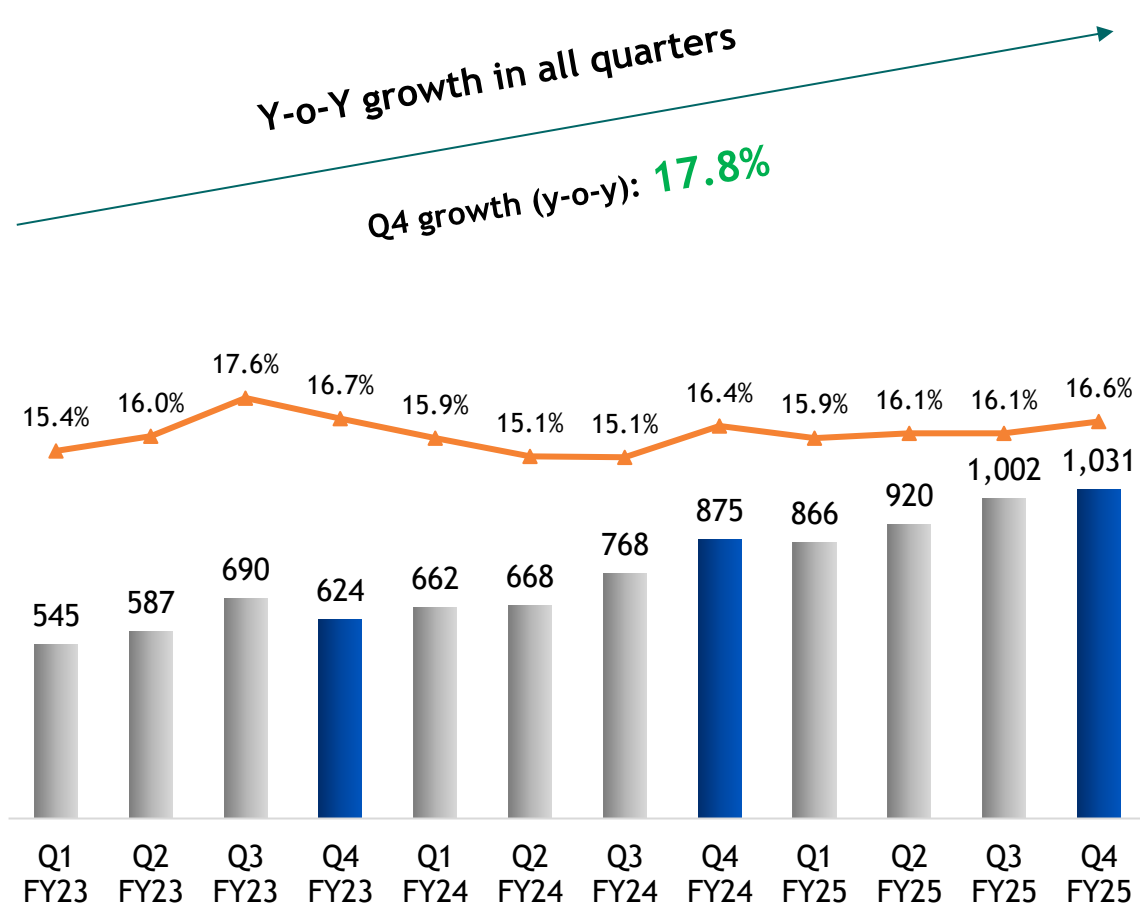


Quarterly Performance Trend (Consolidated)

EBITDA[1] (Rs. mn) & EBITDA Margin (%)

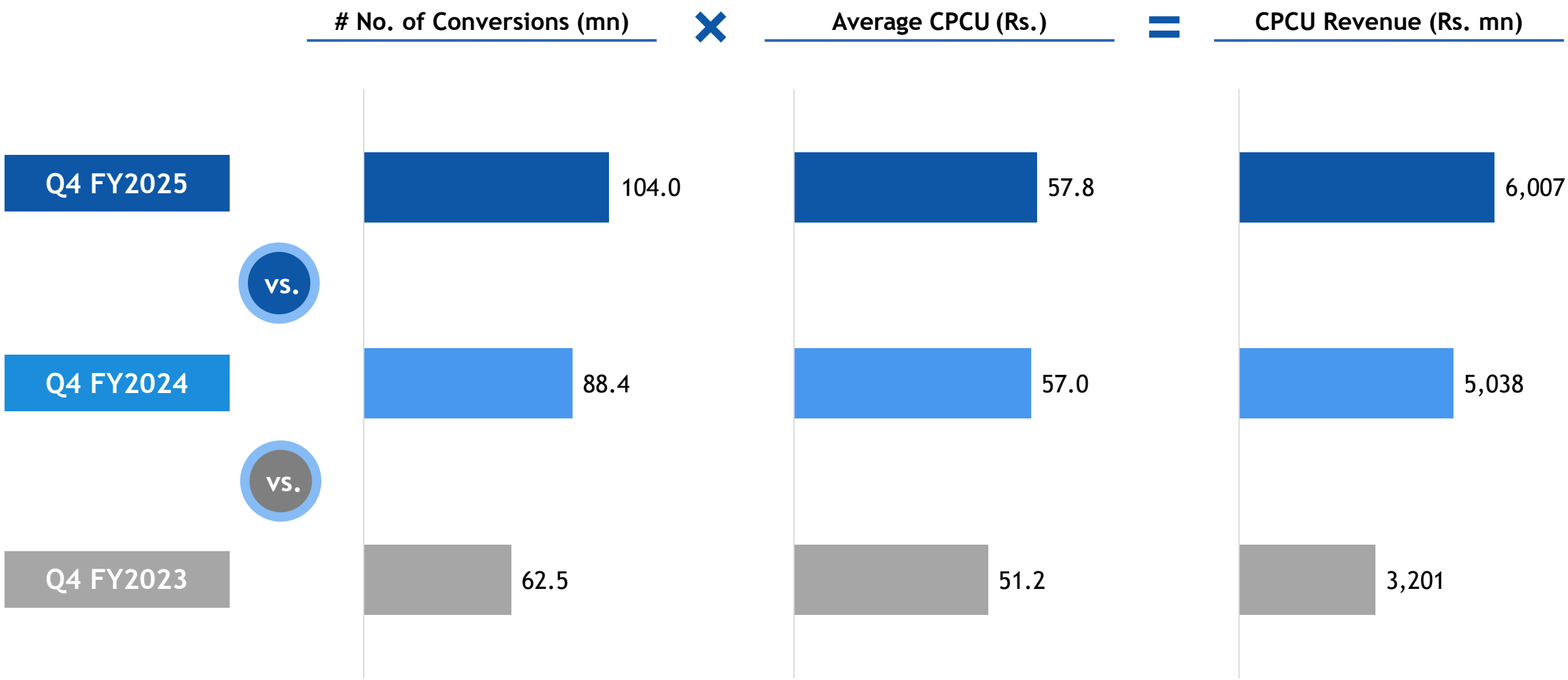


Profit After Tax[2] (Rs. mn) & PAT Margin (%)



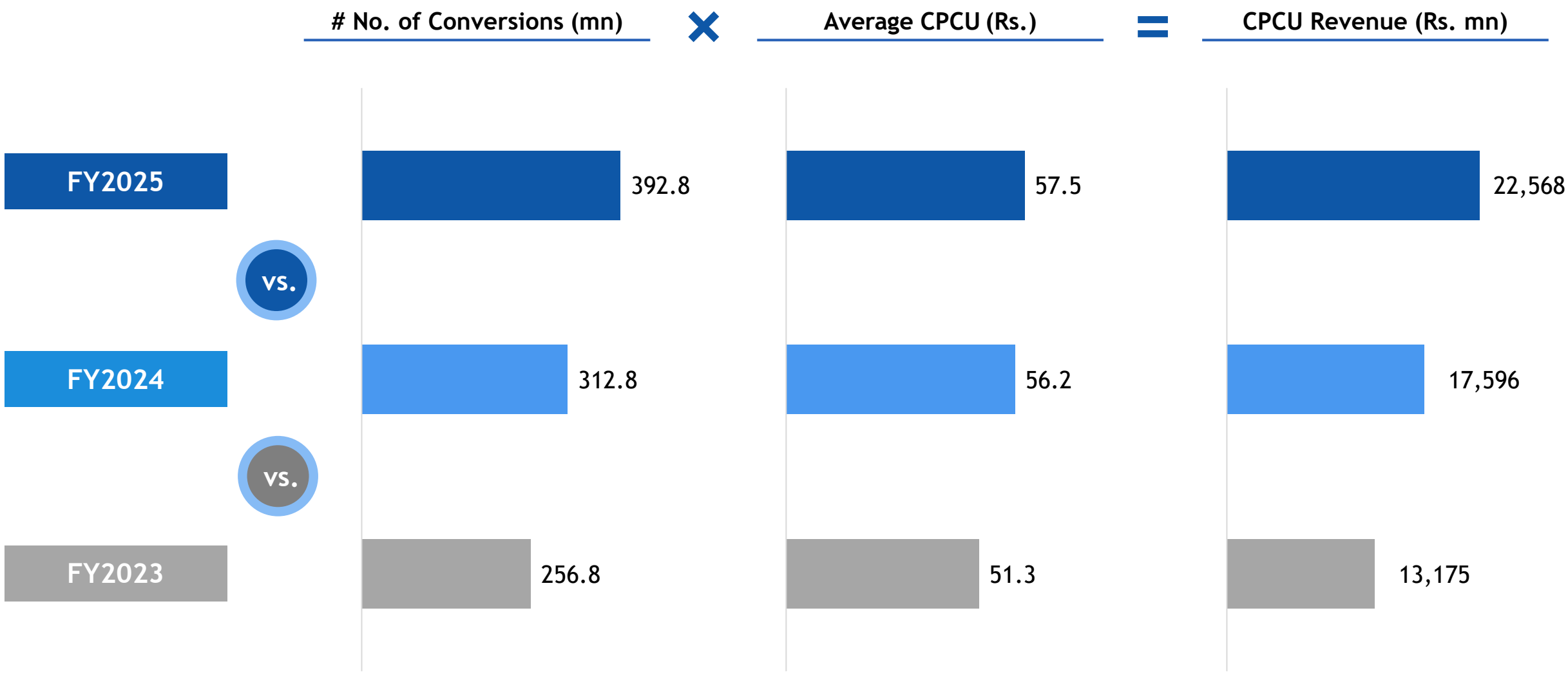
Note: 1) EBITDA aligned to reported financials statements (without any adjustments); 2) PAT for select previous quarters may be normalized to exclude any impact of non-cash gain on fair valuation of financial instruments and any such exceptional item. Refer respective quarter presentations for a detailed working

CPCU Business | Q4 Performance Trend (y-o-y)



All numbers are on a consolidated basis, unless otherwise stated

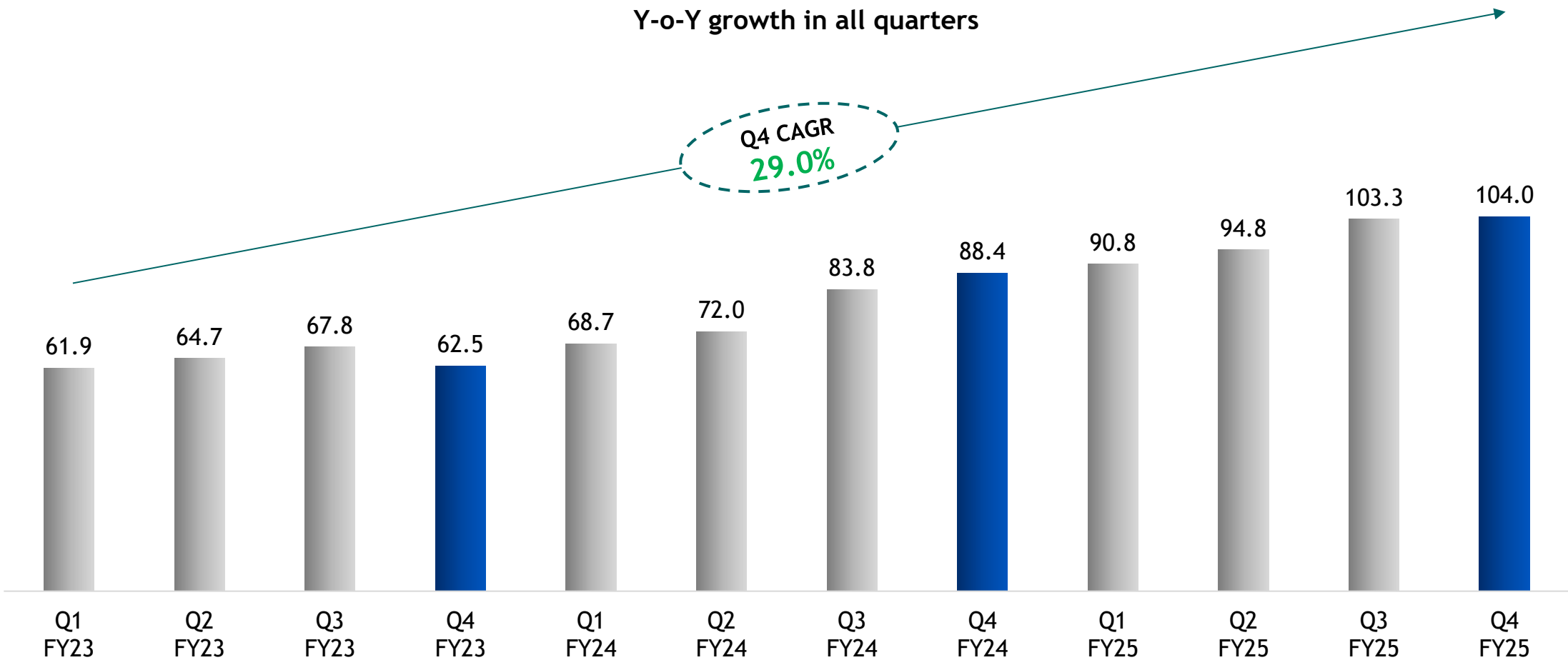
CPCU Business | 12M Performance Trend (y-o-y)



All numbers are on a consolidated basis, unless otherwise stated

CPCU Business | Conversions Trend

Number of Conversions (mn)



All numbers are on a consolidated basis, unless otherwise stated

Verticalized Focus on High Growth Categories

Verticalized approach within fast-growing resilient industry segments across E, F, G, H Categories driving 100% of our revenue

Category E

E-commerce
Online marketplace for shopping and retail

Entertainment
Apps for casual consumption of entertainment content & activities

Edtech
Apps for education & learning through online channels

Category F

Fintech
Apps enabling online payments or delivering financial products & services

Foodtech
Apps for online food ordering and F&B related supply chain services

FMCG
Brands promoting wide range of everyday goods & items across categories

Category G

Gaming
Apps for gamers with skills and gaming related money & transactions

Groceries
Marketplace for ordering groceries and having it delivered to doorstep

Government
Facilitation of government services / distribution of citizen services

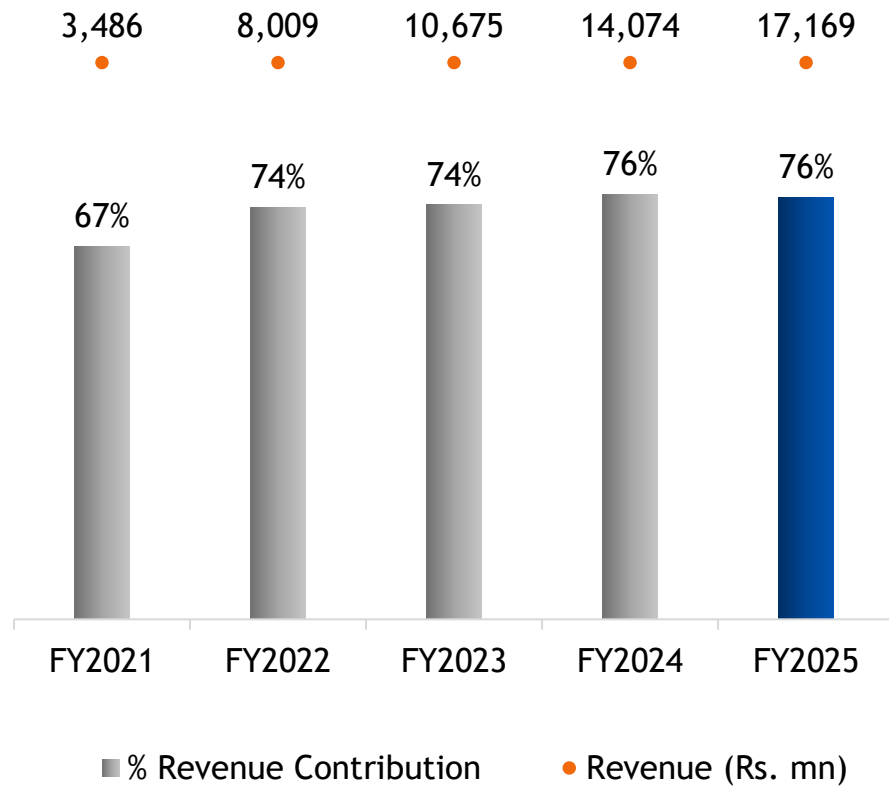
Category H

Healthtech
Spanning across a range of medical, healthcare & wellness related services

Hospitality & Travel
Services related to hotels, travel, ride-hailing, auto, and more

Home & Other Utilities
Brands promoting range of household and utility related products & services

Direct Customers - Revenue Contribution



Business Overview & Case Studies

- Affle Overview
- CPCU Business Model
- Our Culture
- Affle Consumer Platform Case Studies



Affle Overview

About Us

- Global technology company with leading position in India
- Delivers consumer recommendations and conversions through relevant mobile advertising for leading global brands

ROI-driven CPCU Business Model

Business Credentials

- Affle Consumer Platform Stack powers integrated consumer journeys for marketers to drive high ROI, outcome-led advertising anchored on our CPCU model
- AI/ML deep learning algorithms powered by our in-house Data Management Platform

3.6 Billion[1]
Connected Devices

Tech Capabilities

- Tech IP addressing privacy & ad fraud
- R&D focus with a strong patent portfolio
- DPTM accredited
- ISO 27001:2022 certified

Total 36 Patents
13 Granted; 23 filed & pending

Global Reach

- Affle boasts a global reach across all key regions including Asia, North America, South America, Europe and Africa, encompassing both developed and emerging markets

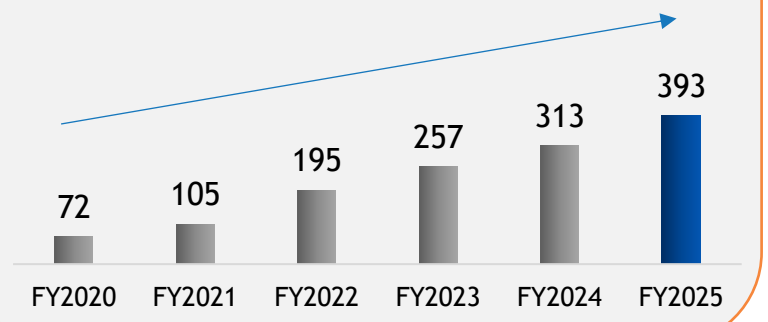
72.8%	27.2%
India & Emerging Markets Revenue -12M FY25	Developed Markets Revenue - 12M FY25

Financials[2]

	5-yr Growth	FY2025
Revenue	4.4x	Rs. 22,663 mn
EBITDA	3.7x	Rs. 4,832 mn
PAT	3.7x	Rs. 3,819 mn

Converted Users

Performance-driven CPCU Conversions (In million)



1) For the 12 months period of April 1, 2024 to March 31, 2025; 2) Numbers aligned to reported financials statements (without any adjustments)

Affle | Cost Per Converted User (CPCU) Business

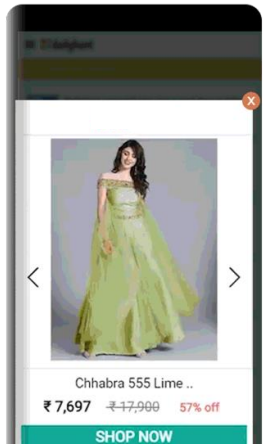
99.7% of Revenue from Contracts with Customers contributed by CPCU model in Q4 FY2025

New user conversion (online)



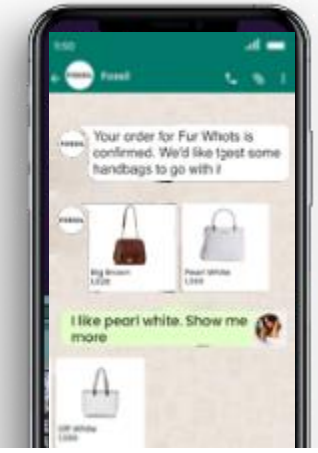
Use Case - Targeted new user acquisition optimized to in-app transaction/registration/event

Existing user repeat conversion (online)



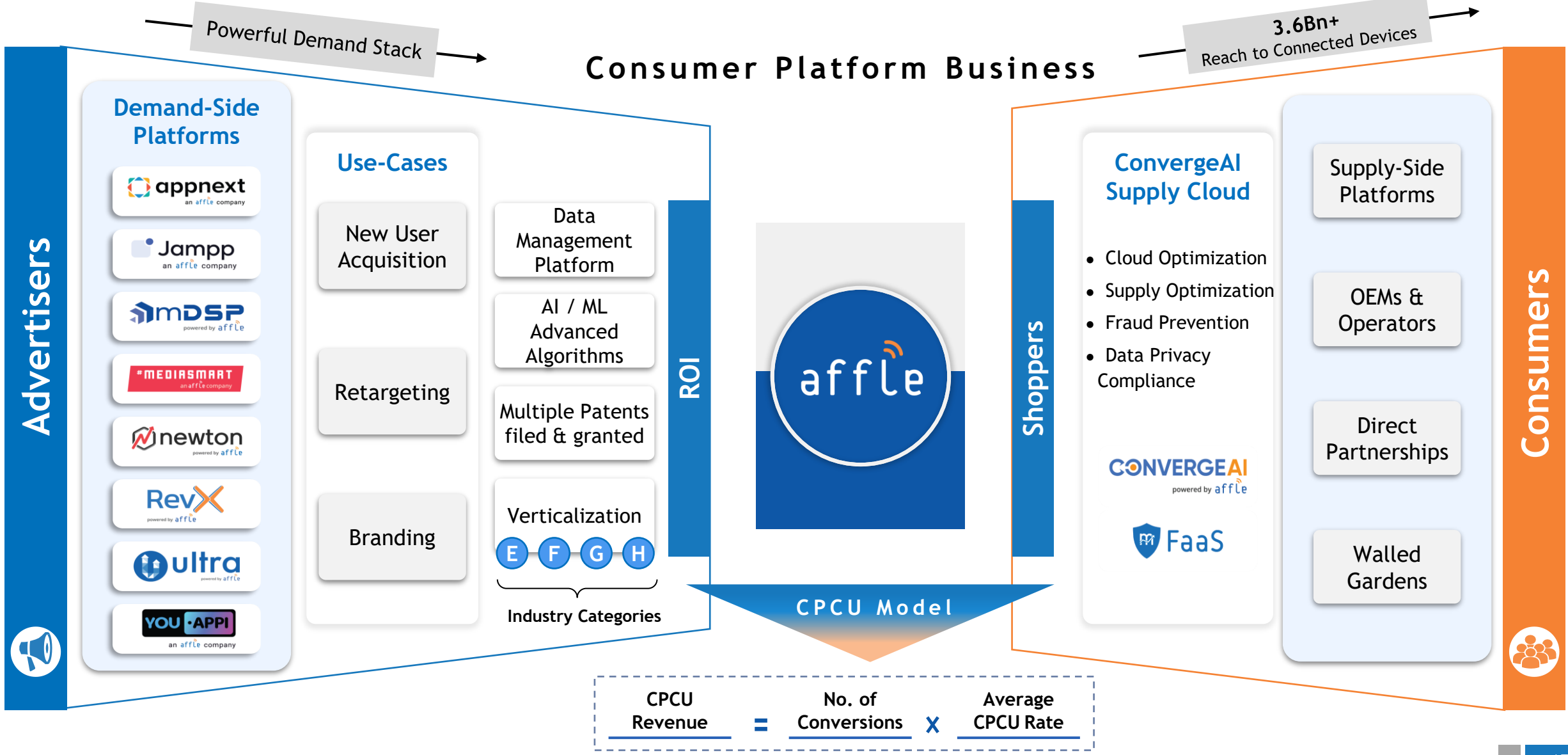
Use Case - Target interested user to complete the transaction

New/existing user conversion (offline)



Use Case - Driving footfalls and transactions at physical retail stores (O2O)

Affle Consumer Platform with multiple DSPs | Simplifying and unifying the ecosystem



CPCU Revenue = No. of Conversions X Average CPCU Rate

Affle Culture | Tech Innovations & Accreditation

Global Tech IP Portfolio

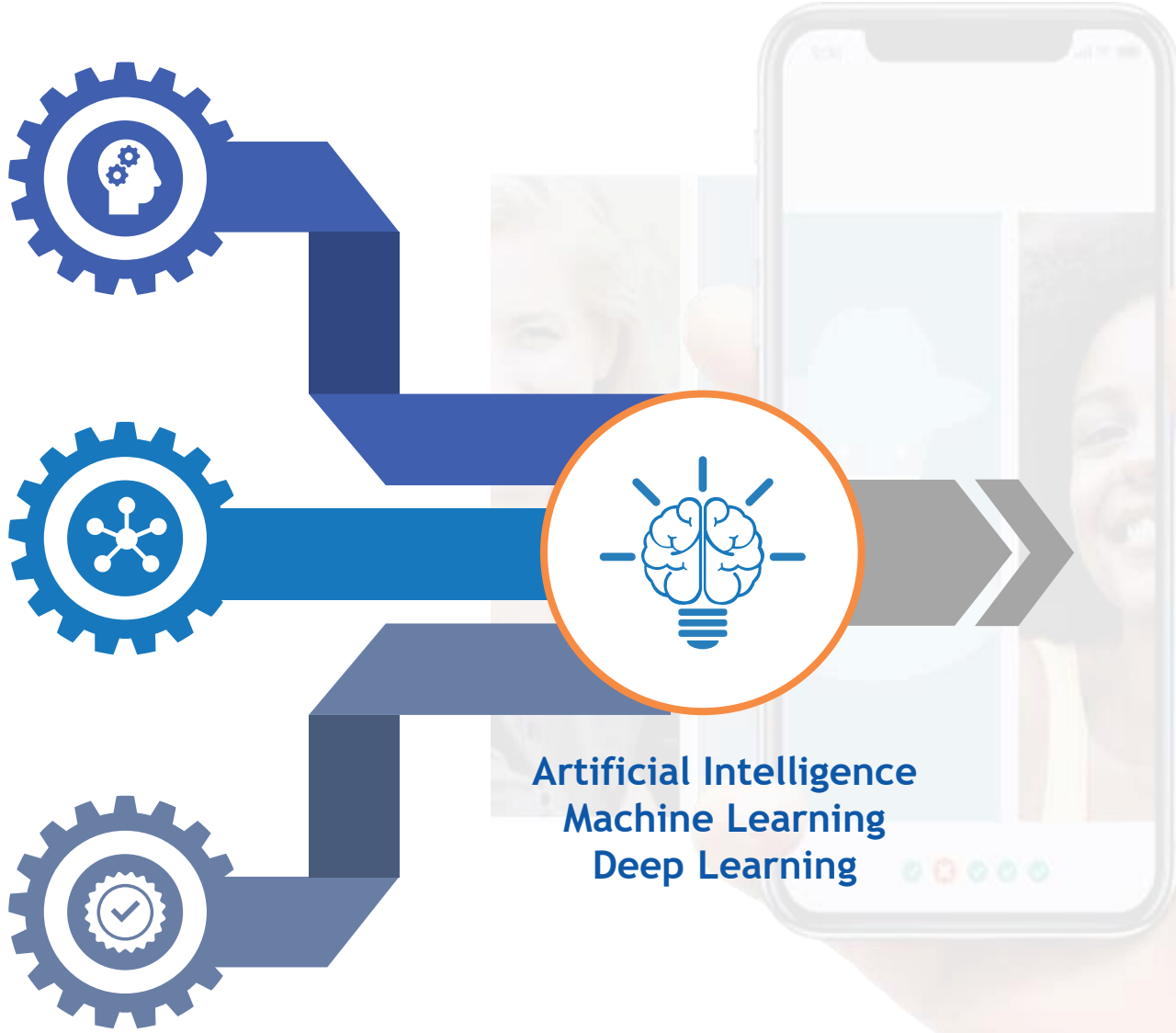
Total **36** Patents with **13 granted** and **rest** filed & pending across jurisdictions

Award-winning Ad Fraud Detection Platform

Affle's mFaas: Real-time solution for addressing digital ad fraud, with multiple patents granted and/or filed

Global Accreditations

- Data Protection Trustmark certified
- ISO 27001:2022 certified



Unified **Consumer Tech** Proposition

3.6 Bn[1] Connected Devices Reached

20+ years of focused R&D and innovation

Real-time Predictive Algorithm

Powering **Futuristic** Tech Use Cases

Note: 1. For the 12 months period of April 1, 2024 to March 31, 2025

Affle Culture | Tech & Thought Leadership









Jampp recognized as a top growth partner for both android & iOS, across 10 categories in Singular's ROI Index 2025















Affle Consumer Platform Case Studies

1. 99 Acres | Reaching relevant home buyers through AI-intelligence on premium iOS devices
2. FREENOW | Growing high-value riders for urban mobility in Europe with advanced data science models
3. enjoei | Increasing repeat conversions for leading circular economy brand in Brazil



99 Acres | Reaching relevant home buyers through AI-intelligence on premium iOS devices

About the Advertiser

99acres is a leading Indian online real estate platform and is part of the public listed InfoEdge group in India

Objective

Scale the acquisition of high-intent premium iOS users while optimizing post-tap conversion rates to generate quality conversions

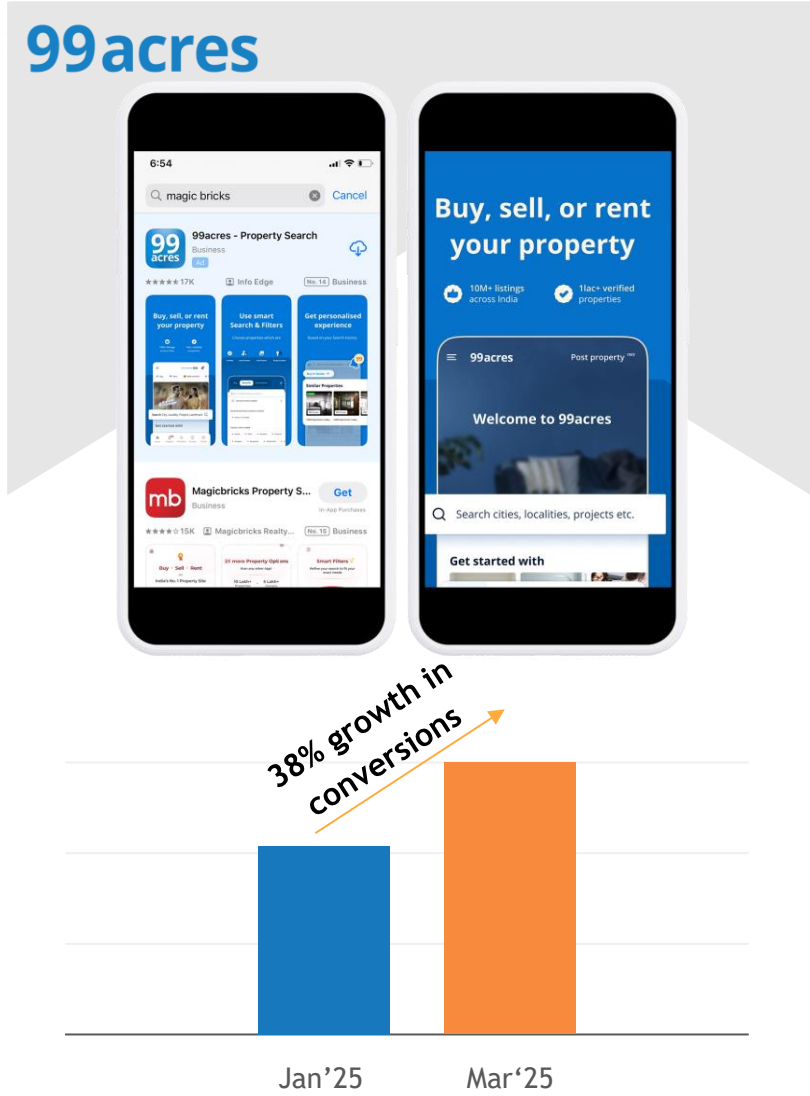
Affle Consumer Platform Solutions

Affle's platform solutions delivered success through:

- Newton Intelligence to **target high-performing time slots** based on user behavior
- Utilized **AI keyword tools** to capture both brand and high-converting category terms, **enhancing visibility and new user quality**
- Executed a **multi-placement strategy** across Search Results, Product Pages, and the Search Tab **to maximize reach and relevance**
- Continuously refined campaigns to maintain strong **post-tap conversion rates** for **ROI optimized conversions**

Results (during Q4 FY25)

- **14% increase** in new user onboards during the quarter
- **38% growth** in conversions
- Tap through rates **grew 91%**



Note: (1) All case studies are based on First Party data consented and shared by the advertiser/agency together with Affle's platform data; (2) Campaign Period: Jan-Mar'25; (3) The ads and/or platform modules/screenshots shown here are for illustrative purpose only

FREENOW | Growing high-value riders for urban mobility in Europe with advanced data science models

About the Advertiser

FREENOW is the Mobility Super App with the largest vehicle choice for consumers across many global markets in over 150 cities. This leading app is backed by BMW Group & Mercedes-Benz Mobility.

Objective

FREENOW was looking to attract new users and encourage existing riders to book more taxi trips.

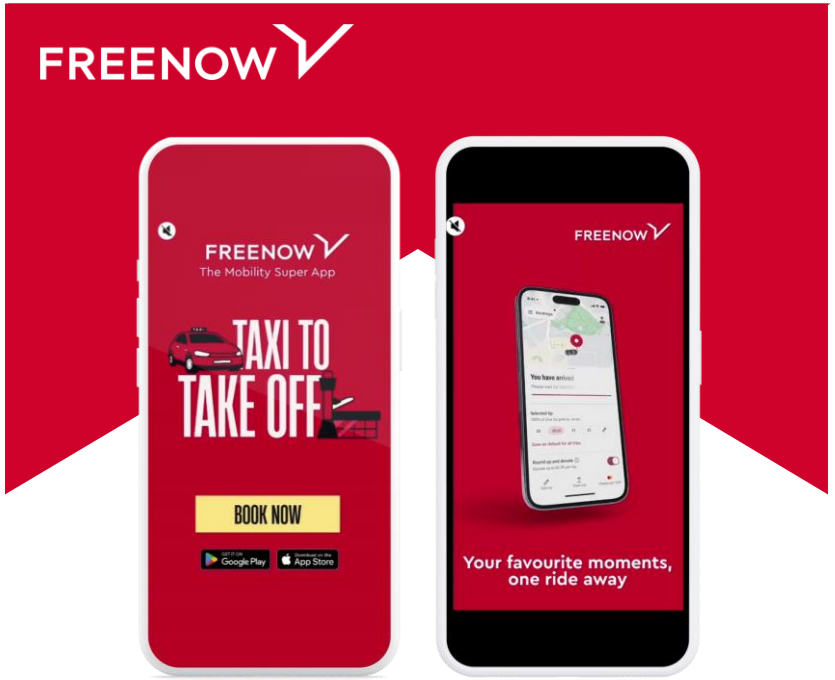
Affle Consumer Platform Solutions

FREENOW partnered with Affle's Consumer Platform for New User Acquisition and App Retargeting, successfully expanding their user base while keeping riders engaged and booking journeys:

- Leveraged **advanced data science models** to optimize campaign Return on Ad Spend (ROAS) by analyzing multiple data signals
- Tested **hyper-relevant custom creatives**, such as Weather-Based Ads, that dynamically adapt to real-time weather conditions
- Implemented **Always-on Lift Measurement**, enabling FREENOW to measure incremental campaign impact accurately from day one

Results

- **42% Increase** in ROAS (Jan-Feb '25 vs Dec-Nov '24)
- **11% increase** in ride revenues (Feb'25 vs Nov'24)
- **20%** Campaign Incrementality Lift (February 2025)



Affle's Consumer Platform is a valuable partner for us. Their growth platform seamlessly supports both User Acquisition and App Retargeting, helping us attract high-quality riders and drive incremental trips across a variety of geos.



Bruno Romão Rodrigues,
Regional Digital Marketing Lead at FREENOW

NOTE: (1) All case studies are based on First Party data consented ad shared by the advertiser/agency together with Affle's platform data; (2) Campaign Period : Jan-Mar'25 ; (3) The ads and/or platform modules/screenshots shown here are for illustrative purpose only

enjoei | Increasing repeat conversions for leading circular economy brand in Brazil

About the Advertiser

enjoei is a public listed Brazilian digital marketplace platform focused on fashion and lifestyle products, offering a peer-to-peer model for buying and selling used items, with a focus on transforming consumption habits, driving the shopping economy, and refreshing wardrobes.

Objective

Understanding the importance of nurturing users beyond the install to build long-term customer relationships, enjoei focused on increasing repeat purchases from existing customers.

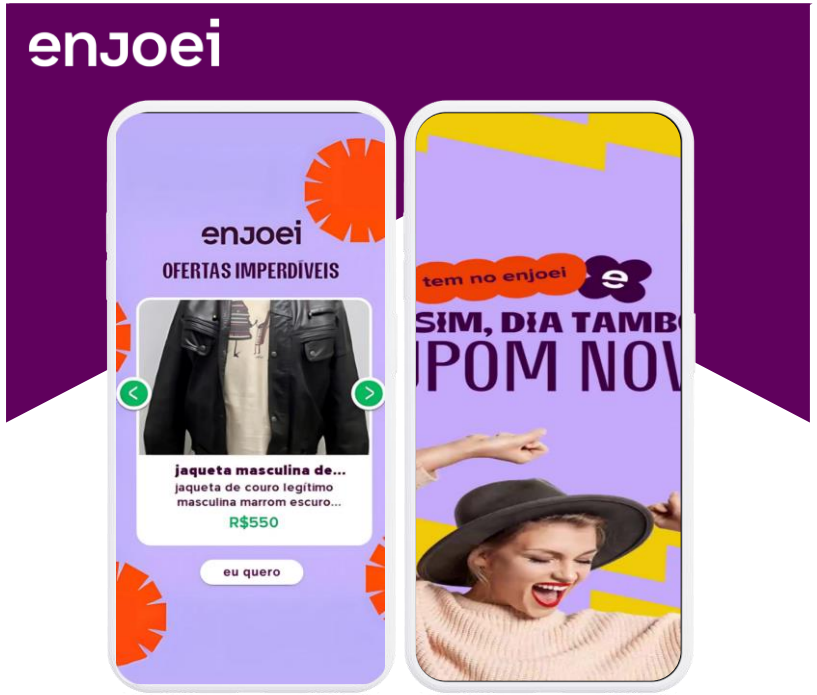
Affle Consumer Platform Solutions

enjoei partnered with Affle's Consumer Platform for App Retargeting, leveraging our machine learning technology and creative expertise to reach their ambitious ROAS goal:

- **Predictive bidding for higher ROI:** Our machine learning algorithms identified and engaged customers most likely to convert, maximizing enjoei's return on investment.
- **Dynamic creatives at scale:** Dynamic Product Ads allowed enjoei to showcase their extensive catalog by automatically generating and testing multiple ad variations.
- **Expanded reach across premium supply:** Our dedicated Creatives effectively adapted enjoei's assets to scale across high-quality placements across all inventory types.

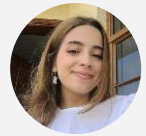
Results

- **171% increase** in new buyers (Jan-Feb '25 vs Oct-Nov '24)
- **233% growth** in Gross Merchandise Value (Jan-Feb '25 vs Oct-Nov '24)
- **76% increase** in purchase value (Feb'25 vs Jan'25)



"Jampp has become a key partner in our Retargeting efforts. With the assistance of their expert team, we are increasingly scaling our campaigns and exceeding our established goals."

Gabriela Cimino,
Digital Marketing Analyst at enjoei



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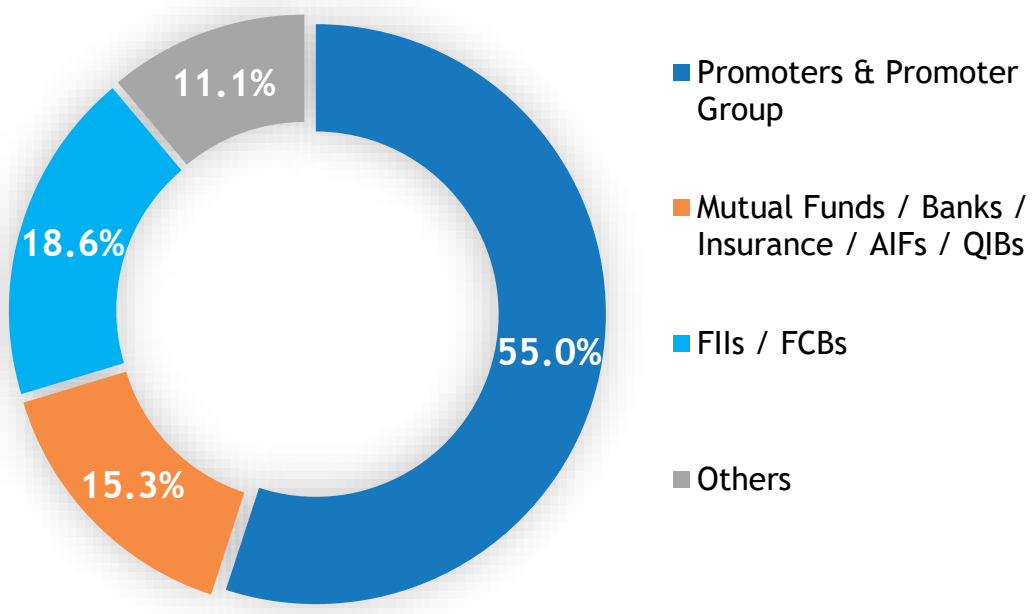
Shareholders Information



Affle | Shareholders Information

Shareholding Pattern (As on March 31, 2025)

***Total Shares Outstanding - 140,496,310**



** Includes 29,000 new equity shares allotted to ESOP trust of Affle 3i Limited for which listing and trading approval was received during the quarter*

Brokerages Covering Affle (Latest)

Institutional Research Desk	Citi Research	Avendus Spark Capital	DAM Capital
	Mirae Research	Anand Rathi	Goldman Sachs
	Ambit Capital	Dolat Capital	B&K Securities
	Elara Capital	Amsec	Dalal & Broacha
HNI / Retail Desk	Sharekhan	ICICI Direct	

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This Presentation should be viewed in conjunction with the Company's financial results as disclosed on the stock exchanges where it is listed and is not intended to be updated for any material developments occurring after the date of the Presentation.

The Presentation includes certain non-GAAP / non-Ind AS financial measures and operational key performance indicators ("KPIs") including but not limited to EBITDA, CPCU data, vertical-wise split, geographic data, client data and number of connected devices, which are unaudited and may be derived from internal management reports. These metrics are intended to offer additional insight into our operating performance, as monitored by our management and Board of Directors, and are based on internal methodologies developed to support strategic and operational decision-making. These methodologies may involve judgments, estimates, and assumptions that are intended to reflect the evolving nature of the business and its priorities. As such, these metrics may not be prepared in accordance with standardized accounting principles and may not be comparable to similarly titled measures presented by other companies.

Certain statements in this Presentation are forward-looking in nature and reflect management's current views, plans, or expectations. These are based on various assumptions and involve known and unknown risks and uncertainties, which may cause actual results to differ materially from those expressed or implied. Such statements should not be regarded as guarantees of future performance, and undue reliance should not 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.

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investor.relations@affle.com