

AIL/PR/2024-25/01

August 3, 2024

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: Earnings Press Release on the unaudited Consolidated Financial Results of the Company for the first quarter ended June 30, 2024

Dear Sir/ Madam,

In accordance with Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the Earnings Press Release on the unaudited Consolidated Financial Results of the Company for the first quarter ended June 30, 2024.

Submitted for your information and records.

Thanking you,

Yours Faithfully,
For Affle (India) Limited

Parmita Choudhury
Company Secretary & Compliance Officer

Affle (India) Limited

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Press Release

Affle reports strong performance for Q1 FY2025

Revenue growth of 27.8% y-o-y | Profit (PAT) growth of 30.8% y-o-y

August 3, 2024: Affle (India) Limited, a consumer intelligence driven global technology company, today announced results for the first quarter ended June 30, 2024.

Consolidated Performance Highlights

Q1 FY2025 Highlights (y-o-y):

- Revenue of Rs. 519.5 crore, an increase of 27.8% y-o-y
- EBITDA of Rs. 104.7 crore, an increase of 34.0% y-o-y
- Profit Before Tax (PBT) of Rs. 106.6 crore, an increase of 52.1% y-o-y
- Profit After Tax (PAT) of Rs. 86.6 crore, an increase of 30.8% y-o-y

Affle reported a strong performance for Q1 FY2025 with a consolidated revenue from operations of Rs. 519.5 crore, an increase of 27.8% y-o-y from revenue of Rs. 406.6 crore in Q1 last year. EBITDA stood at Rs. 104.7 crore, an increase of 34.0% y-o-y. EBITDA margin stood at 20.1%, an increase of 93 basis points on a y-o-y basis. PAT increased by 30.8% y-o-y to Rs. 86.6 crore from Rs. 66.2 crore in Q1 last year. PAT margin stood at 15.9% in Q1 FY2025. This growth was broad-based coming across India and International markets.

The CPCU business noted strong momentum delivering 9.1 crore converted users in Q1 FY2025, and the CPCU Revenue stood at Rs. 517.7 crore, an increase of 37.0% y-o-y. The top industry verticals for the company continued to show favourable momentum, helping it register a robust growth anchored on the CPCU business model and disciplined focus on higher profitability with operating margin expansion on a y-o-y basis.

In Rs. Crore	Q1 FY2025	Q1 FY2024	Y-o-Y Growth
Revenue	519.5	406.6	27.8%
EBITDA	104.7	78.1	34.0%
Profit After Tax	86.6	66.2	30.8%
% PAT Margin	15.9%	15.9%	

Commenting on the results, Anuj Khanna Sohum, the MD and CEO of Affle said:

“We continue to exceed our performance targets, with Q1 FY2025 marking yet another quarter of significant growth having achieved our highest quarterly revenue run-rate, highest EBITDA and consumer conversions till date. Mirroring the previous quarter growth trends, this period also witnessed persistent increase in digital advertising spends powered by our unique ROI-linked CPCU business model, coming across our markets and key industry verticals.

This performance was a result of our strategic efforts to consolidate all our business and platform operations into a unified, fully-integrated unit, further augmenting our consumer-centric platform offerings. We continued to deepen our market penetration through strategic enhancements in our Affle2.0 Consumer Platform Stack, including the responsible integration and rollout of GenAI-powered solutions, underpinned by our extensive GenAI patent portfolio.

We remain optimistic of the industry trends and are well-positioned to maintain our strong growth momentum, continuing to deliver value and achieve exceptional results for all our stakeholders.”

About Affle

Affle is a global technology company with a proprietary consumer intelligence platform that delivers consumer recommendations and conversions through relevant Mobile Advertising. The platform aims to enhance returns on marketing investment through contextual mobile ads and also by reducing digital ad fraud. Through its end-to-end platform capabilities, Affle powers integrated consumer journeys for marketers to drive high ROI, measurable outcome-led advertising and deliver online & offline user conversions across connected devices.

Affle (India) Limited successfully completed its IPO in India in 2019 and 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, Bennett Coleman & Company (BCCL) amongst others.

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