



June 13, 2026

AFFLE/SE/2026-27

To

<b>BSE Limited</b> <b>Phiroze Jeejeebhoy Towers,</b> <b>Dalal Street, Mumbai 400 001</b>	<b>National Stock Exchange of India Ltd</b> <b>Exchange Plaza, 5th Floor, Plot No. C-1, G</b> <b>Block, Bandra Kurla Complex, Bandra (East),</b> <b>Mumbai - 400 051</b>
<b>Scrip Code: 542752</b>	<b>Symbol: AFFLE</b>

**Re: Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Dear Sir/ Madam,

This is to inform you that step-down subsidiary of the Company has entered into transaction as mentioned below:

The Company, through its wholly owned step-down subsidiary Affle MEA FZ-LLC (“AMEA”) (subsidiary of Affle International Pte. Ltd.) has entered into a definitive Asset Purchase Agreement to acquire AdColony Assets (“Assets”) from Digital Turbine, Inc. “DT (NASDAQ: APPS)” registered in the United States of America. As part of the transaction, all the strategic Assets, including the AdColony SDK for iOS and Android devices, tech platform, existing integration with in-app publishers and mediation platforms, the brand name, domain and the goodwill exclusively related to Assets, will be acquired by AMEA (“Asset Purchase”).

The details required in terms of Regulation 30 read with SEBI Master Circular No. HO/49/14/14(7)2025 - CFD-POD2/I/3762/2026 dated January 30, 2026, are given in **Annexure A**.

Submitted for your information and records.

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](http://www.affle.com); CIN: L65990DL1994PLC408172

**Annexure A**

<b>S. No.</b>	<b>Particulars</b>	<b>Details</b>
1.	Name of the target entity, details in brief such as size, turnover etc.;	AdColony Assets (asset purchase from Digital Turbine, Inc.) - on a slump sale basis without any customer contracts.
2.	Whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at “arm’s length”;	It is not a related party as on the date of entering into the agreement. Promoters of the Company have no interest in the said Asset purchase. The transaction has been done at Arms' Length Basis.
3.	Industry to which the entity being acquired belongs;	Mobile Advertising Technology
4.	Objects and impact of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the listed entity);	This Investment is strategic for Affle’s consumer platform business.  The strategic Assets acquired have AdColony SDKs (Software Development Kit) for iOS and Android integrated with the publisher ecosystem, leading to an increased number of consumer touchpoints across the integrated consumer journey. This will improve the audience intelligence of the Company’s Consumer Platform and drive conversions for Advertisers.  Further, AdColony is a well-recognised brand name with long-standing relationships / goodwill which can help penetrate the developed markets more effectively.
5.	Brief details of any governmental or regulatory approvals required for the acquisition;	Not Applicable
6.	Indicative time period for completion of the acquisition;	7 Business Days
7.	Consideration - whether cash consideration or share swap or any other form and details of the same;	Fixed Consideration of USD 4.70 million to be paid as upfront cash.
8.	Cost of acquisition and/or the price at which the shares are acquired;	Not Applicable as it is an asset purchase

**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](http://www.affle.com); CIN: L65990DL1994PLC408172

9.	Percentage of shareholding / control acquired and / or number of shares acquired;	Not Applicable as it is an asset purchase
10.	Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief);	<p>AdColony is an ad monetisation platform that connects mobile publishers and advertisers.</p> <p>The strategic Assets acquired will include AdColony SDK for iOS and Android, tech platform, existing integration with in-app publishers and mediation platforms, the brand name, domain and the goodwill exclusively related to Assets. AMEA has worldwide rights to use these Assets.</p> <p>Date of Incorporation: Not Applicable as it is an asset purchase</p> <p>History of last 3 years turnover: Not Applicable as it is an asset purchase</p> <p>Country in which the acquired entity has presence: Not Applicable as it is an asset purchase</p>

**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](http://www.affle.com); CIN: L65990DL1994PLC408172