To

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

Dear Sir/Madam,

Sub: Disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations")

This is to inform that the Company has been granted two new patents in India. These grants add to our expanding tech IP portfolio and augments the performance and effectiveness of our conversion-driven CPCU model, as we further fortify our AI-powered consumer platform stack.

The first patent's subject area is "Method and system for enabling an interaction of a user with one or more advertisements within a podcast" through multi-modal voice and gesture based inputs. The system intelligently analyzes podcast content, advertisement data, real-time device signals as well as demographic and behavioural data to identify high-intent interaction triggers and facilitate unique engagement modes by leveraging ML-driven contextual mapping. Going beyond passive audio ad exposure, the system transforms listening into a voice and gesture based engagement-oriented experience to drive new and repeat user conversions for advertisers.

The second patent's subject area is "Method and system to detect advertisement fraud". It relates to a computer-implemented framework for real-time identification, validation and mitigation of fraudulent activities across the digital advertising ecosystem. The system introduces proactive strategies such as honeypots, zero-pixel, blurred, and non-human clickable items, to identify and trap non-human engagements. It also introduces an intelligent framework that analyzes user demographic and action-based behavioural data to detect artificially generated or suspicious engagements, thereby distinguishing genuine human interactions from intelligent machine based bot-driven activity or manipulated activity.

By leveraging AI/ML, it further validates suspicious engagements and evaluates user interactions, providing real-time notifications to advertisers and blocking of fraudulent sources, to significantly enhance quality of conversions across connected devices from genuine authentic engagements.

We now have 18 unique patents granted out of our total IP portfolio of 39 unique patents with about 300 enforceable patent claims as on date. Our robust patent portfolio underscores our continued focus on developing innovative technologies and enhancing our competitive moat by ensuring future readiness and future proofing of our AI-powered consumer platform stack.

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; CIN: L65990DL1994PLC408172