



AIL/SE/PR/2021-22/06

October 29, 2021

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 SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/ Madam,

Pursuant to the abovementioned Regulations, please find enclosed the copy of Press Release titled **“Affle’s Appnext Platform recognized as the top performer across multiple categories in the latest edition of the AppsFlyer Performance Index.”**

Submitted for your information and records.

Thanking you,

Yours Faithfully,
For Affle (India) Limited

Parmita Choudhury
Company Secretary & Compliance Officer

Encl: As above

Affle (India) Limited

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Press Release

Affle's Appnext Platform recognized as the top performer across multiple categories in the latest edition of the AppsFlyer Performance Index

Appnext ranked as #1 non-Self Reporting Network (SRN) platform globally on AppsFlyer Retention Index for Non-Gaming Android apps

October 29, 2021: Affle (India) Limited, the global consumer intelligence technology company, today announced winning **81** recognitions across categories and geographies in the latest edition of the AppsFlyer Performance Index. On Android, which is the most dominant mobile OS, Affle's [Appnext](#) Platform was recognized as the **#1** non-Self Reporting Network (SRN) platform globally on AppsFlyer Retention Index in the Non-Gaming categories. It was also ranked amongst the **Top 5** platforms across multiple categories for Non-Gaming Android apps in the IAP (In-App Purchase) Index, which recognizes the platform's ability to engage vast numbers of paying users on a global scale when measuring its performance.

Appnext delivered exceptional results to take the **#2 spot** as an independent platform for Southeast Asia, **#3** for Africa and **#6** for Eastern Europe in the Growth Index, which measures the fastest growing media sources in the region. Appnext has cemented its reputation as one of the leading marketing platforms globally, basis these prestigious rankings.



Talking about it, **Elad Natanson, CEO of Appnext** said “We are highly encouraged by the recognitions earned by Appnext in the recent AppsFlyer Index and are thankful to our customers for consistently adopting us as their no. 1 independent (non-SRN) mobile marketing platform. With an end-to-end technology-driven offering from Appnext, we strive to offer innovative discovery solutions that place advertisers apps and services in front of valuable users, at a significant scale. Appnext is dedicated to further accelerate this journey, enabling mobile OEMs, operators and advertisers to better engage with their users, improve customer experiences and build greater brand loyalty.”



Commenting on this development, **Anuj Khanna Sohum, the Chairman, MD and CEO of Affle** said, “I am incredibly proud of Appnext for such inspiring wins and standing out as the leading independent (non-SRN) platform globally that fundamentally transforms mobile ads into on-device and in-app consumer recommendations, delivering conversions spanning the entire consumers' online journey. I also congratulate our Jampp platform teams for featuring amongst the Top-10 on the SKAN Index (iOS) as well as RevX for being amongst the top scorers

in the Remarketing Index of AppsFlyer. Our growth is anchored on the loyalty of our customers across all growth industry verticals and our position in the ecosystem as the preferred mobile marketing platform across global emerging markets and beyond.

On iOS, where the recent iOS14.5 related changes required many updates to comply with SKAN, Affle's [Jampp](#) Platform was rated amongst the **Top 10** platforms globally on the SKAN Index Power Rankings. On the Remarketing Index, Affle's [RevX](#) and [Jampp](#) Platforms scored highly and ranked amongst the **Top 10** in several fast growing strategically important regions like APAC & LATAM. RevX platform was recognised as the **#1** independent platform for Remarketing in APAC (non-gaming) with an overall category rank of **#6** after Facebook, Google, Twitter and Kakao platforms.

About AppsFlyer Performance Index

The AppsFlyer Performance Index is a comprehensive measurement of mobile advertising. The latest edition of Performance Index XIII measured 623 media sources with a minimum of 50,000 installs per media source, analysed data from 33 billion app installs, 55 billion apps opens across 17,000 apps.

About Appnext

Appnext is an independent app discovery platform, offering the only recommendation engine on the market, encompassing both in-app and on-device discovery. Appnext discovery platform powers over 6B daily app recommendations via over 20+ interactions along users' daily mobile journey. Through its direct partnerships with top OEMs, operators and app developers, Appnext creates a discovery experience in over 10,000 mobile touchpoints. As of June 2020, Appnext is part of the Affle group.

Learn more about [Appnext's solutions](#)

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, enablement of O2O commerce and through its customer data platform.

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, Bennett Coleman & Company (BCCL) amongst others.

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