

Affle (India) Limited

Investor Day 2021

December 13, 2021

A large, stylized globe is positioned on the right side of the slide. The globe is composed of a grid of blue dots of varying sizes, creating a digital or network-like appearance. It is set against a background of light blue and purple wavy lines and a network of white dots connected by thin lines.

POWERING

THE CONNECTED

NEXT

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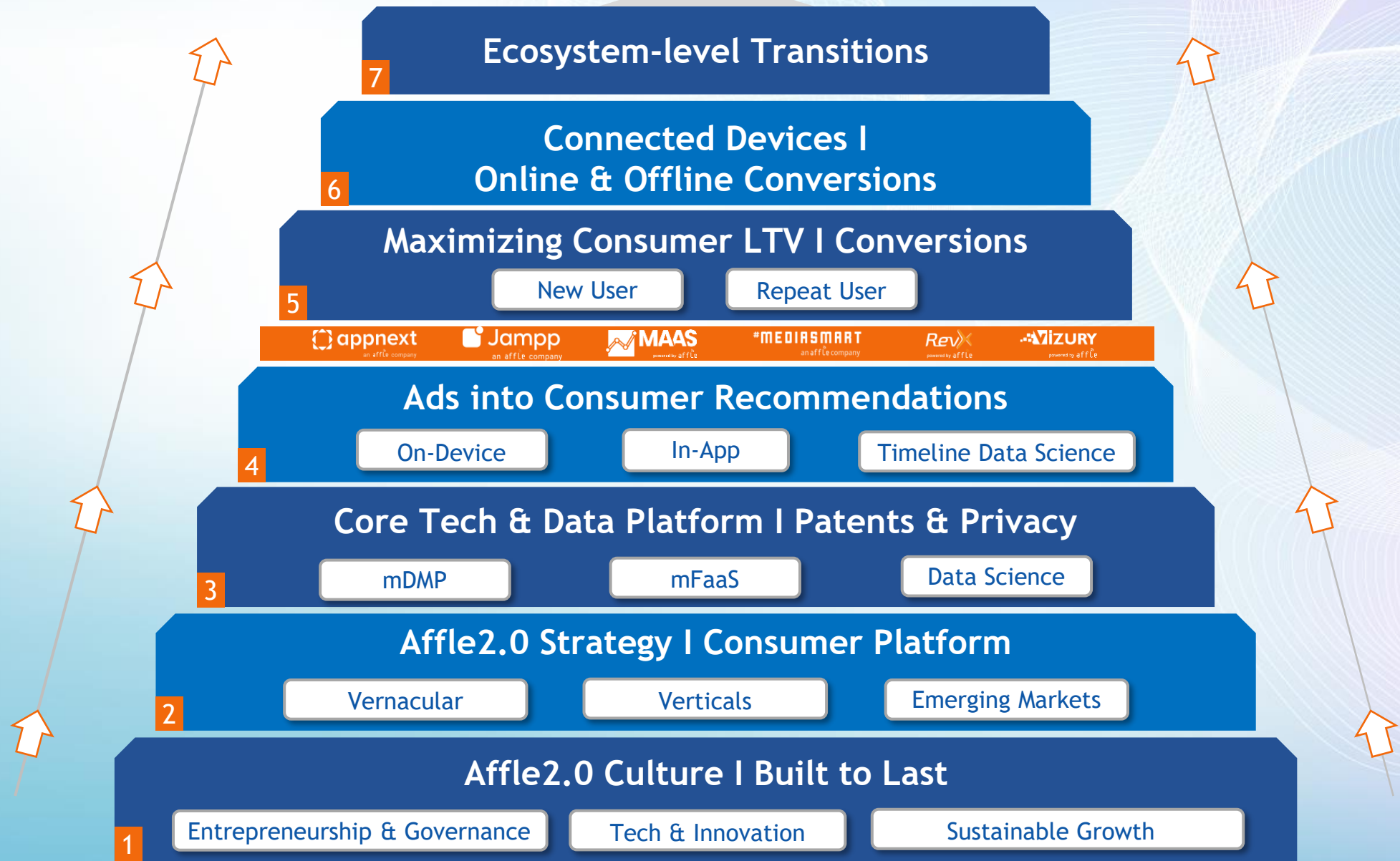
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Affle2.0 Consumer Platform Stack





15+ years
Track record



Global
Reach & opportunity



Performance driven
Business model



Leading
In India



Scalable
Data platforms



Committed
Leadership



High
Growth markets



Positive
Cashflows



Growth driven
Global customer base



Robust
Profitability



Accelerated
Consumer digital adoption



Strategic
Organic & inorganic growth plan

Key Management Team



Anuj Khanna Sohum
Managing Director & Chief Executive Officer
Chairman of the Board



Anuj Kumar
Chief Revenue & Operating Officer
Executive Director



Charles Yong Jien Foong
Chief Architect & Technology Officer



Diego Meller
Co-Founder & Co-CEO (Jampp)



Elad Natanson
Chief Executive Officer (Appnext)



Eran Kariti
Chief Technology Officer (Appnext)



Guillermo Fernandez Sanz
Chief Technology Officer
(Mediasmart)



Kapil Mohan Bhutani
Chief Financial & Operations Officer



Martin Azanco
Co-Founder & Co-CEO (Jampp)



Martje Abeldt
Chief Revenue Officer (RevX)



Noelia Amoedo
Chief Executive Officer (Mediasmart)



Sujoy Golan
Chief of Marketing & Omnichannel Platforms



Vipul Kedia
Chief Data & Platforms Officer



Viraj Sinh
Managing Partner - International

Non-Executive Board Members



Sumit Mamak Chadha
Non-Executive Independent Director



Vivek Narayan Gour
Non-Executive Independent Director



Bijynath
Non-Executive Independent Director



Mei Theng Leong
Non-Executive Director

Advisors to the Board



Richard Alan Humphreys
Advisor of Affle (India) Limited, Director of Affle Holdings Pte. Ltd. (AHPL)



Jay Snyder
Advisor Affle (India) Limited
Independent Observer, On Board of AHPL

Affle2.0 Culture | Tech Innovations & Accreditation



Global Tech IP Portfolio

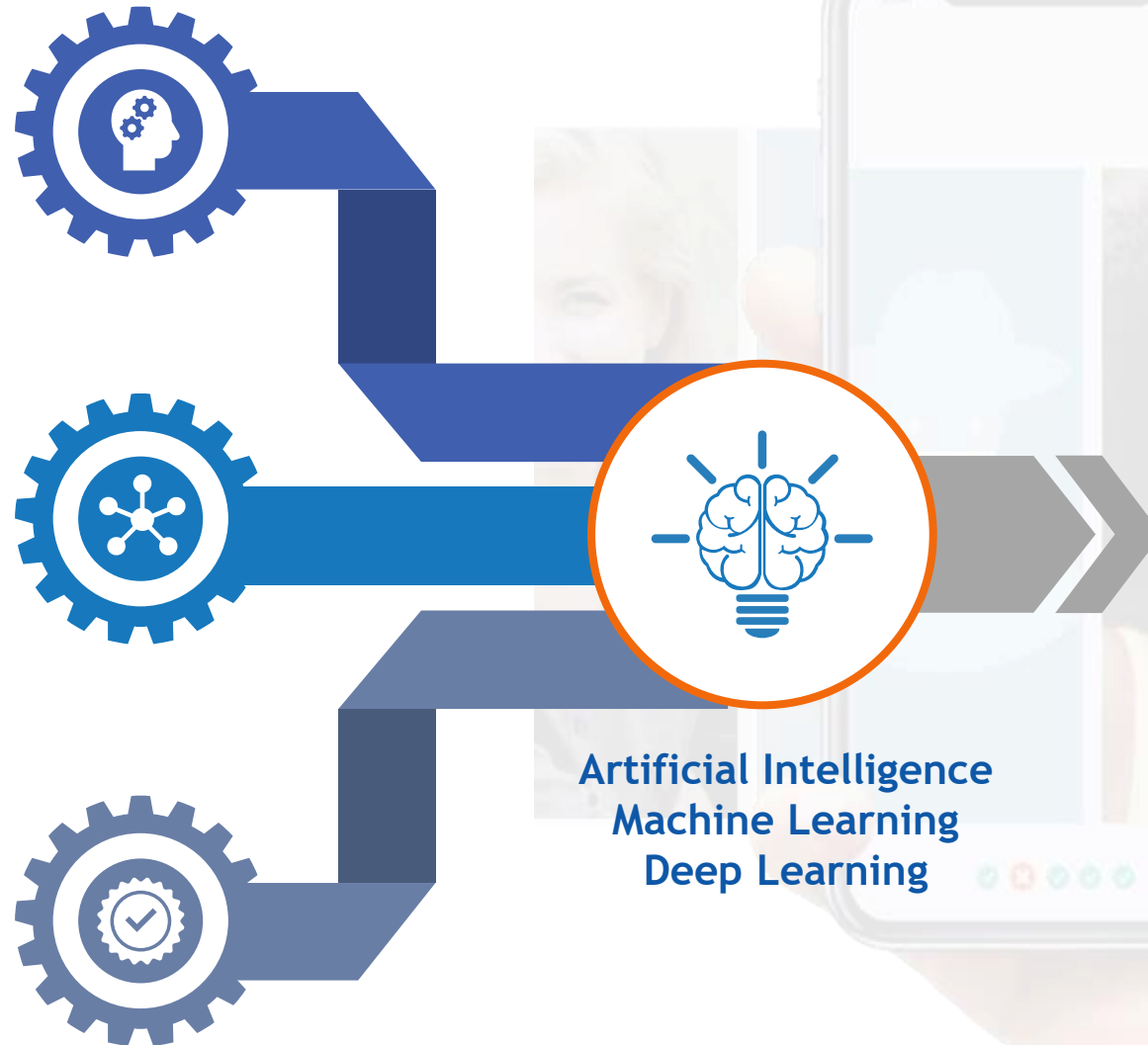
Total 20 Patents with 6 granted in US and 14 other filed across jurisdictions

Award-winning Ad Fraud Detection Platform

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

SGD Accreditation

Affle Platform accredited by IMDA Singapore for 3rd consecutive time in December, 2020



Unified **Consumer Tech** Proposition

2.4bn¹ Connected Devices Reached

15+ years of focused R&D and innovation

Real-time Predictive Algorithm

Powering **Futuristic** Tech Use Cases

Note: 1. For the 12 months period of Oct 1, 2020 to Sept 30, 2021

*mTraction is accredited under the Accreditation@SG Digital (SG:D) programme

Affle2.0 Culture | Tech & Thought Leadership



Affle Celebrates Milestone Wins



Enabling Technology Company of the Year for the 3rd consecutive time



7 Campaign Award Wins



2 Industry Award Wins Enabled



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



THE LEADING NON-SRN PLATFORM = GLOBAL =



MMA | SMARTIES Indonesia 2021



Affle's Platforms Wins Significant Recognitions at MMA Smarties Indonesia 2021



tokopedia | ruang guru

Affle Platforms win **17 AWARDS** at **MOBEXX** SUMMIT | AWARDS



THANK YOU PARTNERS



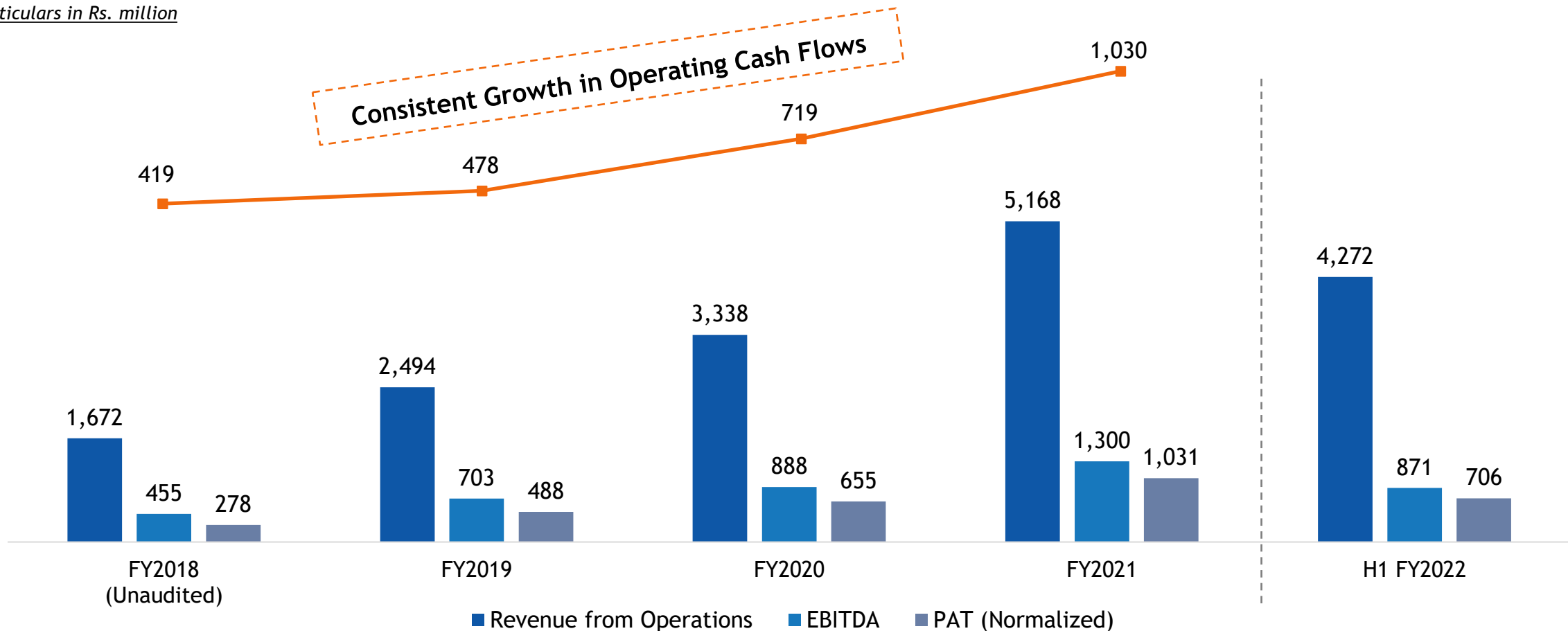
affle
Technology Company of the Year

Affle2.0 Culture | Sustainable Profitable Growth



4-Year CAGR: Revenue 45.7% | EBITDA 41.9% | PAT 54.7%

Particulars in Rs. million



Note: PAT normalized for gain on fair valuation of financial instruments (Refer our respective quarterly earnings presentations for the detailed working)
 FY2021 OCF adjusted for deferred tax liability of Rs. 14.18mn

Affle2.0 Culture | Inclusive ESG Initiatives

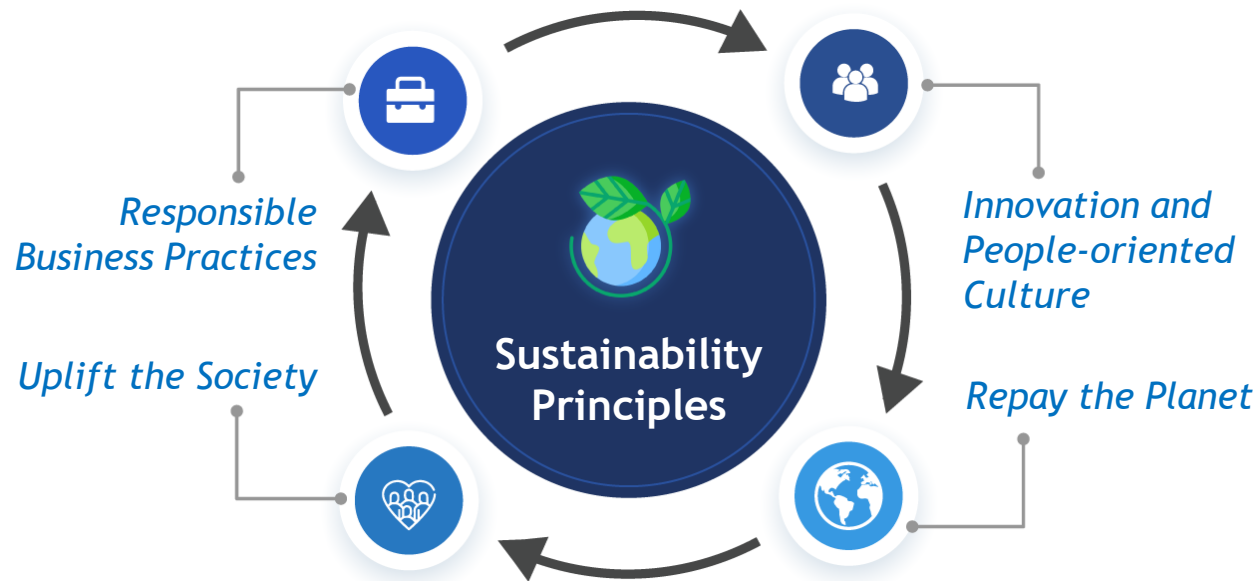
Ranked amongst the leading ESG responsible companies ahead of many Indian IT/Tech Companies by ESGRisk.ai (Indian Rating Company) in its ESG Yearbook 2021

Our Guiding Values

Proactive Adoption of ESG Reporting

Outcomes

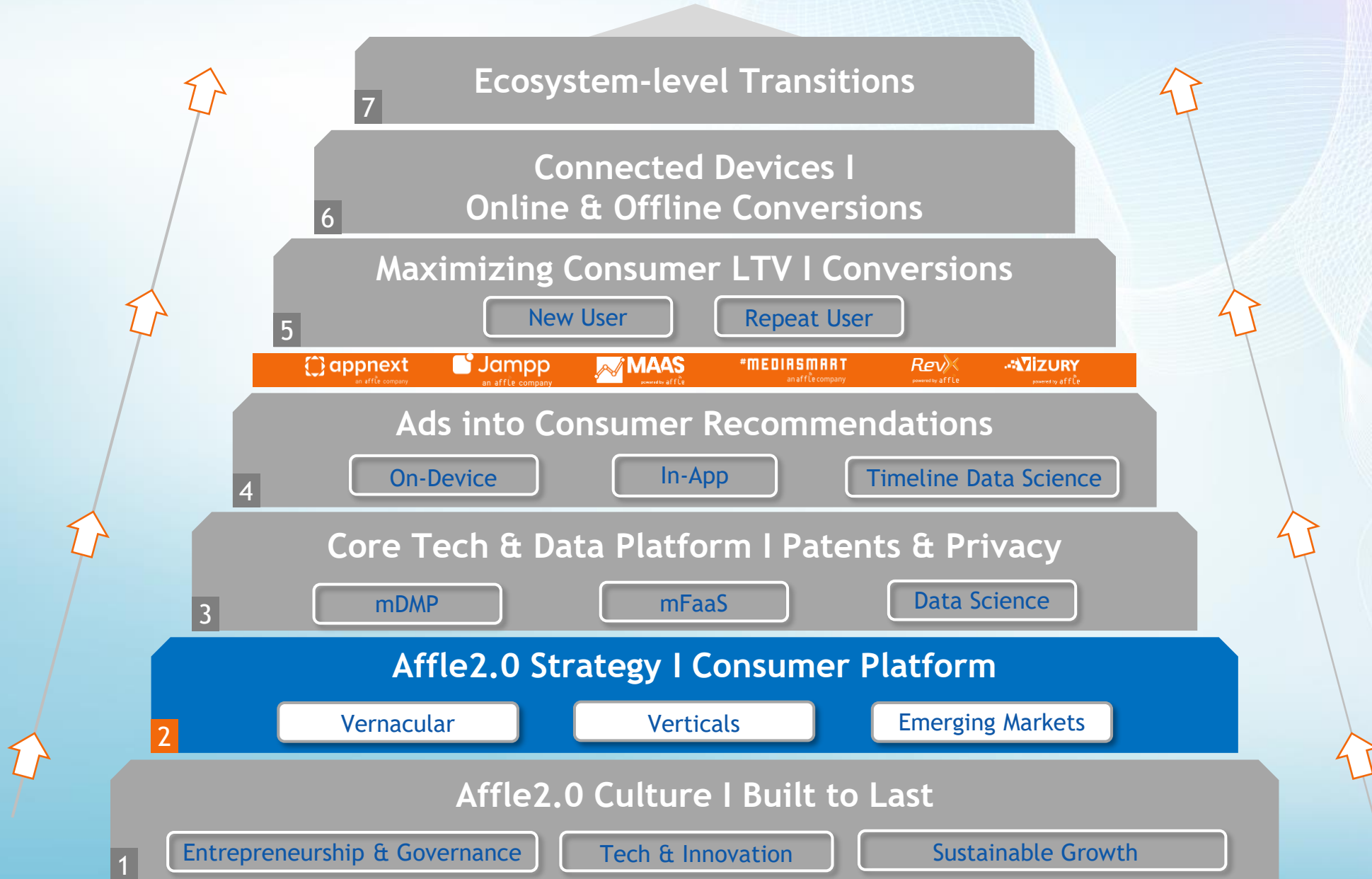
- 1 Innovation
- 2 Agility
- 3 Leadership
- 4 Integrity
- 5 Social Consciousness



- ✓ 531 ESG Score
- ✓ Dedicated ESG Committee
- ✓ 82 GRI Principles & Sub-Factors Reported
- ✓ 10 UNSDG Aligned

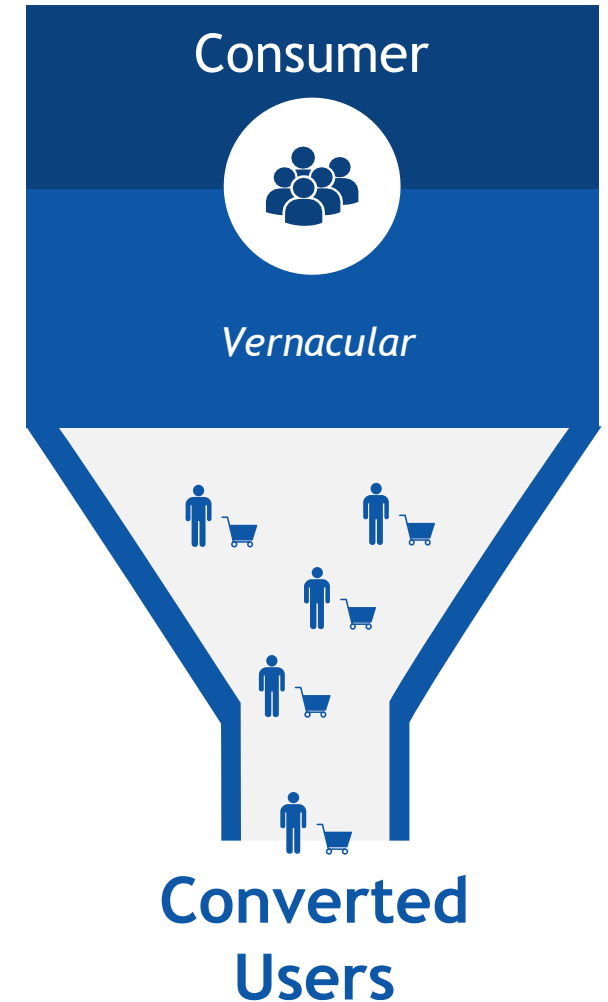
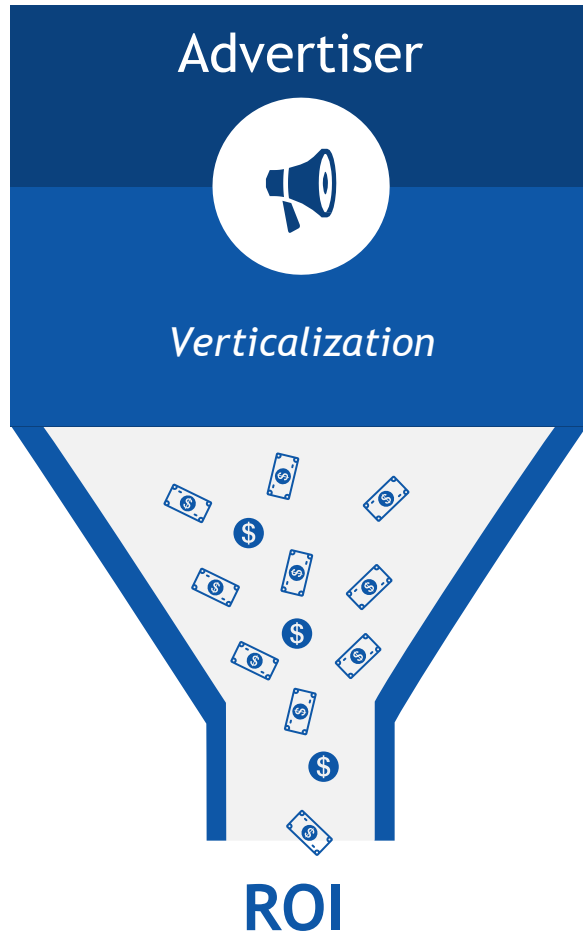
Our 1st Integrated Annual Report 2020-21

Affle2.0 Consumer Platform Stack



Anuj Kumar
Chief Revenue & Operating Officer

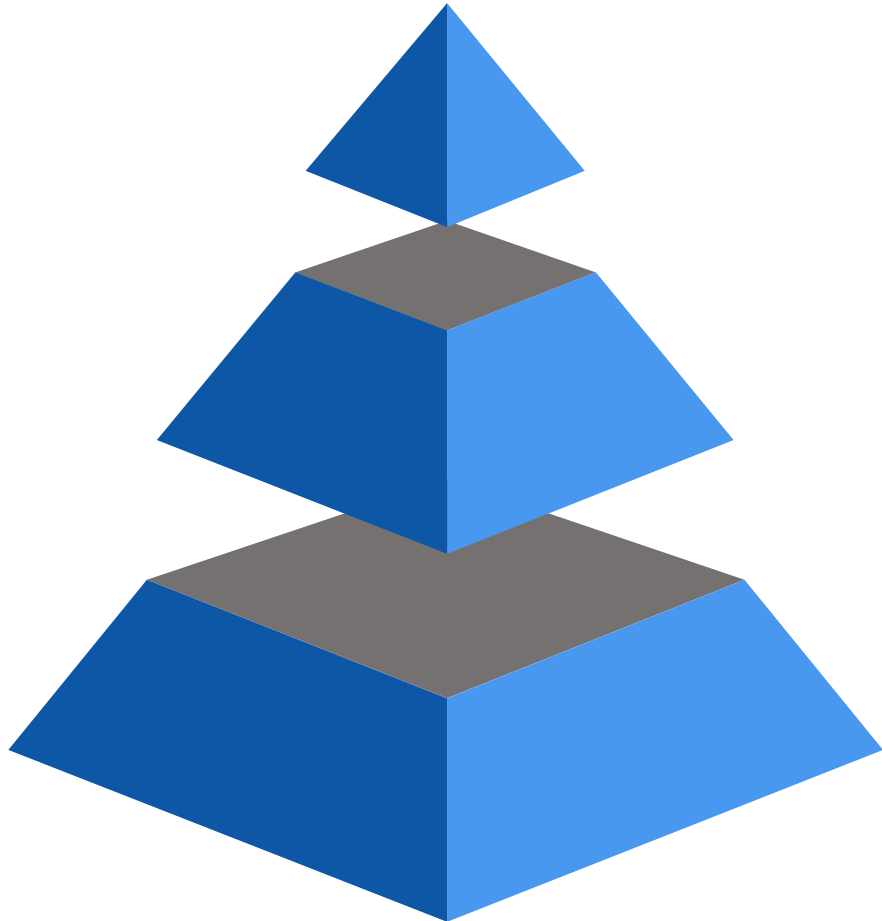
Affle2.0 Strategy | Simplifying & Unifying the Ecosystem



	Converted users (mn)	x	Average CPCU ¹ (INR)	=	CPCU Revenue (INR mn)
FY2021	105.3		40.8		4,294
FY2020	72.3		41.0		2,965

Notes: 1. Cost per converted user (Pricing model for Affle, which is the cost paid by the advertiser)

Affle2.0 Strategy | Three-pronged Growth Framework



Simplify & Unify the Ecosystem



Value & ROI Led Propositions



Verticalized Focus to Maximise Impact

Affle2.0 Strategy | Powering Performance Driven High-ROI CPCU Model



90.2% of Consumer Platform revenue contributed by CPCU model in H1 FY2022 and 9.8% from Non-CPCU



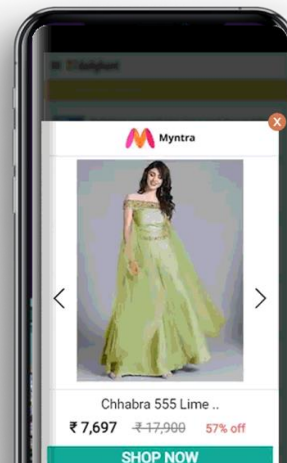
New user conversion (online)



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



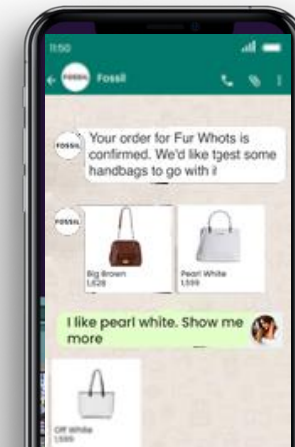
Existing user repeat conversion (online)



Use Case - Target interested consumer to complete the transaction



New/existing user conversion (offline)



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

Affle2.0 Strategy | Targeting High Growth Markets and Industry Segments



Global business anchored in Emerging Markets (IND, SEA, LATAM & MEA)

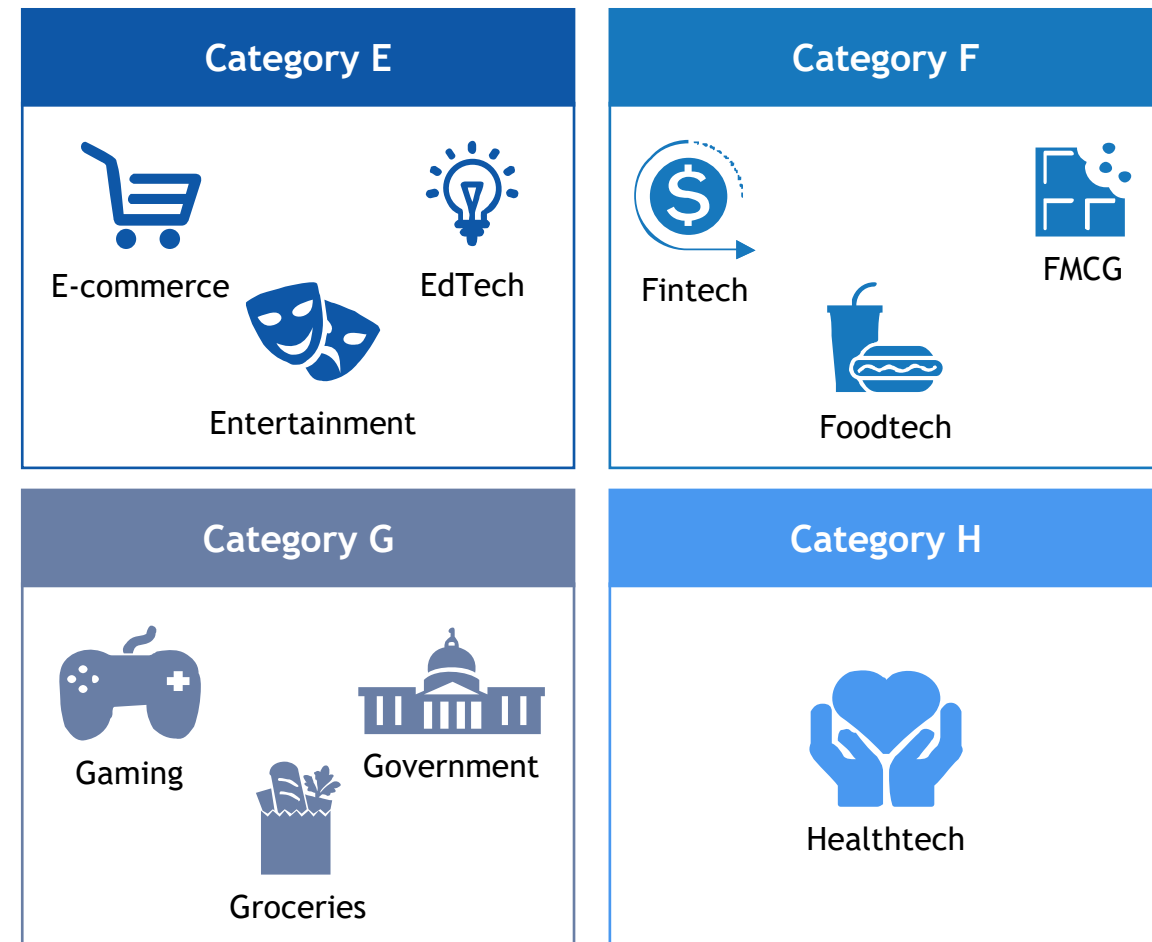
Verticalized approach for leadership within fast growing resilient industry segments



● **Primary markets:**
India, Southeast Asia,
Middle East & Africa
and Latin America

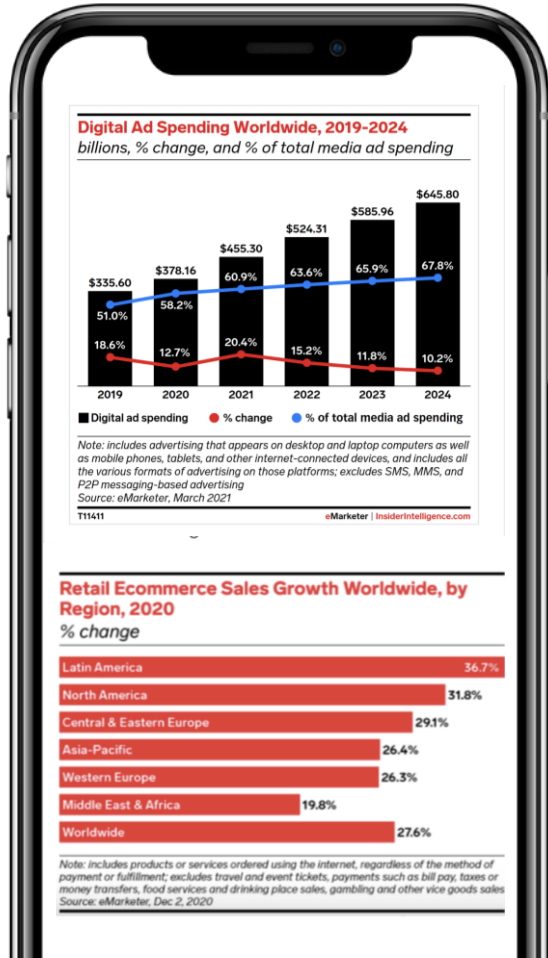
● **Other key markets:**
North America, Europe,
North Asia

 **2.4bn+¹** Connected devices Reached Globally



Note: 1. For the 12 months period of October 1, 2020, to September 30, 2021, on a consolidated basis

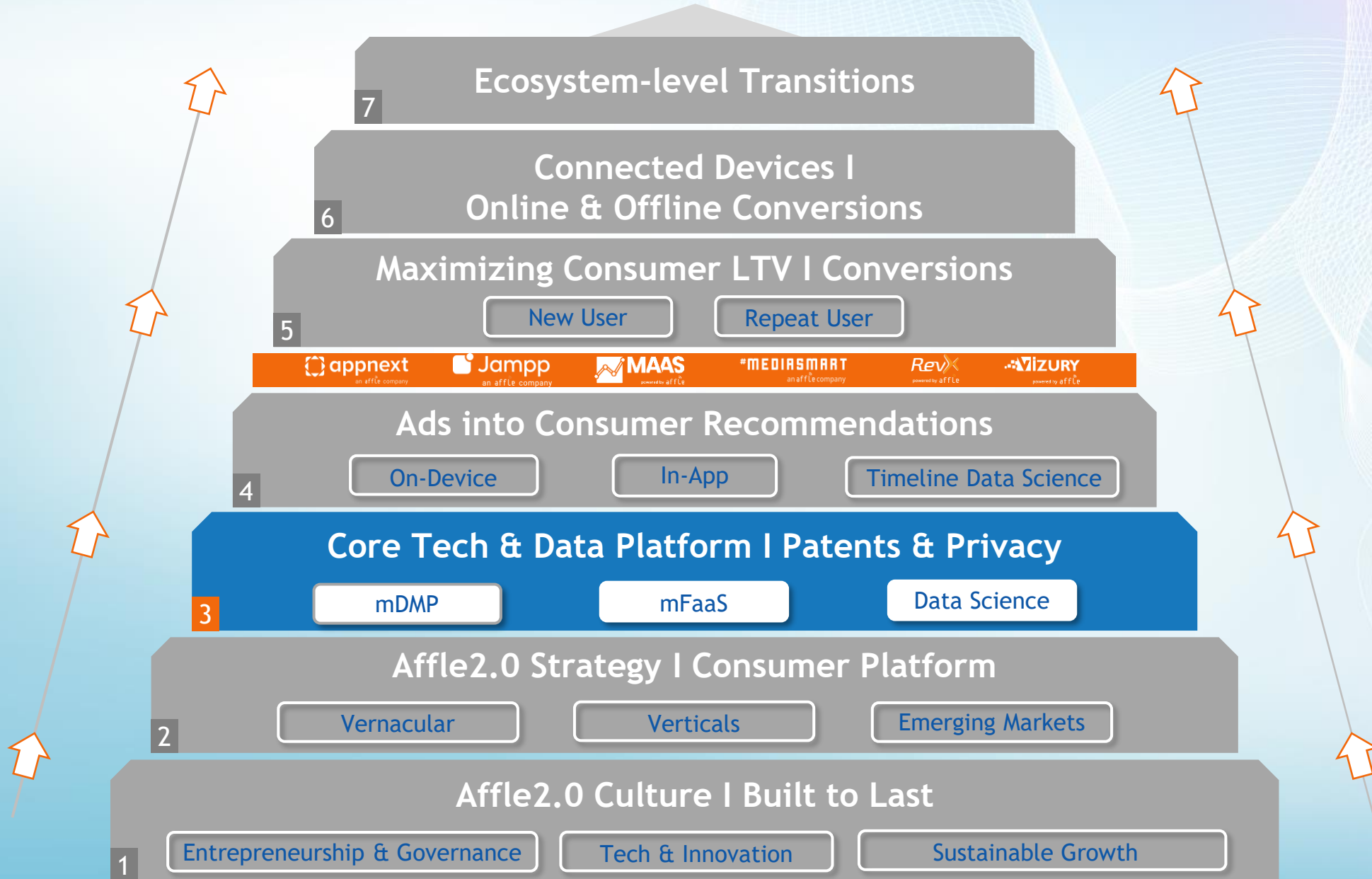
Affle2.0 Strategy | Leveraging upon Strong Macros



- 1 Fast Growing Digital Ad Market**
Global Digital Ad Market to grow by 9% with Emerging markets like India expected to grow at 25-30% together with other emerging markets like SEA & LATAM also exceeding global trends*
- 2 Growing Penetration of Connected Devices**
Only half the world is online with US/UK at ~80% smartphone penetration and Emerging Markets trailing with India 32%, Brazil 51% & Indonesia 59%**
- 3 Rapid Digitization of Existing and New Industry Verticals**
The digital revolution is happening everywhere with existing industry verticals getting disrupted and many new categories and advertisers emerging regularly (Fintech, Healthtech, Edtech etc.)
- 4 Transformation of Commerce**
Rapid growth of online commerce globally forecast to contribute 22% of all commerce by 2024 with equally rapid digital disruptions happening in retail commerce

Source: * eMarketer; **GSMA

Affle2.0 Consumer Platform Stack



Vipul Kedia
Chief Data & Platforms Officer



Charles Yong
Chief Architect & Technology Officer

mDMP - The Enabler of our CPCU Business

Usage Affinity



Who will be the next user?

Intent Affinity



Who will be the next shopper?

Product Affinity



What product will they buy?

2.4Bn+
Connected
Devices

100+
Pre-Defined
Segments

40+
Interest
Categories

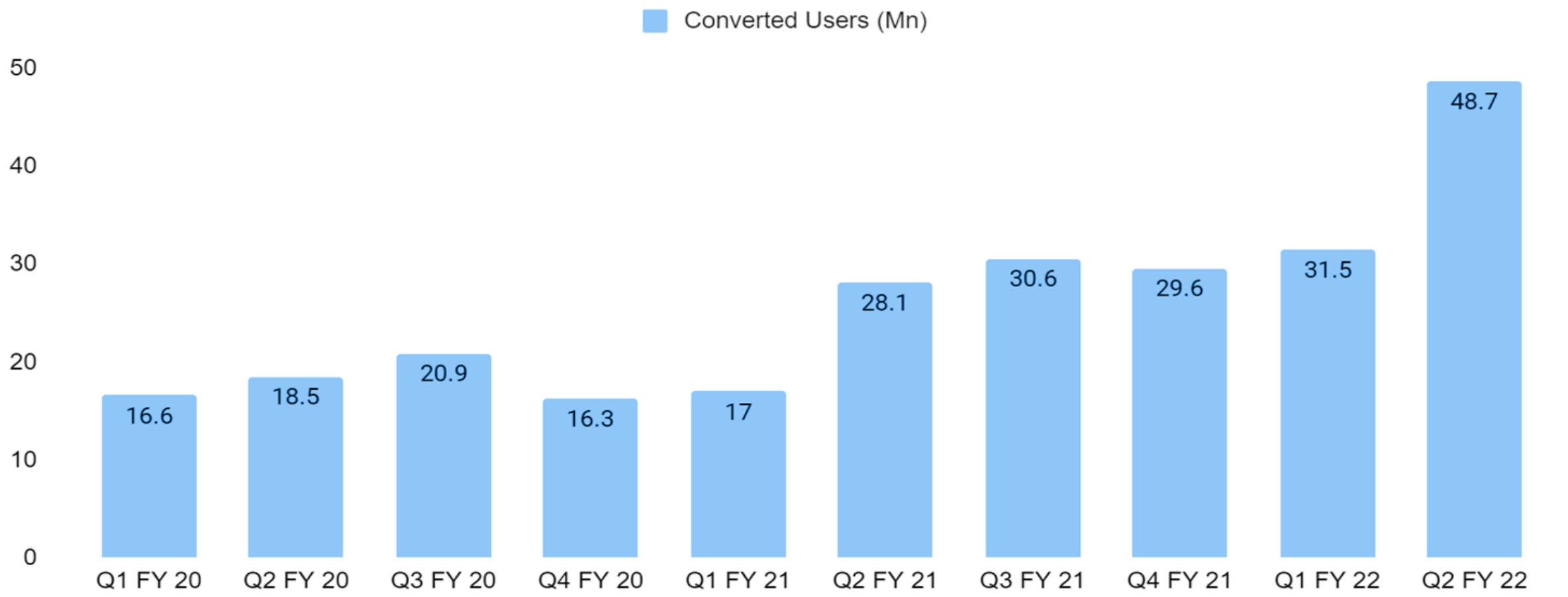
Advanced
AI / ML
Models

Internal
AffleID For
Each Device

Driving Scalable Growth for Our CPCU Business



Converted Users - Consistent Growth over Several Quarters



mDMP in a Nutshell

AUDIENCE

AI/ML PROCESSING
(Good Data)

QUALITY FILTERS
(Bad Data)

EXPERIENCE

INSIGHT



OEMs and Operators

Filtered Raw Data from all Platforms



Direct App Integrations

Prediction of Shoppers vs. Non-Shoppers



Apps via Ad Exchanges

Vertical Affinity Classification

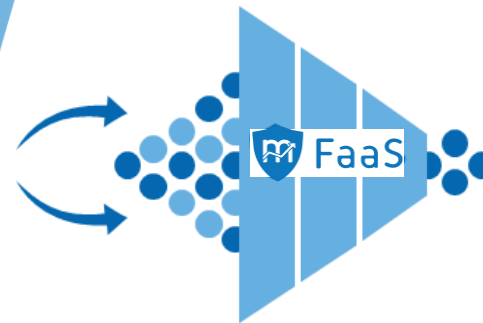


Integration with Walled Gardens

Vernacular Classification



Advertiser Apps



Advanced fraud detection systems to block suspicious traffic

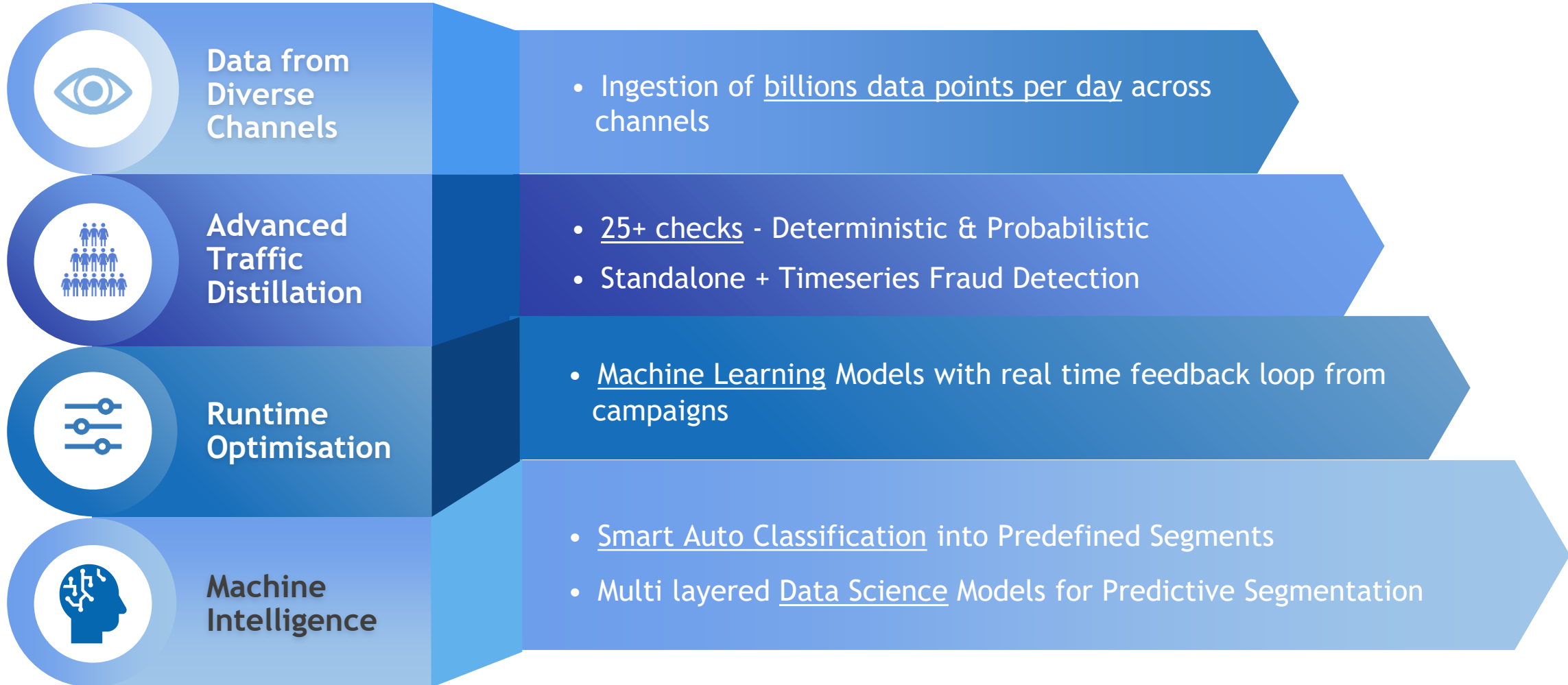


Relevant Ads and App recommendations across relevant placements to maximize conversion probability

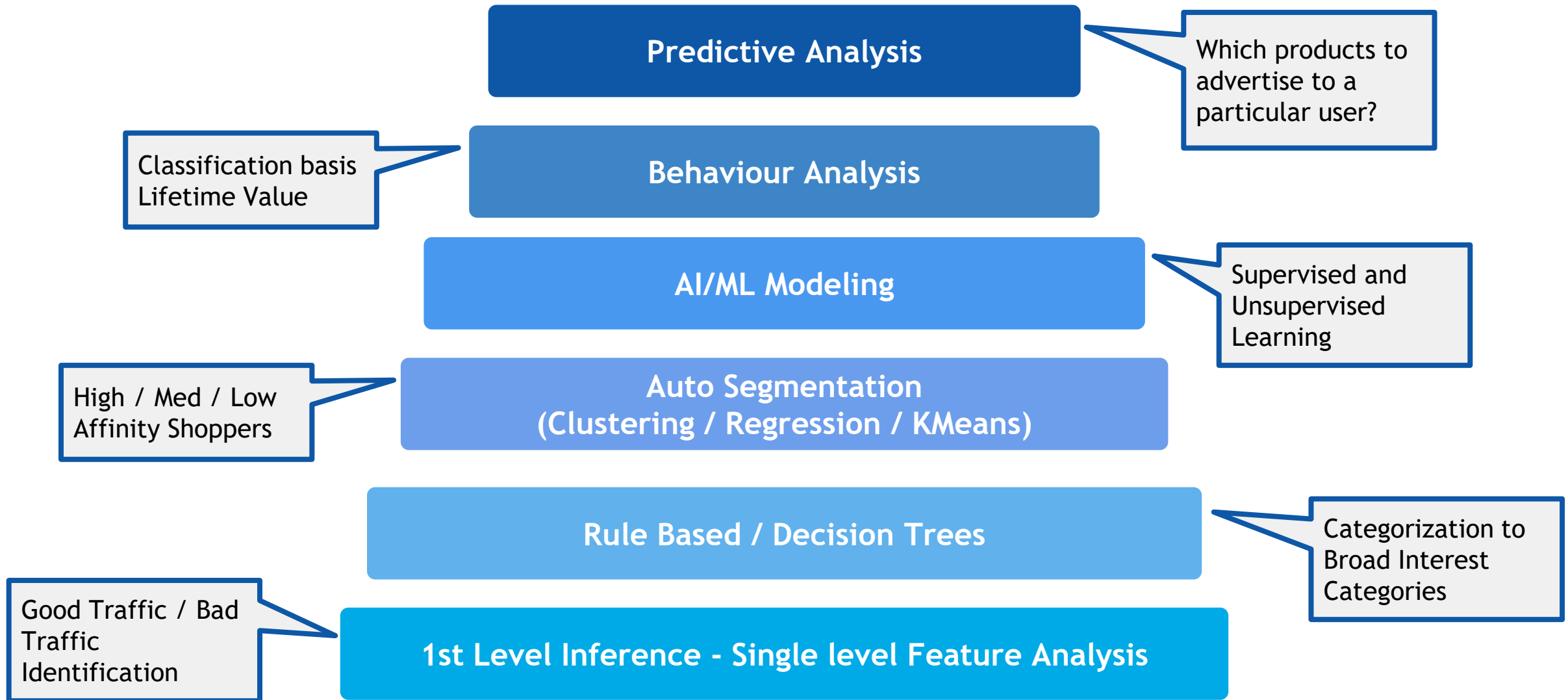


Transparent In-depth analysis across channels for business decisions

Cutting Edge Technology Platforms to Boost ROI



Sophisticated Multi-Layered Intelligence Framework



Sample AI & ML Driven Behavioral Models

Gender Prediction
(MLlib: Random Forest)

Attribution Lift Models
(AB testing/ RL)

MBA Analysis
(Apriori Algo)

Language Affinity
(Topic Models, word embeddings)

Age Prediction
(Xgboost)

Fraud Detection
(Ensemble: Isolation forest)

Affluence Prediction
(Logistic Regression)

Location Affinity
(Heuristic Sparsity mgmt)

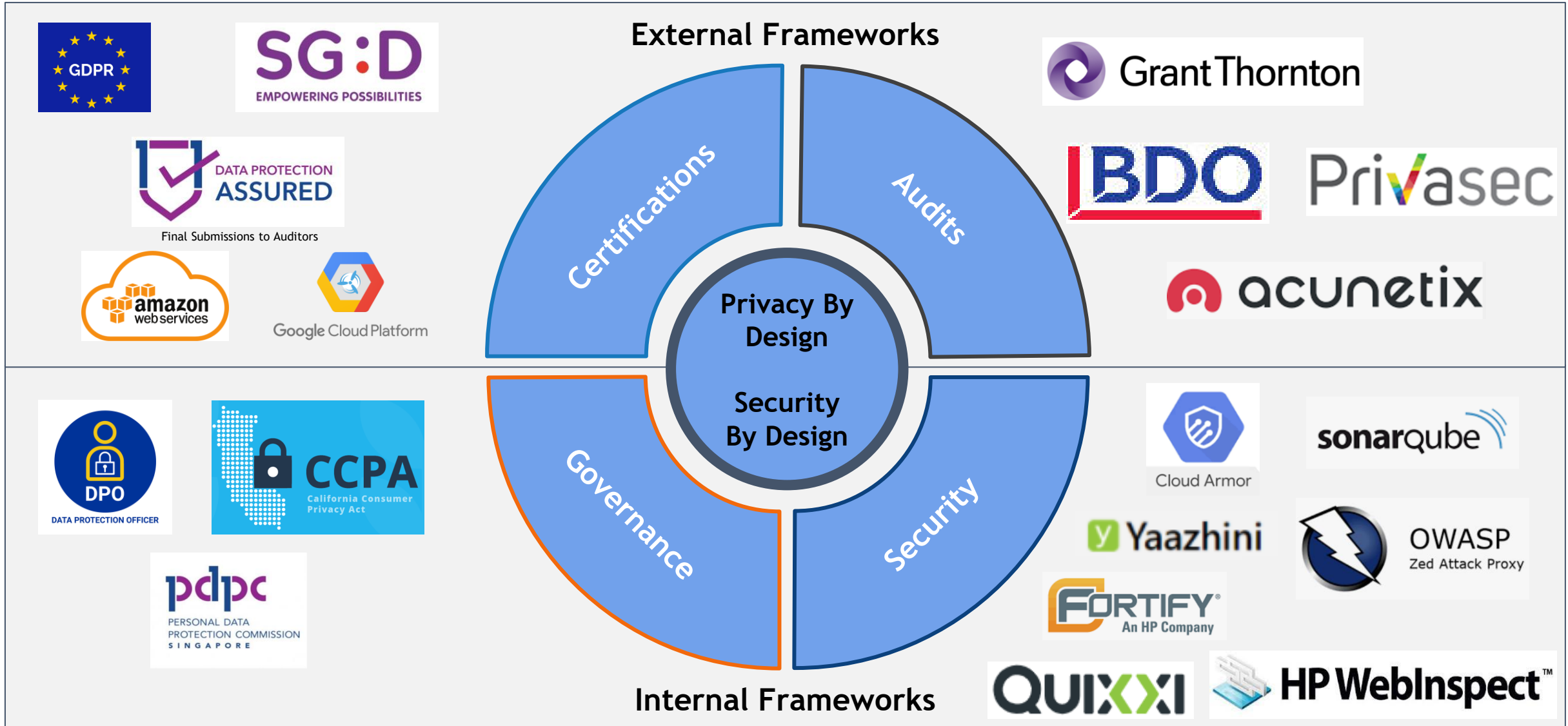
Churn Propensity
(ANN)

Lifetime Value Prediction
(Pareto NBD)

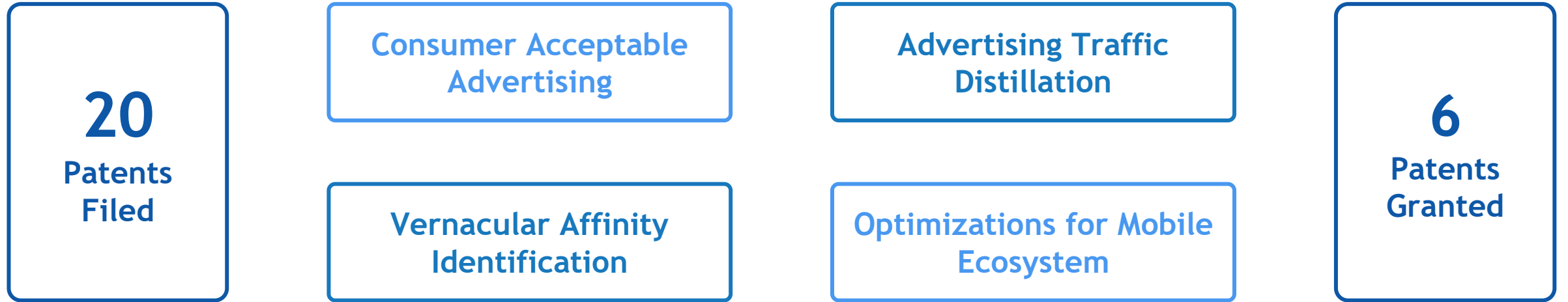
Purchase Propensity
(Logistic regression)

Product Recommendation
(Deep-FM)

Privacy by Design and Data Security



Innovation-led Tech DNA



Multiple Vernacular Detection

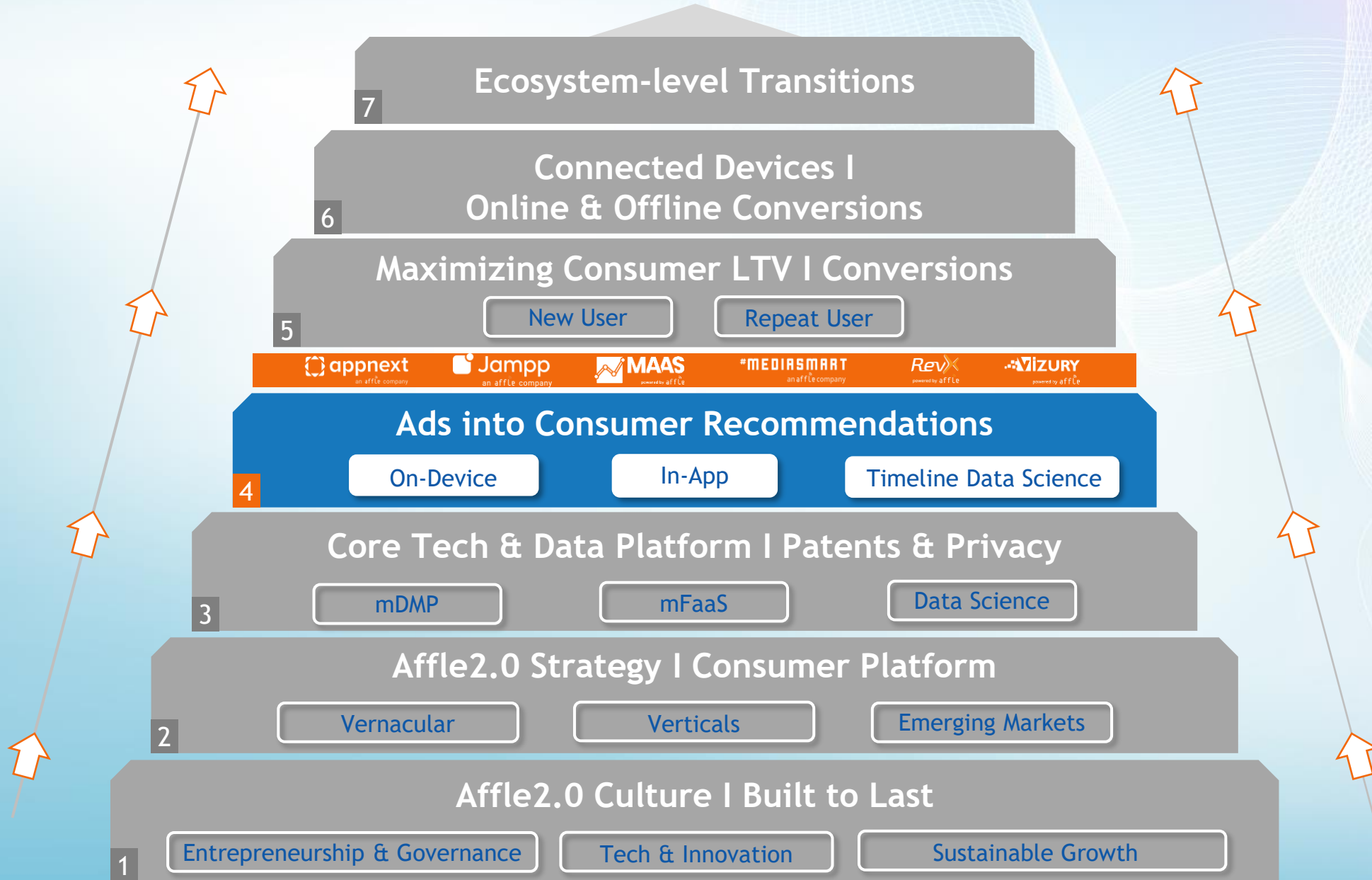


INNOVATION

Engagements in Video / Audio streams



Affle2.0 Consumer Platform Stack



Elad Natanson
Chief Executive Officer
(Appnext)

App Recommendation | At a Glance

End-to-end discovery solutions from the initial device setup and along the users' daily mobile journey



514+
Million

Daily Smartphone
Users

Proven track record
with top OEM brands



18

Average Daily
Interactions

Industry leading
patent technology

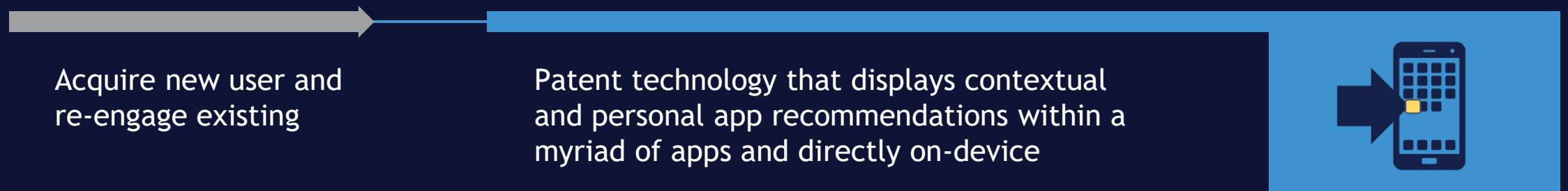
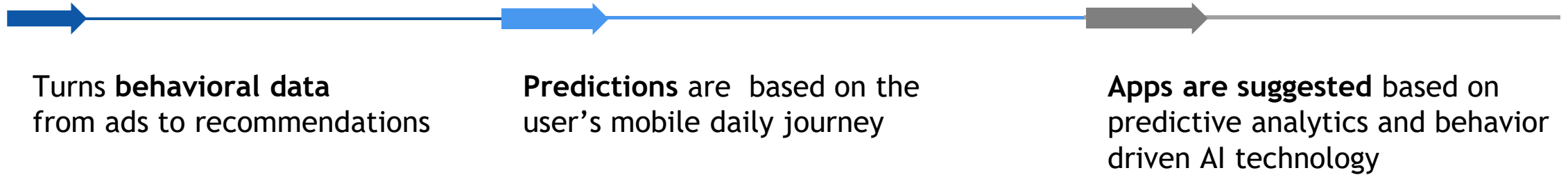


7.2+
Billion

Daily App
Recommendation

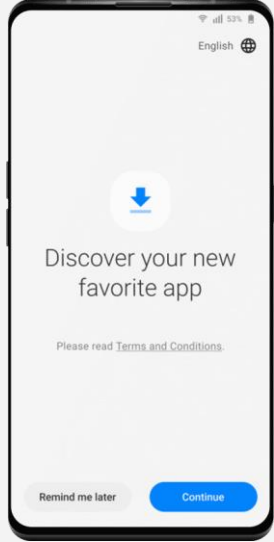
Unique recommendation
engine

App Recommendation 'Timeline' Technology



Continuous Experiences

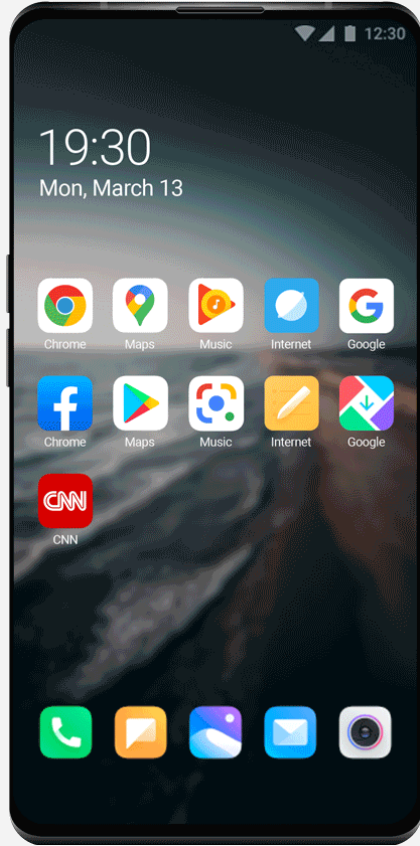
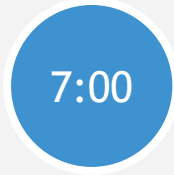
First Experience



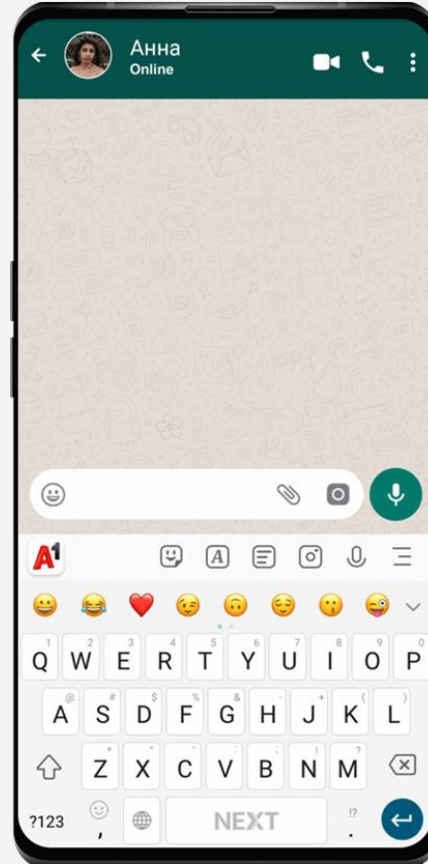
SETUP
PROCESS



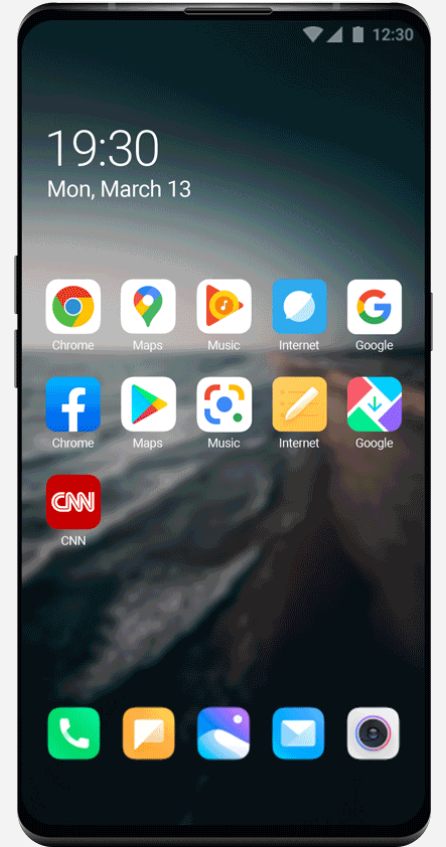
DYNAMIC
PRELOAD



WIDGET



KEYBOARD



MINUS 1
SCREEN

18:00

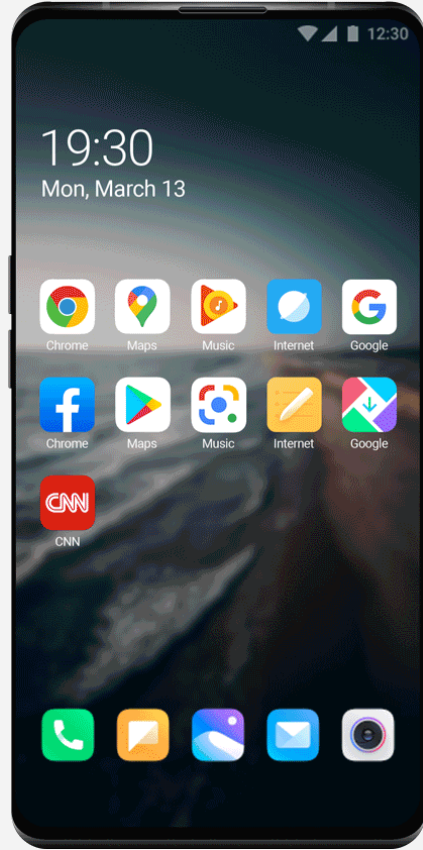
19:30

21:00

22:30



FOLDER



IN-APP DISCOVERY



OEM STORES

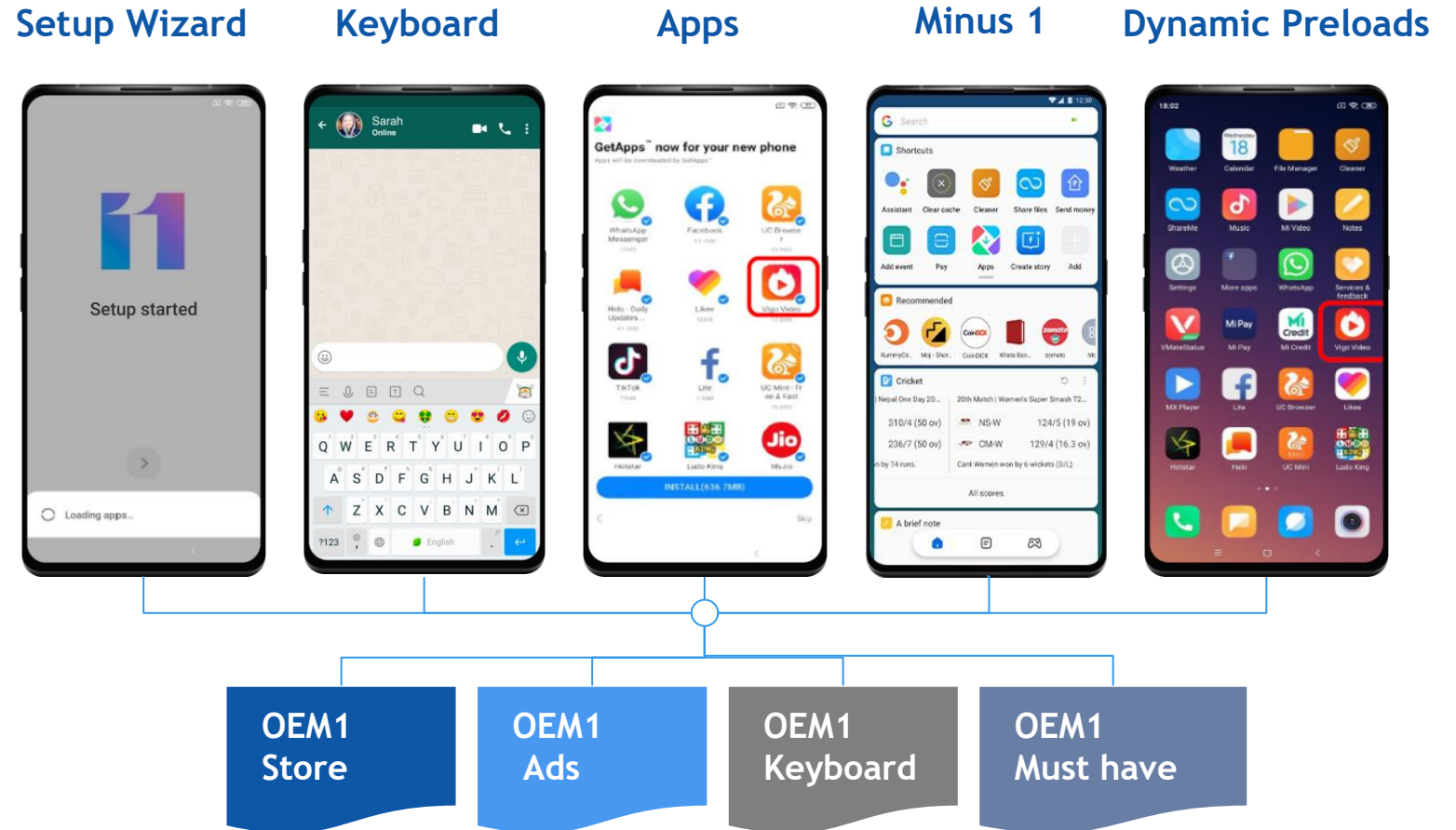


REWARDED DISCOVERY

Use Case: Powering OEM1 Ecosystem

Delivering tech-powered discovery solutions to a leading OEM since 2018

Successfully completed the integration of our recommendation engine into leading OEM devices in India, Southeast Asia and Europe, reaching over **250 million** monthly users internationally, ensuring greater reach, user base growth and faster time to install for its advertisers' clients worldwide



Industry Recognitions



**#1 Non-SRN Platform
Worldwide**
AppsFlyer Performance Index



**#2 Non-SRN Platform
Southeast Asia**
AppsFlyer Performance Index



**#1 Non-SRN Platform
Shopping Vertical on Android**
AppsFlyer Retention Index



**Top 5 Platforms
Across Multiple Categories**
AppsFlyer IAP Index

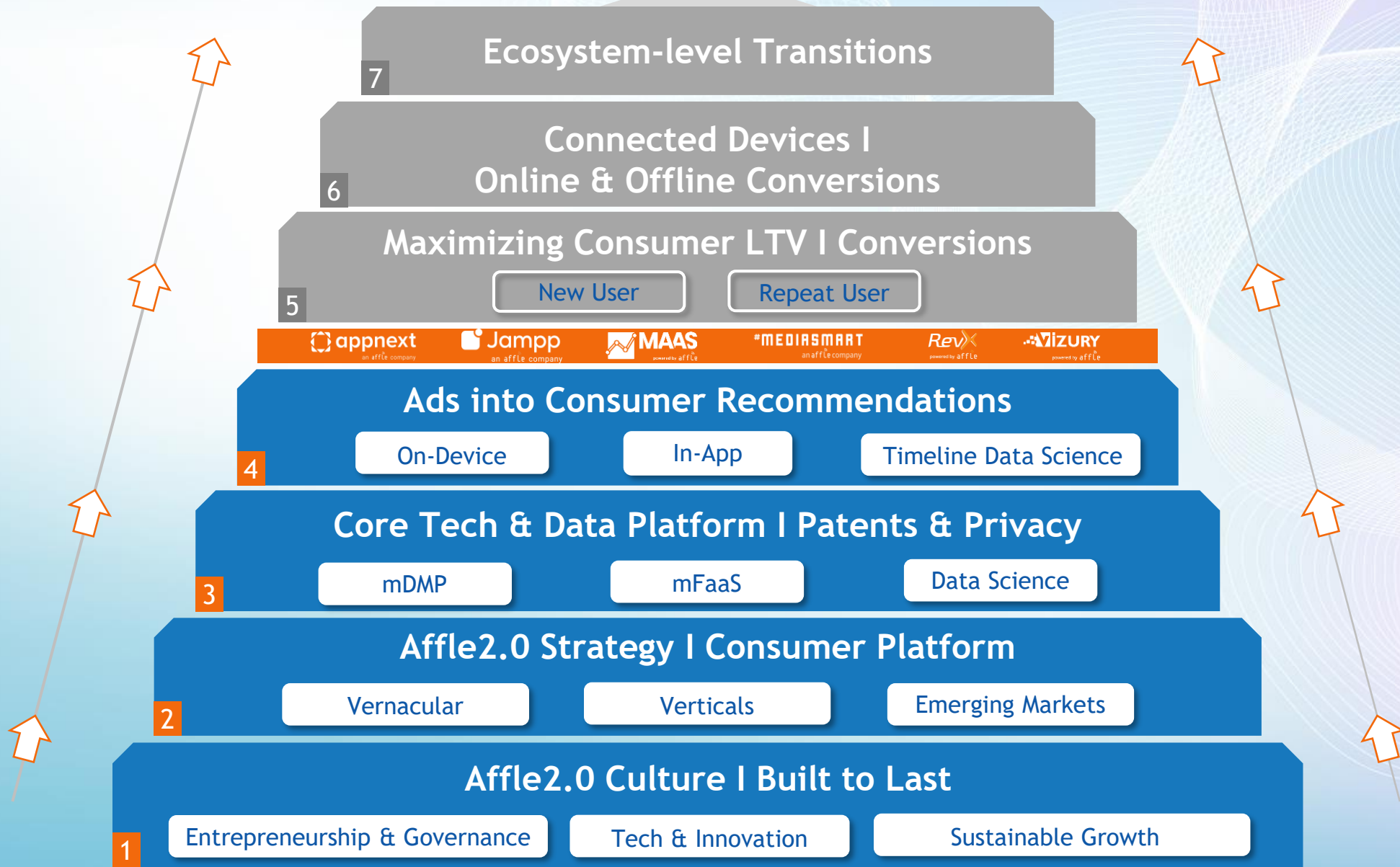


**Gold winner , Mobile Advertising Excellence
In User Acquisition Campaign**
Mobexx Awards



**Silver Winner
Mobile Apps Category**
MMA SMARTIES Indonesia

Affle2.0 Consumer Platform Stack



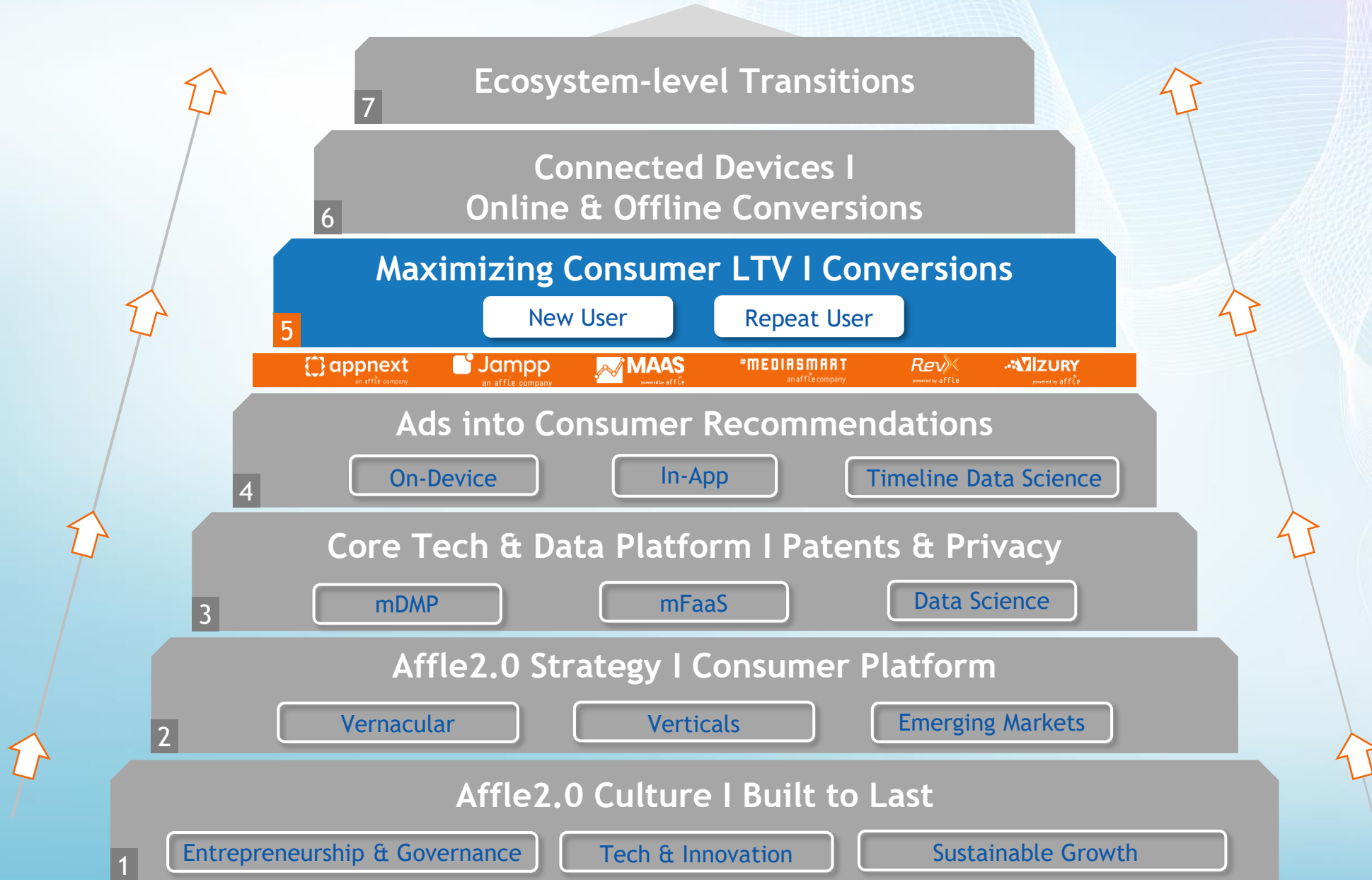
Q&A Session - 1

Participants who wish to ask questions **can raise their hand** and they will be taken into the Speaker Room one-by-one

Once the Q&A session ends, we will resume after a 5-mins break



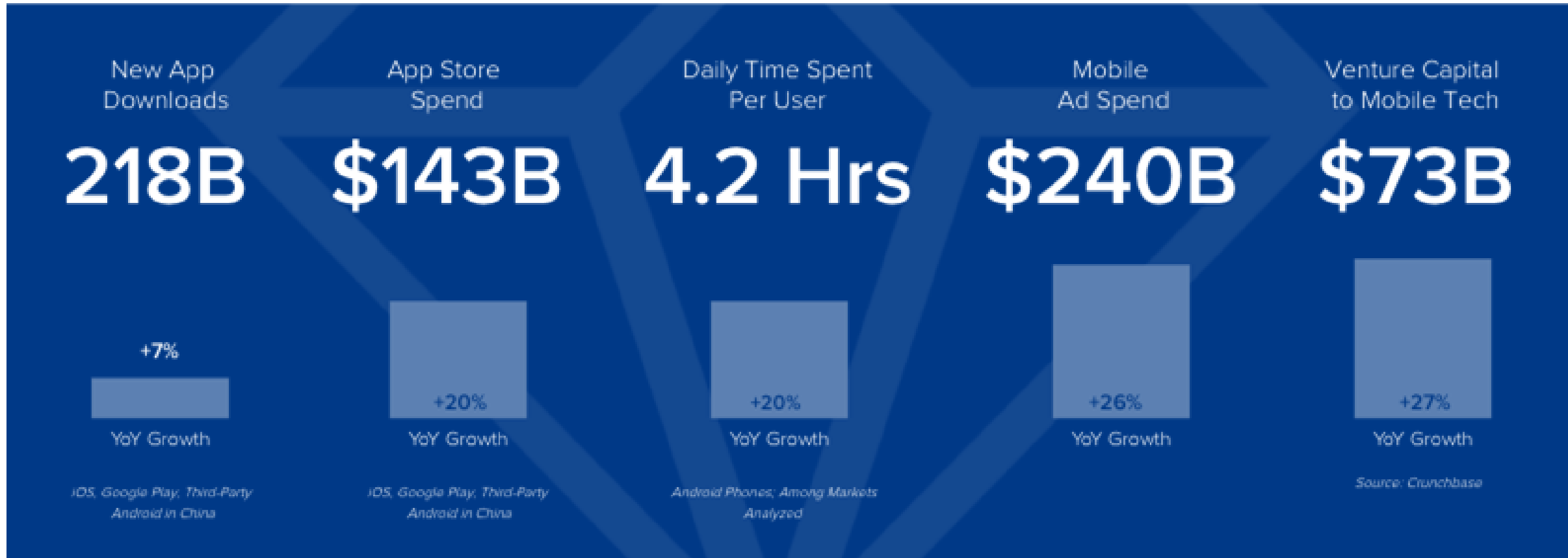
Affle2.0 Consumer Platform Stack



Martje Abeldt
Chief Revenue Officer
(RevX)

The Lifetime Value (LTV) Market Opportunity

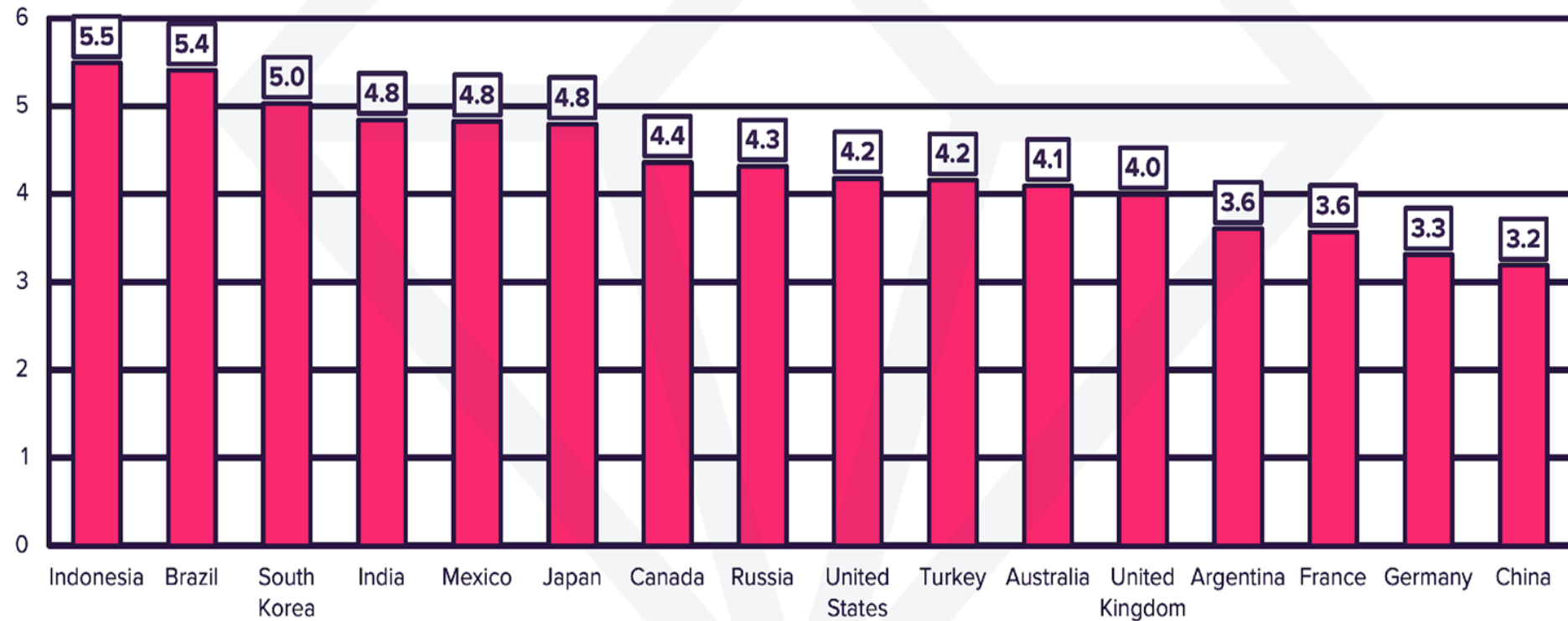
2020 Mobile Landscape - At a Glance



Conquering Time-Spend to Drive LTV

Avg. Daily Hours Spent in Apps Q3 2021

Select Markets



App Retargeting Fuels E-Commerce Revenue

Retail

M-Commerce Boom Changes Shopping Behavior

Biggest Mobile Shopping Year Yet

\$115 BILLION
Spent globally during 11.11 Shopping Festival across Alibaba and several other shopping platforms from Nov 1 - Nov 11, 2020. Mobile drove the lion's share.

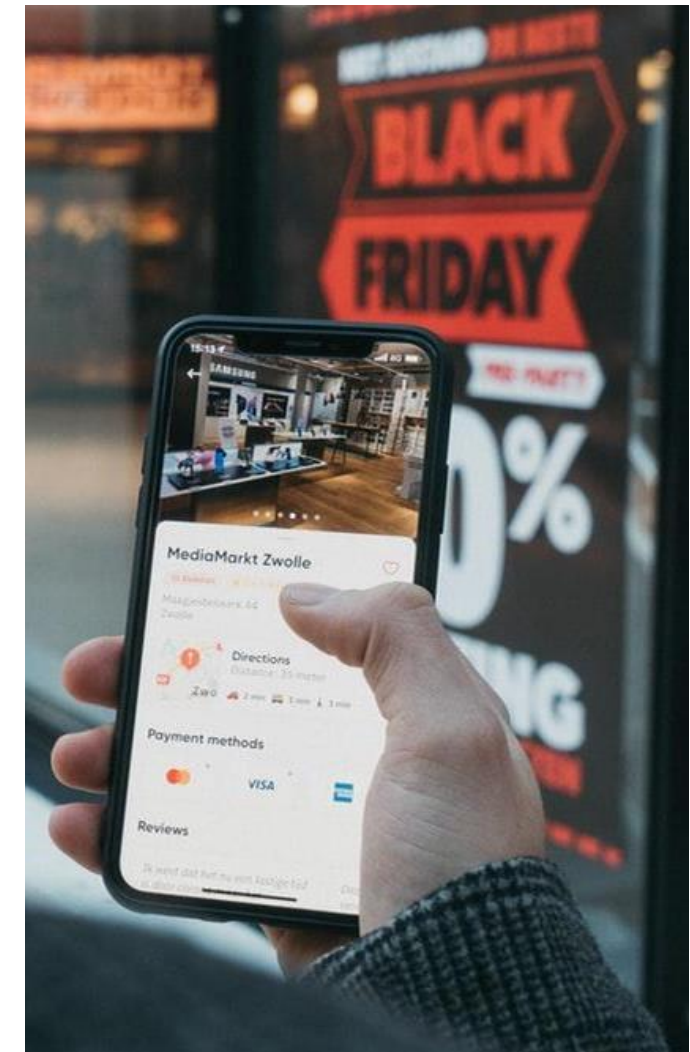
+30% YoY
Time spent globally in Shopping apps on Android phones during 2020. Outside of China — an early adopter of mobile shopping — global time spent in Shopping apps grew 45% YoY.

\$53.2 BILLION
Spent on mobile in the US from Nov 1 - Dec 9, 2020, up by over 55% YoY.

Capitalize on a rapidly growing market — use data to segment, strategize and identify opportunities to drive top-line retail growth.



Source: App Annie Intelligence
Note: Android phones



Large Opportunity for Repeat Conversions

BLACK FRIDAY 2021 **JUMIA**

Great consumer engagement

- GMV **\$150m** (+30% YoY growth)
- Orders **4.3m** (+35% YoY growth)
- Black Friday video views **190m** (views on social media)
- Unique visitors **40m** (+27% YoY growth)

Fastest growing physical goods product categories
YoY items sold growth

2	1	3
Fashion	FMCG	Beauty

Accelerating sellers' growth

- > 45,000 sellers used our platform to reach millions of consumers
- +3x YoY GMV growth for top 20 physical goods sellers
- +2.7x YoY GMV growth for top 20 restaurants
- International brands partnered with Jumia

Jumia continues to be a leading destination in Africa for phones and electronics. In Egypt, Xiaomi chose Jumia for the exclusive launch of the **Xiaomi Mi 11T** phone during Jumia Black Friday.

Delivering more packages faster

- 5.3m** packages handled during Black Friday 2021
- 58%** of packages reached consumers the next business day
- 1.5** Business Days: Average end-to-end delivery time during Black Friday 2021

JUMIA BLACK FRIDAY | 5-30 November, 2021

Lazada 11.11

OUR BIGGEST ONE-DAY SALE
11 NOV

SEVENTEEN

Get your hand on the best offers at

Myntra

Big Fashion Festival
16th-22nd OCT

Shopee

12.12

BIG CHRISTMAS SALE

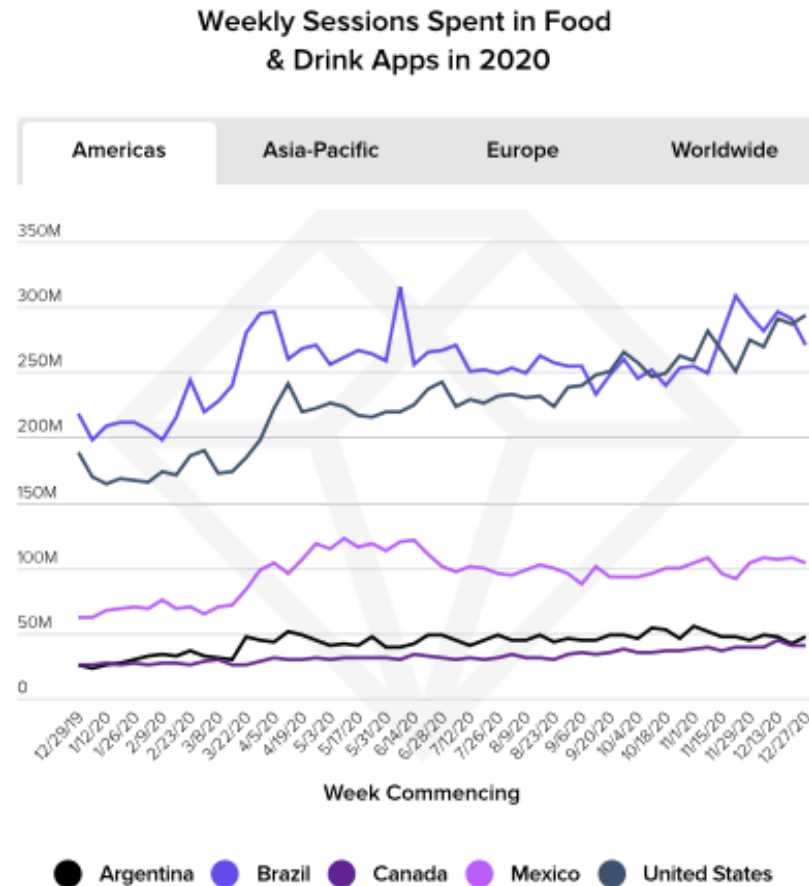
P1 DEALS **FREE SHIPPING** **0 MIN. SPEND** **10% OFF DAILY**

BIGGEST SALE OF THE YEAR

NOV 24 - DEC 15

Free Shipping capped at up to ₱55 with ₱10 min. spend
DTI Fil. Trade Permit No. FTED-129296 Series of 2021

High-Frequency Repeat Conversions in On-Demand



Source: App Annie Intelligence
Note: Android phones

Mobile Orders of Fast Food & Food Delivery Surge

Country Sessions Grew Up to 105% Year-Over-Year

- For most markets analyzed, sessions for the year ramped up in Q2 and Q3, reaching record highs in Q4 2020 as consumers stayed home amidst lockdowns and social distancing policies from COVID-19.
- In the US, Argentina, the UK, Indonesia and Russia YoY growth in Q4 2020 was 60%, 65%, 70%, 80% and 105%, respectively.
- While use of food delivery apps often peaked near the beginning of the pandemic in most markets, India had an initial decline due to logistical impacts before rising again in the summer.

Analyze app features and their performance metrics. Contactless delivery, contactless payments, a desire for choice and variety help fuel demand for Food & Drink apps.

The Boom in Gaming and In-App Revenues

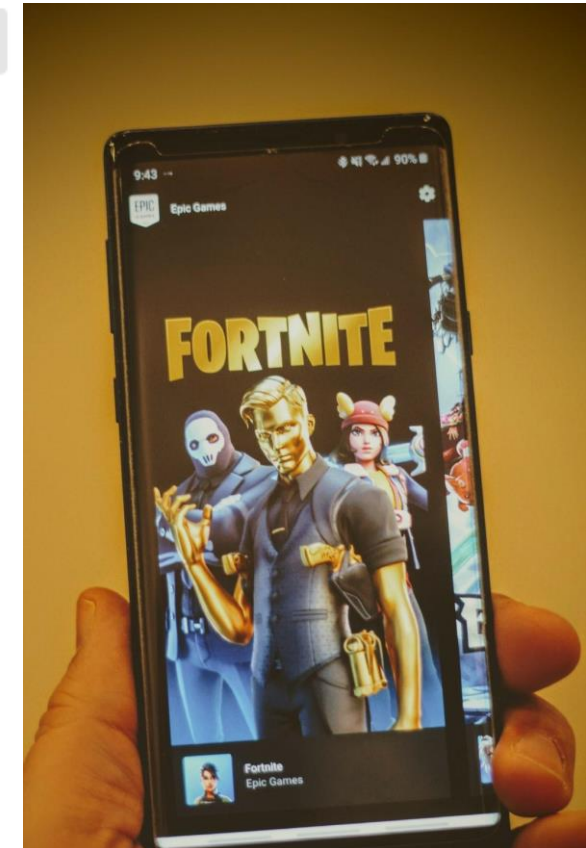
2020 Rankings by Market

Consumer Spend

Worldwide

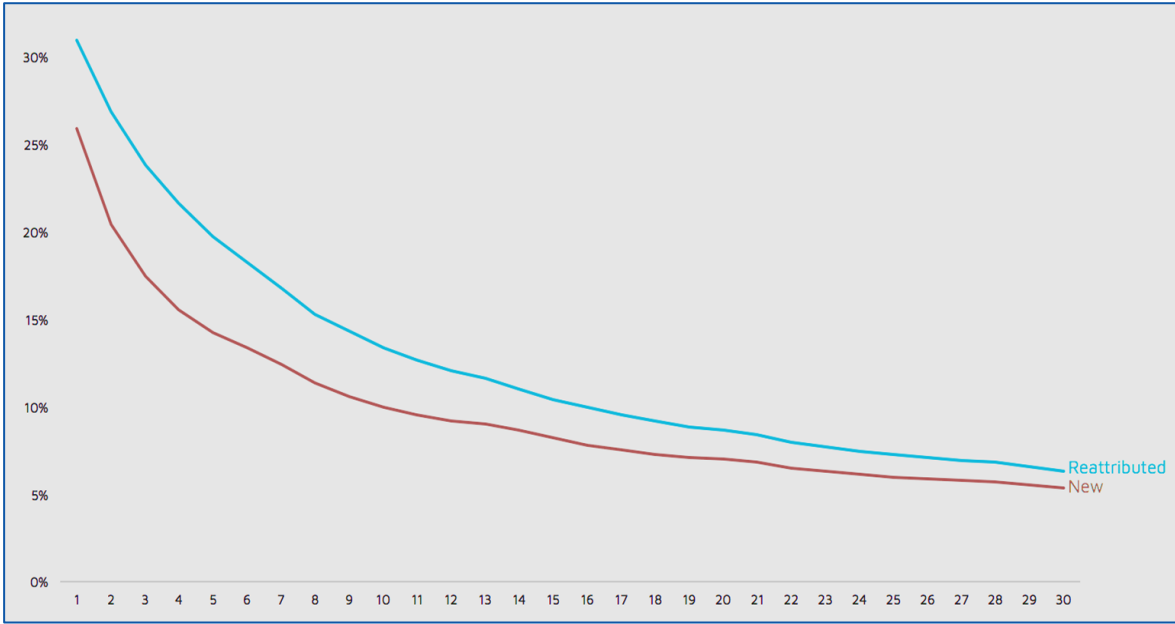
	Top Apps	Top Games	Top App Companies		Top Games Companies	
1	Tinder	Honour of Kings	Google	United States	Tencent	China
2	TikTok	Pokémon GO	Tencent	China	Playrix	Ireland
3	YouTube	ROBLOX	Disney	United States	NetEase	China
4	Disney+	Monster Strike	ByteDance	China	Activision Blizzard	United States
5	Tencent Video	Coin Master	Match Group	United States	Zynga	United States
6	Netflix	Game For Peace	InterActiveCorp (IAC)	United States	BANDAI NAMCO	Japan
7	Google One	PUBG MOBILE	LINE	Japan	Supercell	Finland
8	iQIYI	Fate/Grand Order	Baidu	China	Netmarble	South Korea
9	BIGO LIVE	Candy Crush Saga	Amazon	United States	Playtika	Israel
10	Pandora Music	Gardenscapes - New Acres	JOYY Inc.	China	Lilith	China

Source: App Annie Intelligence
 Combined iOS and Google Play; China is iOS only; Market-level rankings



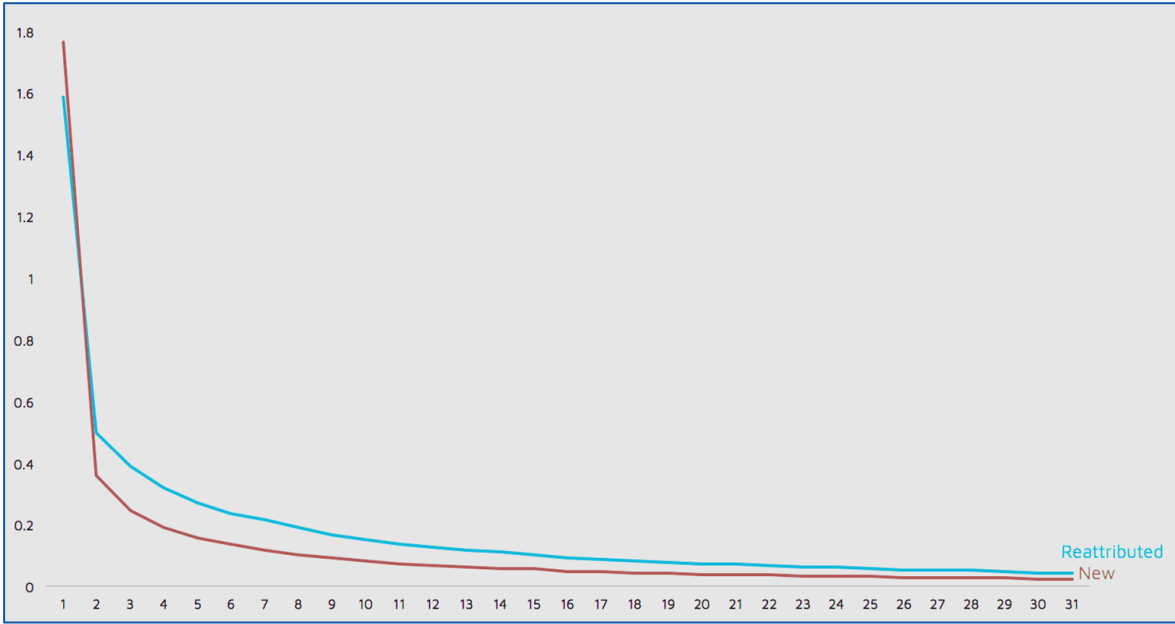
App Retargeting is Key for Activation & Revenue

Retention Rate Aggregated Over Days



Days (1-30) →

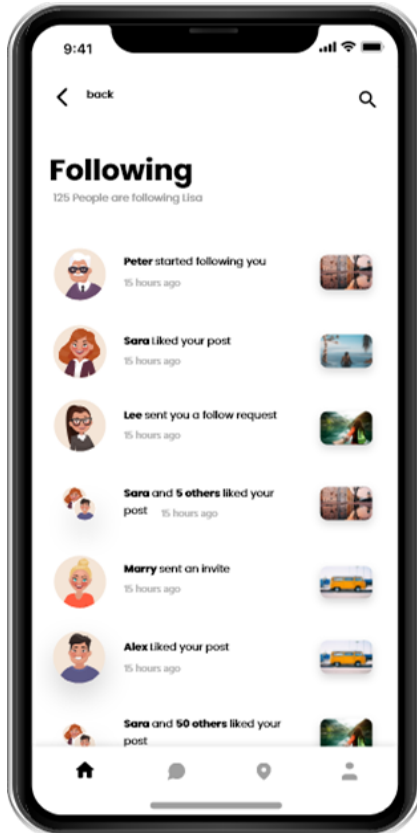
Revenue Events Aggregated Over Days



Days (1-31) →

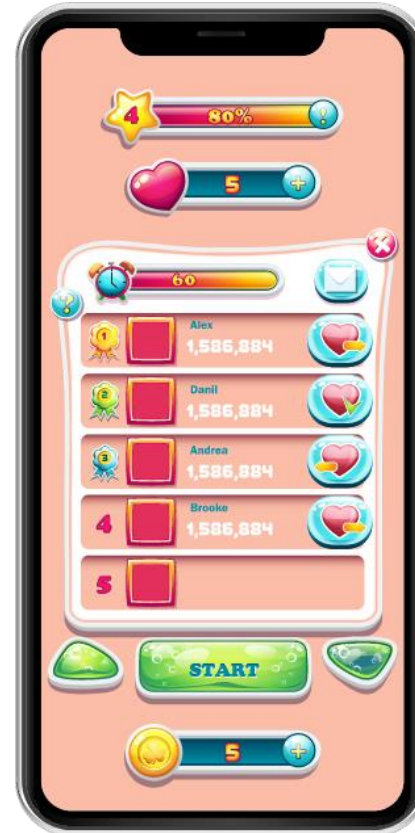
Source: <https://www.adjust.com/blog/retargeting-vs-new-user-acquisition/>

Full Funnel App Retargeting Maximizes LTV



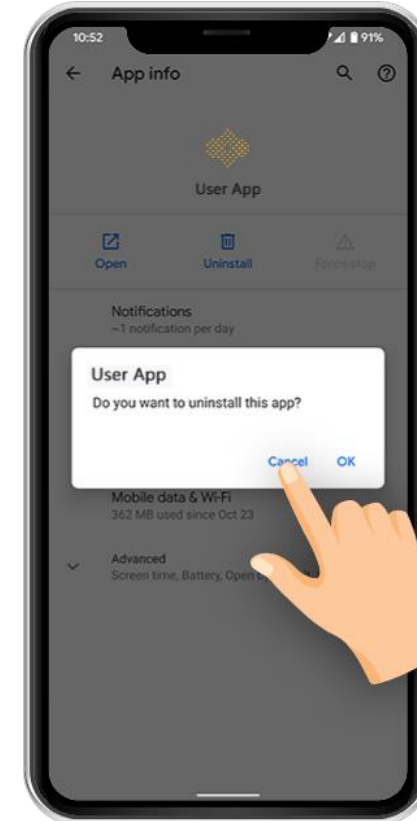
Newly Acquired Users

Prevent churn through early activation and a great onboarding experience



Active Users

Offer attractive reasons to spend time on your app and increase LTV



Dormant Users

Retarget users with timely and relevant ads before they lapse

Technology-Driven Advertising Performance



Dynamic Real-time Targeting

We connect with every single user individually to make the most out of your budget



Placement Optimization

Advertising lives through its delivery. We leverage inventory sources granularly based on performance



Creative Innovation

We leverage creatives towards empathy, relevance and “ease of engagement” to achieve the best performance for branding and performance

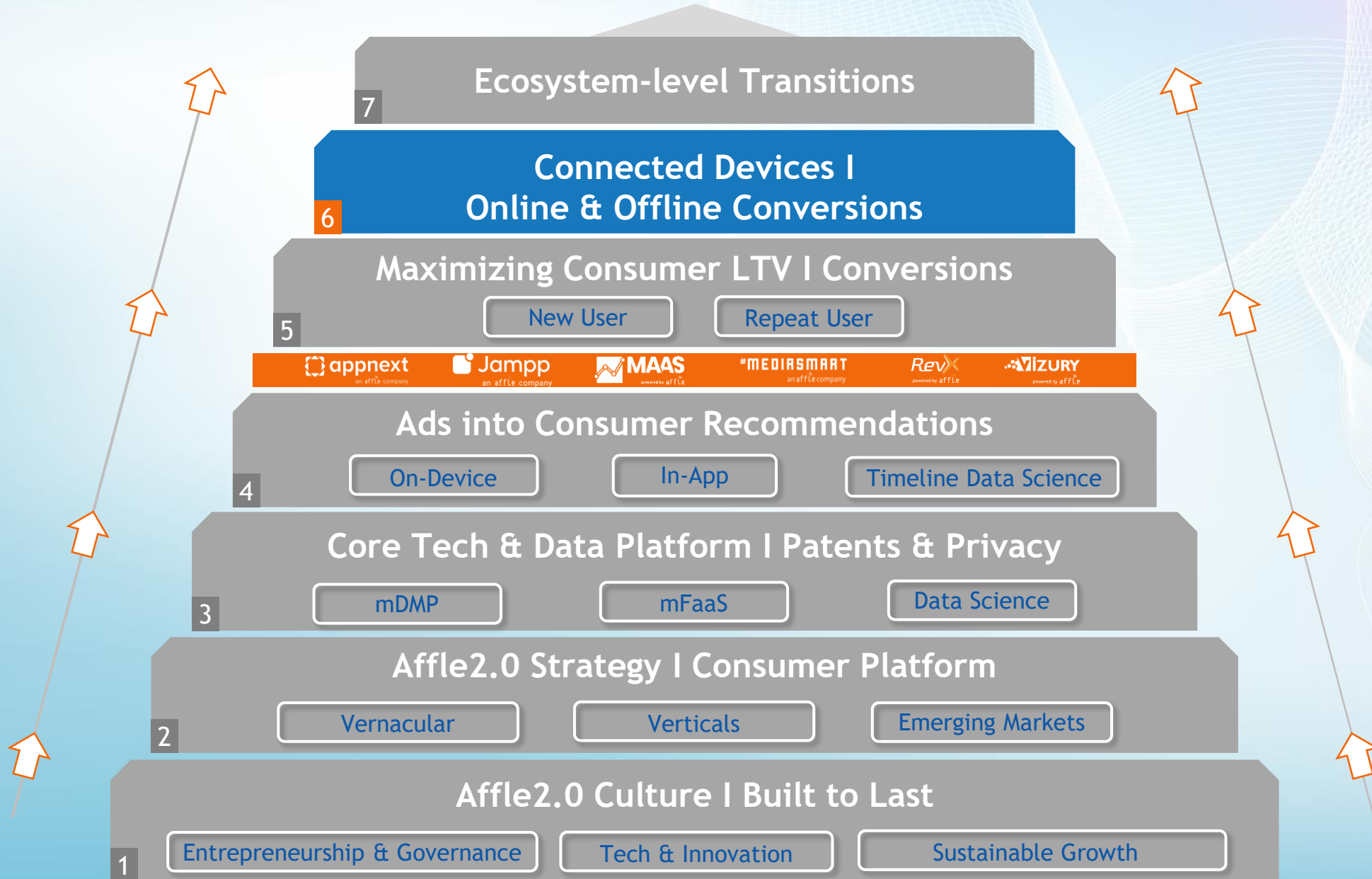


Conversion Prediction

Every single impression enables us to effectively predict both conversion success and ROI. We leverage our deep-learning algorithms for bid optimization on all funnel stages to reach the most valuable users

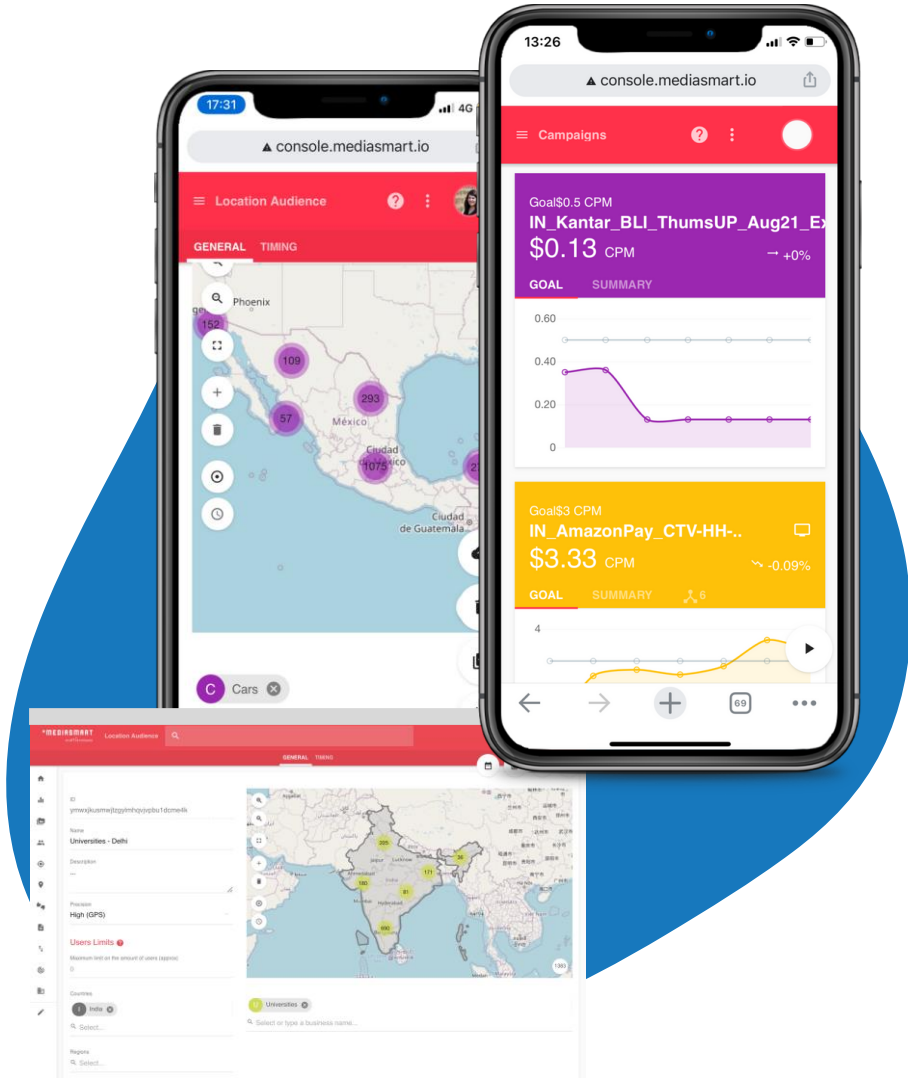


Affle2.0 Consumer Platform Stack



Noelia Amoedo
Chief Executive Officer
(Mediasmart)

Integrated Online & Offline Worlds



Geofenced campaigns with high precision



Drive to Store with Incremental Metrics



Free POI discovery tool



Premium dashboard and heatmaps



Location-based audiences and insights

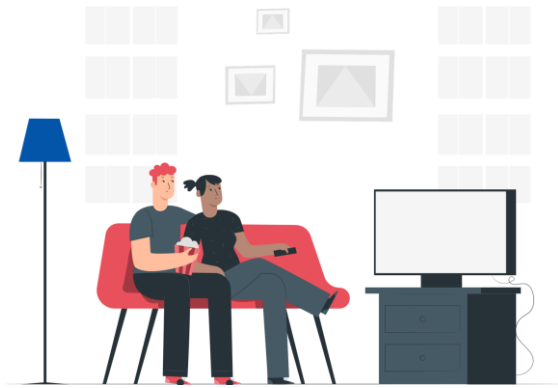
Location Based Audiences & Insights

AUDIENCE INSIGHTS

DISCOVER INSIGHTS ABOUT YOUR CUSTOMERS OR VISITORS

EXAMPLE
30% ALSO VISITED COMPETITOR 1, 46% ALSO VISITED COMPETITOR 2, 7% DOWNLOADED YOUR APP YESTERDAY AND 60% USED YOUR APP IN THE LAST 10 DAYS

Integrating Consumer Journeys on Connected Devices



Connected TV specifically refers to televisions that have access to an internet connection and can load or stream digital content

Ecosystem CTV



Smart TV

TVs that connect to the internet directly to stream content.



Internet-connected devices for streaming

Boxes such as Chromecast, Amazon Fire TV stick, Apple TV, etc., that stream to a TV.



Game consoles

Includes consoles like Xbox, Playstation, Nintendo and more that stream to a TV

Leveraging Programmatic Methodology

In Real Time



Target

Your campaigns can reach only your target



Location

Where the household is located



Customize

Your ads can be personalized for your different targets



Audiences

What we previously know about users in that household or the household itself



Measure & Optimize

You can measure and optimize your campaign as it goes

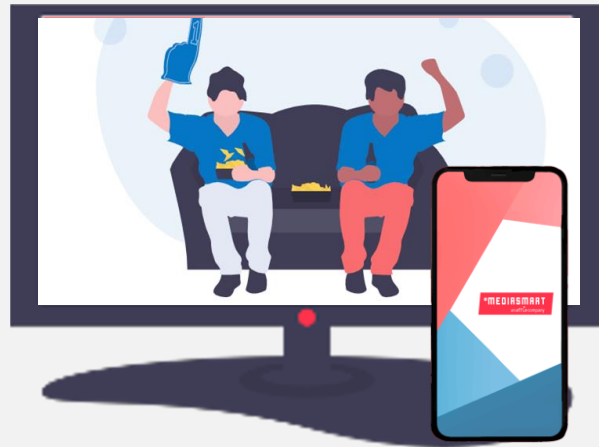


Context

What is the context when serving the ad (from TV show being watched to weather outside)



Building Engagement & Driving Conversions with Household Sync



Retarget the users who saw your ad on CTV on any other connected device within the household, within a certain timeframe after they have seen the ad on the big screen



High Impact storytelling on CTV



Amplified engagement on CTV exposed audience

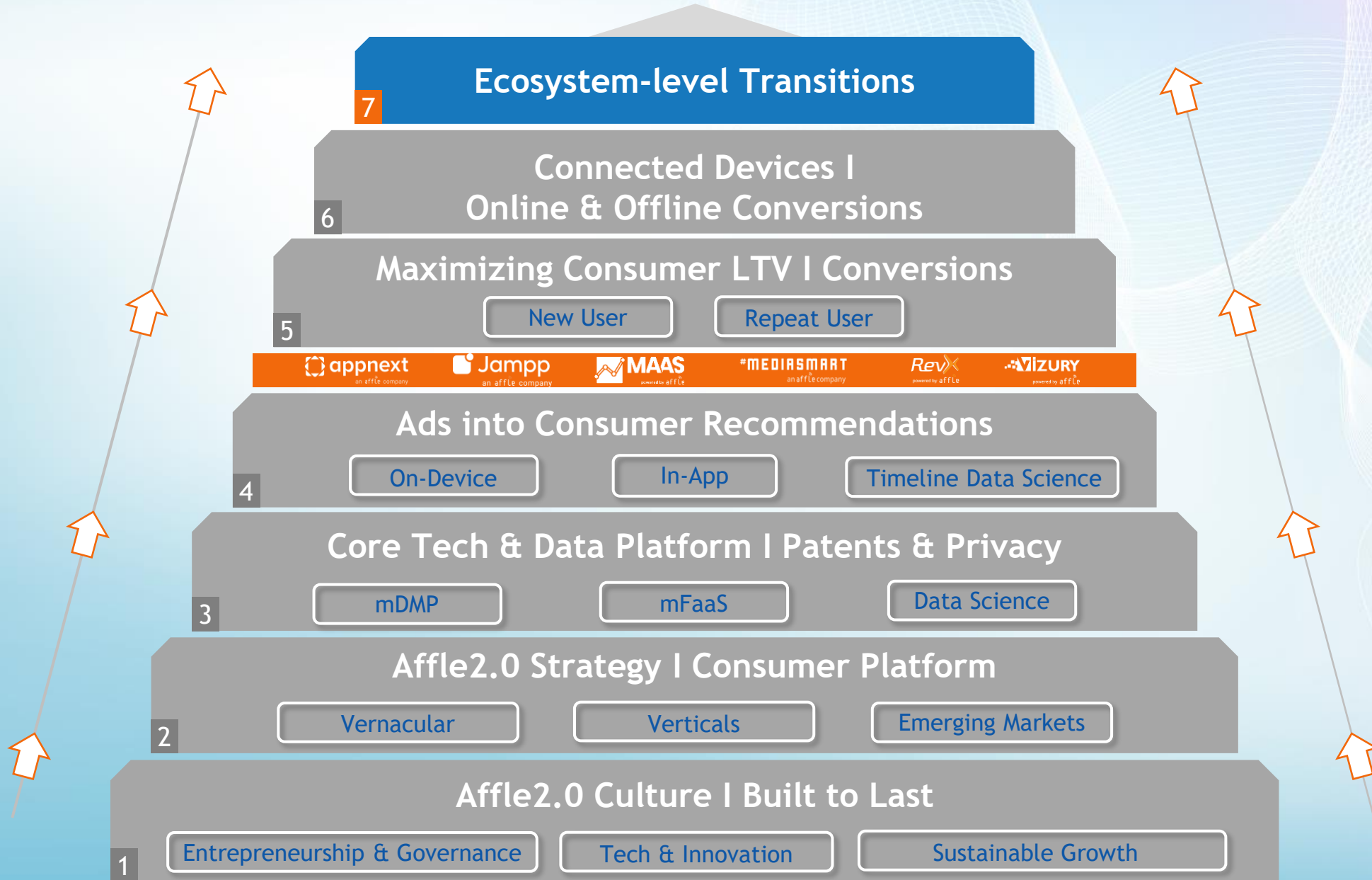


Action driven and measured on mobile

Affle2.0 Consumer Platform Stack



Diego Meller
Co-Founder & Co-CEO
(Jampp)



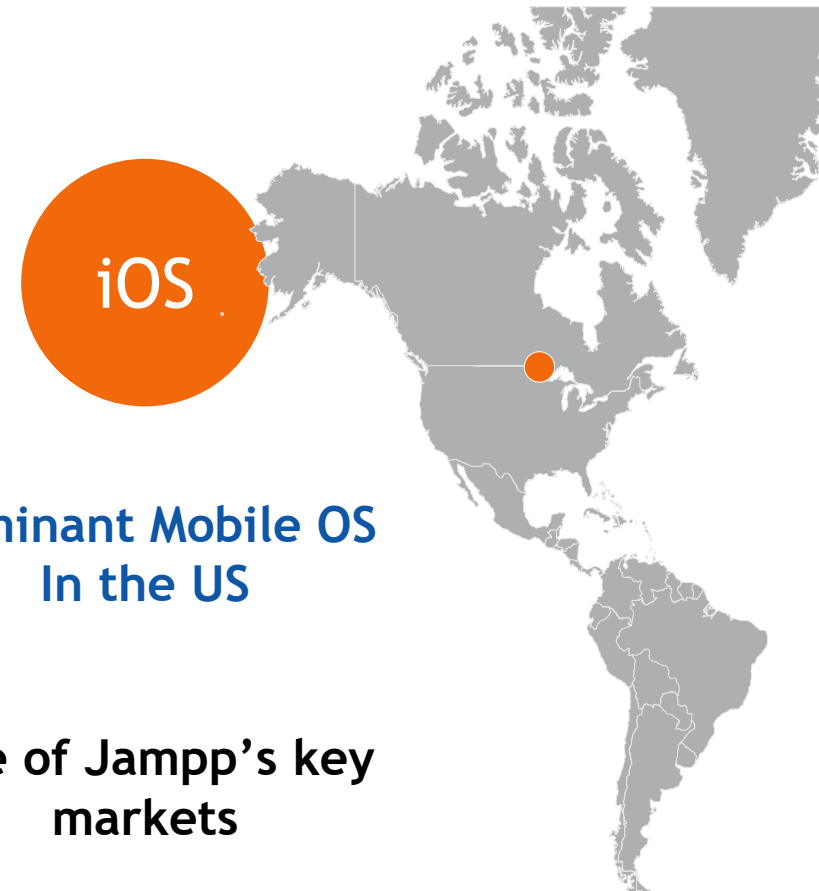
Creating Growth Opportunities in Transitions



Joining Forces with Affle



Ecosystem-level Transitions



Dominant Mobile OS
In the US

One of Jampp's key
markets



Fintech



E-commerce



Entertainment

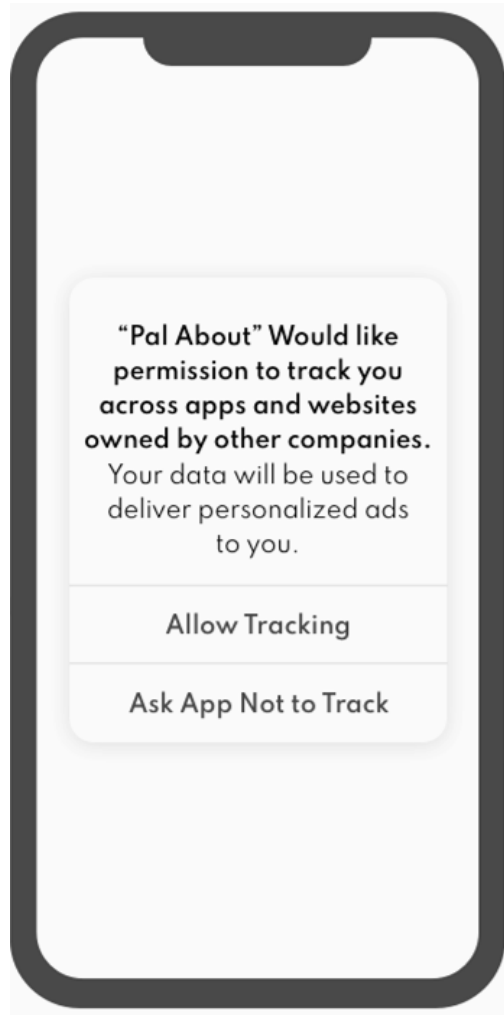


Foodtech



Gaming

What changed when Apple released iOS 14.5?



All apps in iOS 14.5 are now forced to ask for permission from the user to store and use Apple's Identifier for Advertisers (IDFA) for tracking purposes (the same way they ask permission for notifications, location, camera, etc.)

With the change, Apple introduced SKAN, an ad network API to help advertisers measure the success of ad campaigns while maintaining user privacy

ADWEEK

April 2021

MOBILE MARKETING

When Apple's IDFA Changes Hit 'Nobody Really Knows' What To Expect

Mobile advertising sector stares into the abyss as privacy changes loom



Apple's iOS update is largely expected to make advertising on its devices much harder. SOPA Images/Getty Images

FEEDBACK

Delivering Conversions across Mobile Platforms

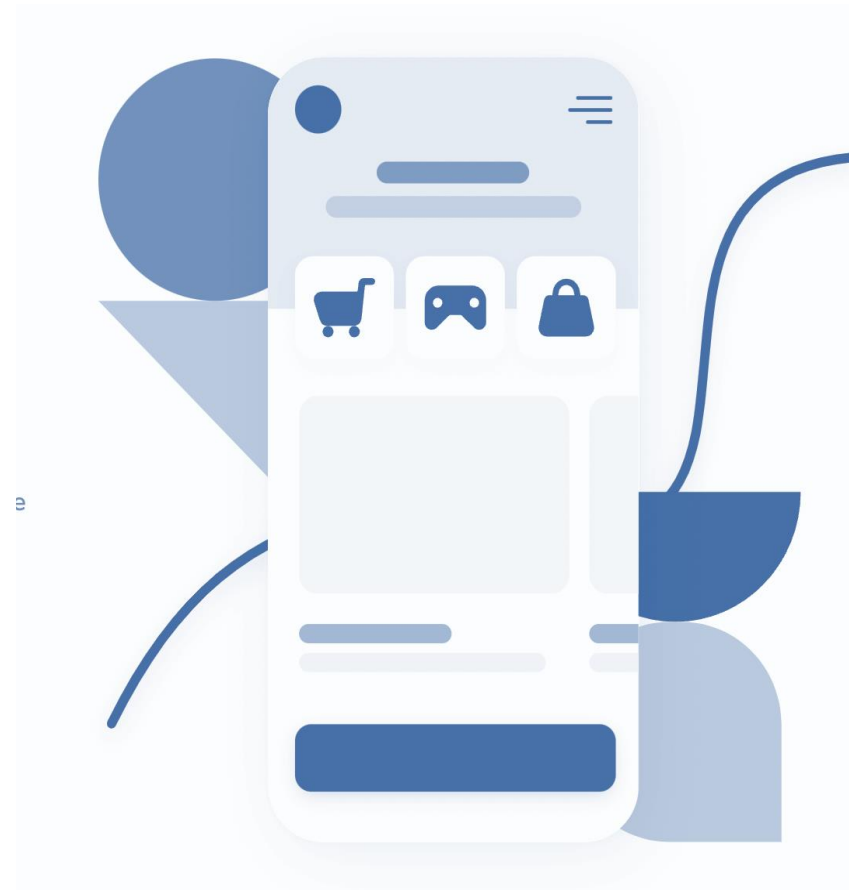


100% Programmatic

Jampp's proprietary DSP technology connects directly to all major programmatic exchanges

Outcome Driven

Our algorithms bid on ad impressions that are more likely to lead to a conversion



Full Funnel

Focused on New User and Repeat User Conversions

Privacy Compliant

Our iOS product is fully compliant and an early adopter of Apple's SKAN framework

Thriving in the New Environment



+10X

Increase in SKAN generated conversions (growth since June)

Rapidly Growing Product

Jampp's SKAN product has been growing very rapidly since the launch and has been winning consistent customer and industry recognition



41%

More efficient conversions in SKAN campaigns (vs. Android) thus generating much greater campaign ROI

50%

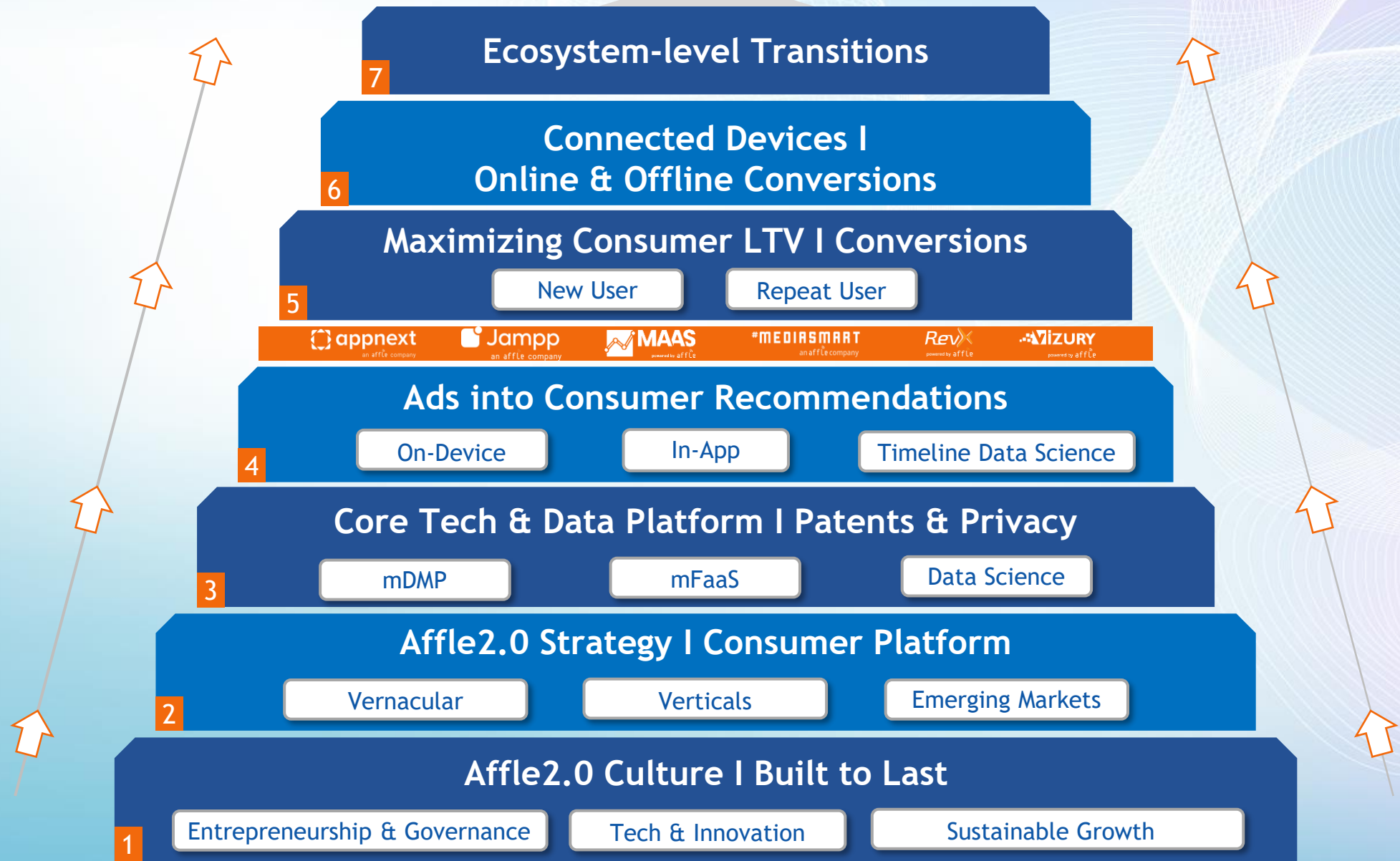
More efficient conversions in SKAN campaigns (vs. IDFA-only) thus generating much greater campaign ROI



PERFORMANCE INDEX XIII
SKAN CAMPAIGNS POWER RANKING



Affle2.0 Consumer Platform Stack



Q&A Session - 2

Participants who wish to ask questions can share their queries **over the text through the Q&A window**, for our team to address them





Contact Us



Website

www.affle.com



Investor Relations Contact

investor.relations@affle.com

A large, stylized globe composed of blue dots and lines, set against a background of a network of white dots and lines. The globe is positioned on the right side of the slide.

POWERING
THE CONNECTED
NEXT

