

To

BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai 400 001 Scrip Code: 542752	National Stock Exchange of India Ltd Exchange Plaza, 5th Floor, Plot No. C-1, G Block, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051 Symbol: AFFLE
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Re: Disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015

Dear Sir/ Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby inform that based on the recommendation of the Nomination & Remuneration Committee, the Board of Directors at its meeting held today i.e. July 01, 2022 has approved the appointment of the following Additional Directors of the Company:

S. No.	Name of the Director	Designation	Term
1.	Ms. Lay See Tan (DIN: 09203616)	Additional Director (Independent Director)	Five years
2.	Mr. Vipul Kedia (DIN: 08234884)	Additional Director (Executive Director)	Three years
3.	Ms. Noelia Amoedo Casqueiro (DIN: 09636776)	Additional Director (Non-Executive Director)	-
4.	Mr. Elad Shmuel Natanson (DIN: 09643792)	Additional Director (Non-Executive Director)	-

Anuj Kumar is now a full-time management personnel in our step-down subsidiary, Mediasmart Mobile S.L, Spain, consequently the Board has also approved the change in designation of Mr. Anuj Kumar (DIN: 01400273) from Executive Director to Non-Executive Director in Affle (India) Limited to be effective from July 01, 2022.

None of the Directors is debarred from holding the office of director by virtue of any SEBI order or of any other authority.

Details required under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. CIR/CFD/CMD/4/2015, dated September 09, 2015 is enclosed as **Annexure A**.

Submitted for your kind reference and records.

Affle (India) Limited

Regd. Office | 102, Wellington Business Park-I, Off Andheri Kurla Road, Marol, Andheri (East), Mumbai – 400059

Communication Office | P 659, 6th floor, Tower C, JMD Megapolis, Sohna Road, Sector – 48, Gurgaon:122018

(P) 0124-4992914 (W) www.affle.com CIN: L65990MH1994PLC080451

Thanking you,

For Affle (India) Limited

A handwritten signature in blue ink, which appears to be "Chandhury", is written over a circular blue stamp. The stamp contains the text "Affle (India) Limited" around the top edge, "India" in the center, and a small star at the bottom.

Parmita Choudhury
Company Secretary & Compliance Officer

Encl: As above

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S. No.	Particulars	Ms. Lay See Tan
1.	Reason for change viz. appointment, resignation, removal, death or otherwise	Appointment as an Additional Director (Independent Director).
2.	Date of appointment/ cessation and term of appointment	Appointment w.e.f July 01, 2022 She shall be appointed for a period of five years, not liable to retire by rotation.
3.	Brief Profile	<p>Ms. Lay See Tan is an experienced business executive across Asia Pacific regions.</p> <p>She has been the CFO of listed companies in Singapore Stock Exchange and NASDAQ as well as hi-tech hyper growth startups across various industries such as semiconductor, consumer electronic, digital technology (mobile solutions), co-living and biotechnology. She has collaborated with leadership teams and board of directors of these companies to scale up the businesses, optimize costs and eventually attained profitability and positive operating cash flows.</p> <p>She is currently the Chief Financial Officer (“CFO”) of Shiok Meats Pte Ltd (“Shiok Meats”). Shiok Meats is a first of its kind cultivated-based high-tech meats and seafood company (i.e. serve as alternative protein) using stem cell technology for crustacean meat production such as shrimps, crabs and lobsters and structured red meats.</p> <p>Lay See was with Affle Group from January 2014 till April 2018. Under her leadership, Affle attained operating cash flow positive high double digit YoY revenue growth.</p> <p>Lay See has led and coached finance teams with strong business acumen and cross-cultural sensitivity across Asia Pacific region. She also has hands-on audit experiences with Big 4 accounting firms in both Malaysia and Singapore and has covered audit engagements for both multinational and local enterprises.</p> <p>Lay See is a chartered accountant in United Kingdom, Malaysia and Singapore. She holds an accountancy degree and has an MBA from the University of South Australia.</p>
4.	Disclosure of Relationships between Directors	Not related to any Director.

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S. No.	Particulars	Mr. Vipul Kedia
1.	Reason for change viz. appointment, resignation, removal, death or otherwise	Appointment as an Additional Director (Executive Director).
2.	Date of appointment & term of appointment	Appointment w.e.f July 01, 2022. He shall be appointed for a period of three years, not liable to retire by rotation.
3.	Brief profile	Vipul is one of the earliest team members at Affle and has played a key role in building Affle over the last 16 years. He has played a multitude of roles across different business units and functions including Business Development, Account Management, Product and Operations. In his current role, he is the leader of MAAS Platform business in India and is responsible for the overall product and strategy for the platform. He also anchors the mDMP and mFAAS platforms of Affle. He has a keen interest in advertising fraud and big data technologies. Vipul has over 17 years of experience in Consulting and Adtech. Prior to joining Affle, he worked with IBM business consulting. He holds a Bachelor of Technology in Computer Science Engineering from IIT-Hyderabad and a Post Graduate Diploma in Management from Indian Institute of Management, Ahmedabad.
4.	Disclosure of relationships between directors	Not related to any Director.

S. No.	Particulars	Ms. Noelia Amoedo Casqueiro
1.	Reason for change viz. appointment, resignation, removal, death or otherwise	Appointment as an Additional Director (Non-Executive Director).
2.	Date of appointment & term of appointment	Appointment w.e.f July 01, 2022. She shall be liable to retire by rotation.
3.	Brief profile	Noelia is the founder and CEO of Mediasmart Mobile, a technology company in the field of mobile advertising, now part of the Affle group. She is an expert in managing businesses based on mobile technologies, having worked in the industry since 2000 in more than a dozen international markets. Noelia has taken several executive roles in the past few years, including VP of marketing and business development for webOS in EMEA at Palm - HP's subsidiary, VP of Mobile at the social network hi5, back when social networks were starting to succeed, and multiple senior positions with the mobile value-added

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		<p>service provider Buongiorno, the last one of which was Managing Director of Buongiorno USA. Prior to her life on mobile, Noelia also worked at iPIN Transaction Systems in San Francisco back in 1999, where she first got acquainted with an internet-based business.</p> <p>Noelia has extensive experience in the mobile, internet and social media, with a proven track record of success in developing profitable business from scratch in international markets.</p> <p>Noelia has a bachelor's degree in Physics (major in optical communications) from Santiago de Compostela University, and a master's in electrical engineering from Stanford University, where she was a Fulbright Scholar. She is also a Fellow with the Aspen Institute in Spain.</p>
4.	Disclosure of relationships between directors	Not related to any Director.

S. No.	Particulars	Mr. Elad Shmuel Natanson
1.	Reason for change viz. appointment, resignation, removal, death or otherwise	Appointment as an Additional Director (Non-Executive Director).
2.	Date of appointment & term of appointment	Appointment w.e.f July 01, 2022. He shall be liable to retire by rotation.
3.	Brief profile	<p>Elad has over 20 years of experience founding companies in the digital space, focusing on the future of consumer internet, mobile and marketing. Currently, acting as the CEO of Appnext, a leading on-device and in-app discovery platform. Appnext's technology is used to power app recommendations by most of the largest mobile manufacturers, carriers and app developers, serving 6.5 billion daily app recommendations.</p> <p>Elad sets the strategic direction for Appnext and determines go-to-market strategies that enable it to achieve its vision of recommending users with the apps and services they need throughout their daily mobile journey. Elad has vast experience of evangelizing and leading startups from idea to established companies in various fields.</p>
4.	Disclosure of relationships between directors	Not related to any Director.

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