

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

Dear Sir/ Madam,

Further to our letters dated November 17, 2023 and November 23, 2023, please find enclosed herewith copy of Press Release titled “**Affle files 15 patents in India, strengthens its global tech IP portfolio.**”

Submitted for your information and records.

Thanking you,

**Yours Faithfully,  
For Affle (India) Limited**

**Parmita Choudhury  
Company Secretary & Compliance Officer**

**Affle (India) Limited**

**Regd. Office** | A47 Lower Ground Floor, Hauz Khas, Off Amar Bhawan, New Delhi-110016

**Communication Office** | 3rd Floor, Tower-B, Awfis Unitech Cyber Park, Sector – 39, Gurugram-122002, Haryana

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## Press Release

### **Affle files 15 patents in India, strengthens its global tech IP portfolio**

Fortifies AI-driven intelligence & automation for conversion-driven marketing

**November 23, 2023:** Affle (India) Limited, a consumer intelligence driven global technology company, has announced the filing of 15 patents in India. These newly filed patents cover advanced artificial intelligence (AI) subject areas, including automated AI agents, personalization & recommendation, predictive analysis, privacy management, enhanced fraud detection and security.

These patents power innovations across futuristic use cases of interaction, training and integration of Generative AI agents and leveraging advanced AI-driven capabilities across the value chain for responsible conversion-driven marketing. The technology enables newer use cases beyond mobile-based interaction to include signals and intelligent interactions across connected devices. These filings also include patents towards data privacy and enhanced fraud detection approaches to AI agents, including secure public cloud enclave, secure transfer system and data destruction, and more.



**Commenting on strengthening its IP portfolio, Anuj Khanna Sohum, MD and CEO of Affle** said, “These patents continue to augment our tech portfolio and cover the salient aspect of responsible and ethical integration of AI. We remain committed towards powering digital transformational journeys for advertisers globally and make sustained efforts towards advanced digital technologies that build greater defensibility, provide competitive differentiation and strategic value to our customers. We believe our advanced artificial intelligence capabilities will help us drive the next level of adoption for smart connected devices across markets in line with our Growth Vision 2030.”



**Closely driving the patents portfolio at Affle, Charles Yong, the Chief Architect and Technology Officer** shares his views, “Our tech innovation efforts are set to enhance our advanced AI-driven intelligence based consumer experiences and power next-gen customer-centric technologies. We continue to focus on expanding the breadth of our IP assets that will enable us in driving a sustainable business impact & ensure we deliver conversions across connected devices.”

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#### About Affle

Affle is a global technology company with a proprietary consumer intelligence platform that delivers consumer recommendations and conversions through relevant Mobile Advertising. The platform aims to enhance returns on marketing investment through contextual mobile ads and also by reducing

digital ad fraud. Affle powers unique and integrated consumer journeys for marketers to drive high ROI, measurable outcome-led advertising through its Affle2.0 Consumer Platforms Stack, which includes Appnext, Jampp, MAAS, mediasmart, RevX, Vizury and YouAppi.

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 more information, visit - [www.affle.com](http://www.affle.com) | contact - [pr@affle.com](mailto:pr@affle.com)