



Affle/SE/2025-26

May 10, 2025

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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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 patents in India, which were earlier granted to the Company in the US. This strengthens the overall IP portfolio of the Company.

The first patent’s subject area is “Method and system for application installation and interaction during a podcast”. It enables app installs and user engagements within audio streams such as podcasts leading to voice and gesture-based interactions to drive conversions beyond the traditional screen-based consumer touchpoints.

The second patent’s subject area is “Method and system for application installation and detection of fraud in advertisement”. It strengthens our ability to detect and prevent app install fraud by using advanced machine learning techniques by filtering out manipulated signals, detecting behavioral anomalies and ensuring the legitimacy of user interactions.

The above two grants further build upon our previously granted IPs that collectively enhance the quality of our conversion-driven marketing for advertisers, as we continue to fortify 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)

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