

## Press Release

### Affle reports robust performance for Q2 & H1 FY2025

Q2 FY2025: Revenue growth of 25.9% y-o-y | Profit (PAT) growth of 37.7% y-o-y

H1 FY2025: Revenue growth of 26.8% y-o-y | Profit (PAT) growth of 34.3% y-o-y

**November 9, 2024:** Affle (India) Limited, a consumer intelligence driven global technology company, today announced results for the second quarter and half-year ended September 30, 2024.

#### Consolidated Performance Highlights

##### Q2 FY2025 Highlights (y-o-y):

- Revenue from Operations of Rs. 542.9 crore, an increase of 25.9% y-o-y
- EBITDA at Rs. 113.3 crore, an increase of 29.9% y-o-y
- PAT at Rs. 92.0 crore, an increase of 37.7% y-o-y

##### H1 FY2025 Highlights (y-o-y):

- Revenue from Operations of Rs. 1,062.4 crore, an increase of 26.8% y-o-y
- EBITDA at Rs. 217.8 crore, an increase of 31.8% y-o-y
- PAT at Rs. 178.6 crore, an increase of 34.3% y-o-y

Affle reported a robust performance for Q2 FY2025 with a consolidated revenue from operations of Rs. 542.9 crore, an increase of 25.9% y-o-y from revenue of Rs. 431.3 crore in Q2 last year. EBITDA stood at Rs. 113.3 crore, an increase of 29.9% y-o-y. EBITDA margin was at 20.9% in Q2 FY2025, an increase of 65 basis points on a y-o-y basis. PAT increased by 37.7% y-o-y to Rs. 92.0 crore from Rs. 66.8 crore in Q2 last year. This growth was broad-based coming across India & International markets.

For H1 FY2025, consolidated revenue from operations stood at Rs. 1,062.4 crore, an increase of 26.8% y-o-y. EBITDA was at Rs. 217.8 crore, an increase of 31.8% y-o-y and EBITDA margin stood at 20.5%. PAT increased by 34.3% y-o-y to Rs. 178.6 crores.

The CPCU business noted strong momentum delivering 9.5 crore converted users in Q2 FY2025, an increase of 31.6% y-o-y and taking the total converted users delivered in H1 FY2025 to 18.6 crore. The CPCU Revenue stood at Rs. 541.6 crore in Q2 FY2025, an increase of 35.2% y-o-y.

The top industry verticals for the company continued the strong momentum, helping it register a robust growth anchored on the CPCU business model along with an operating margin expansion on a y-o-y basis.

In Rs. Crore	Q2 FY2025	Q2 FY2024	Y-o-Y Growth	Q1 FY2025	Q-o-Q Growth	H1 FY2025	H1 FY2024	Y-o-Y Growth
Revenue	542.9	431.3	25.9%	519.5	4.5%	1,062.4	837.9	26.8%
EBITDA	113.3	87.2	29.9%	104.5	8.5%	217.8	165.3	31.8%
% EBITDA Margin	20.9%	20.2%		20.1%		20.5%	19.7%	
Reported PAT	92.0	66.8	37.7%	86.6	6.2%	178.6	133.0	34.3%
% PAT Margin	16.1%	15.1%		15.9%		16.0%	15.5%	

**Commenting on the results, Anuj Khanna Sohum, the MD and CEO of Affle said:**

*“We delivered yet another quarter of standout performance with Q2 FY2025 marked by accelerated growth momentum. With global digital spending continuously on the rise, we see strong opportunities across our industry verticals and in both India & international markets. Developed markets are also experiencing sustained growth, emerging as a key avenue for further expansion.*

*This performance reflects the strength of our unified Affle2.0 Consumer Platform Stack fully integrated to our ConvergeAI Supply Cloud, that enables robust cross-platform efficiencies and elevates our ROI-driven CPCU use cases with strong competitive advantages. Our expanding suite of Gen AI-powered capabilities is pushing the boundaries of AI, delivering impactful, data-driven experiences that amplify user engagements and yield measurable outcomes. During the quarter, Affle was awarded ISO 27001:2022 certification, showcasing our proactive approach to data protection and information security.*

*As we progress in the second half of FY2025, we are confident of maintaining our growth momentum, unlocking greater value for all our stakeholders.”*

**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. Through its end-to-end platform capabilities, Affle powers integrated consumer journeys for marketers to drive high ROI, measurable outcome-led advertising and deliver online & offline user conversions across connected devices. Affle (India) Limited successfully completed its IPO in India in 2019 and 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)