

AFFLE (INDIA) LIMITED

ESG POLICY

1. INTRODUCTION

Affle (India) Limited (hereinafter also referred to as the “Company” or “Affle”) is committed to achieving innovative, intelligent and sustainable outcomes for its stakeholders and the communities it serves. While Affle’s business model is inherently less resource-intensive in terms of environmental impact or related material inputs, the Company recognizes its responsibility to embrace Environmental, Social and Governance (ESG) practice and make a positive impact on people and the planet.

With a vision of “Being Intelligent, Being Sustainable”, Affle initiated proactive adoption of ESG principles in 2021 and continue to formally disclose its sustainability efforts in the Integrated Annual Reports aligned to the United Nations Guiding Principles (UN Guiding Principles). The Company’s sustainability initiatives are outlined, benchmarked & reported as per Indian and Global ESG reporting frameworks.

2. SCOPE AND APPLICABILITY

This policy was approved by the ESG Committee of the Board on March 31, 2023 and will be effective from this date. It is applicable to Affle (India) Limited, its subsidiaries and associate companies.

3. ESG FOCUS AREAS

As a responsible business, Affle shall focus its ESG efforts on three core areas: Environmental Sustainability, Social Development and Governance best practices.

3.1. Environment: The Company shall actively prioritize its environmental impact and resource utilization efficiency. To achieve this, the following areas shall be emphasized:

- **Energy Management:** The Company shall strive to create sustainable and energy-efficient workplace that is beneficial for both the environment and its people.
- **Water Management:** The Company shall prioritize to reduce water consumption across its office premises.
- **Waste Management:** The Company shall implement the 3R principle (Reduce, Reuse, Recycle) to minimize waste and its impact on the environment. It shall also take special measures to reduce its e-waste and manage it effectively.
- **Paper and Plastic Usage:** The Company shall aim to reduce paper and plastic consumption.
- **Awareness Programs:** The Company shall conduct awareness programs to educate its

employees and the broader society about the environment's vulnerability and key measures for protecting it.

3.2. Social: Affle shall contribute to the development of people by providing them meaningful opportunities for growth as well as ensuring a safe & healthy workplace. The Company will focus on the following areas to achieve this objective:

- **Equality, Diversity and Inclusion:** The Company shall be an Equal Opportunity Employer and provide a work environment free of discrimination and harassment. It shall follow gender-inclusive policies. All employment decisions shall be made without any regard to age, race, creed, colour, religion, gender, nationality, ancestry, disability, sexual orientation, marital status or any other basis as protected by state or local laws. The Company shall treat all its employees with respect and uphold right to freedom of opinion and expression, for all.
- **Education, Learning and Development:** The Company shall recognize the importance of skill enhancement and training, both within the organization and for the youth across society at large. The Company shall prioritize continuous professional development of all its employees through enhancement of skills via structured training programs, offsites and internal competitive events.
- **Innovation - Tech/ Products / Workplace:** The Company shall continue to foster innovation and enhance its technology capabilities for delivering sustainable growth to all its stakeholders. To promote a culture of innovation at the workplace, the Company shall acknowledge and appreciate the contributions made by its employees in generating new product ideas, tech thought leadership and pursuing patent applications.
- **Stakeholders Satisfaction:** Ensuring stakeholder satisfaction is vital for the Company's sustainable growth. To achieve this, the Company shall prioritize the delivery of high-impact services, maintain ethical & transparent business practices and establish effective communication channels with stakeholders.
- **Employee Welfare and Well-being:** The Company shall foster a culture of happiness that can enhance employee confidence, mental health and overall human capital development. It shall provide a workplace environment that is safe, hygienic and humane while upholding the dignity of its employees.

3.3. Governance: As a responsible business, Affle shall uphold the sound standards of governance through the implementation of robust practices that promote transparency, accountability and ethical conduct. The Company shall focus on the following areas to achieve this objective:

- **Business Ethics, Data Security and Privacy:** The Company shall cultivate an ethical and responsible work environment through establishing clear guidelines, providing training for ethical awareness (in particular Anti-Bribery & Anti-Corruption) and ensuring compliance with regulatory requirements. In addition, the Company shall prioritize the safety and security of stakeholders' data by implementing robust data privacy governance practices. The Company shall use multi-layer password-protected authentication systems, automatic tools, tracking mechanisms and audits to protect the sensitive data.

- **Corporate Governance, Reporting and Compliances:** The Company shall follow sound corporate governance practices through a diversified and independent Board, robust shareholder rights, accurate accounting, timely and uniform disclosure of information and fair executive compensation. The Company shall ensure full compliance with all statutory requisites.
- **Board Diversity, Performance and Independence:** The Company shall enhance the quality of Board decisions by maintaining diversity among Board members based on skills, qualifications, professional experiences, knowledge, gender, ethnicity, background and other distinguished qualities. The Company shall periodically assess Board performance, which is crucial for promoting and protecting shareholder interests.
- **Internal Control Systems and Risk Management:** The Company shall have stringent mechanism to monitor and control its operations. These controls shall provide reasonable assurance of maintaining proper accounting, timely mitigation of business risks, protecting assets from unauthorized use and ensuring compliance with applicable regulations.
- **Business Continuity Planning:** The Company shall be prepared for potential natural or man-made hazards that may impact business operations. The Company shall have a business continuity plan for major contingent situations caused by pandemic or an act of God.

4. MONITORING FRAMEWORK AND ESG GOVERNANCE



5. POLICY REVIEW AND AMENDMENTS

The Company will continue to monitor the effectiveness and review the implementation of this policy, considering its suitability, adequacy and effectiveness from time to time.