



## Earnings Release

### Affle reports stellar performance during the Q2 and H1 FY2020

Revenue growth of 38.8% for H1 FY2020 and 40.4% for Q2 FY2020 (y-o-y)

EBITDA margin up by 1.4%; PAT margin up by 2.3% (For H1 FY2020)

Delivered 35.1 million CPCU conversions in H1 FY2020, up 39.4% y-o-y

#### Consolidated Performance Highlights

##### H1 FY2020 Highlights:

- Revenue of Rs. 1,593 million, an increase of 38.8% y-o-y
- EBITDA at Rs. 404 million, an increase of 47.1% y-o-y; EBITDA margin up by 1.4% to 25.4% from 24.0% in H1 last year
- PAT at Rs. 288 million, an increase of 59.7% y-o-y; PAT margin up by 2.3% to 18.0% from 15.7% in H1 last year

##### Q2 FY2020 Highlights:

- Revenue of Rs. 847 million, an increase of 40.4% y-o-y
- EBITDA at Rs. 217 million, an increase of 41.1% y-o-y
- PAT at Rs. 156 million, an increase of 51.2% y-o-y; PAT margin up by 1.2%

**November 9, 2019, New Delhi:** Affle (India) Limited, a consumer intelligence driven global technology Company, today announced the results for second quarter and half year ended September 30, 2019.

Affle reported a robust performance for H1 FY2020 with a consolidated revenue of Rs. 1,593 million, an increase in revenue by 38.8% y-o-y. EBITDA was at Rs. 404 million, an increase of 47.1% y-o-y; registering an EBITDA margin expansion of 1.4%. PAT increased by 59.7% y-o-y to Rs. 288 million, and PAT margin expanded by 2.3%. For Q2 FY2020, consolidated revenue was at Rs. 847 million, an increase of 40.4% y-o-y. EBITDA was at Rs. 217 million, an increase of 41.1% y-o-y. PAT increased by 51.2% y-o-y to Rs. 156 million, and PAT margin expanded by 1.2%. The company generated operating cash flow of Rs. 167 mn in H1 FY2020; a significant growth from Rs. 1.2 mn in H1 last year.

The CPCU business continued on a strong growth momentum delivering a total of 35.1 million converted users (up 39.4% y-o-y, India and International combined) as compared to 25.2 million converted users delivered in the H1 last year. Affle continued to strengthen its mDMP Platform to expand the reach across connected devices to drive conversions and profiled over 2.1 billion connected devices in the last twelve months.

In Rs. million	Q2 FY2019	Q2 FY2020	Y-o-Y Growth	H1 FY2019	H1 FY2020	Y-o-Y Growth
Revenue	604	847	40.4%	1,148	1,593	38.8%
EBITDA	154	217	41.1%	275	404	47.1%
<i>% EBITDA Margin</i>	<i>25.6%</i>	<i>25.7%</i>		<i>24.0%</i>	<i>25.4%</i>	
Profit Before Tax	123	193	56.2%	223	356	59.5%
Profit After Tax	103	156	51.2%	180	288	59.7%
<i>% PAT Margin</i>	<i>17.1%</i>	<i>18.3%</i>		<i>15.7%</i>	<i>18.0%</i>	

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

*“Affle’s growth strategy is anchored in India, our dominant & largest market, and International emerging markets like SEA and MEA where we have strong on ground presence. The growth in Affle’s Consumer Platform business was well supported by the overall consumer trends of greater time spent across connected devices, increased adoption of online payments and consistent growth in digital marketing spends across key industry verticals including e-commerce, food, travel, transport, entertainment/OTT/gaming, healthcare, BFSI/fintech, telecom and others.*

*Our mDMP platform has over 2.1 billion connected devices profiled globally, and we will continue to invest in the 4V strategy of Voice, Video, Vernacular and Verticalisation to reach the next billion shoppers on connected devices. We have filed 14 patents recently across jurisdictions and launched a new R&D centre in Bangalore to fortify our competitive advantage in big data, machine learning & advanced deep learning models.*

**About Affle**

Affle is a global technology company with a proprietary consumer intelligence platform that delivers consumer engagement, acquisitions and transactions through relevant Mobile Advertising. The platform aims to enhance returns on marketing investment through contextual mobile ads and also by reducing digital ad fraud. While Affle's Consumer platform is used by online & offline companies for measurable mobile advertising, its Enterprise platform helps offline companies to go online through platform-based app development, enablement of O2O commerce and through its customer data platform.

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, D2C (an NTT DoCoMo, Dentsu & NTT Advertising JV), Itochu, Bennett Coleman & Company (BCCL) amongst others.

For more information, visit - [www.affle.com](http://www.affle.com)

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