

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

Dear Sir/ Madam,

This is to inform you that the Company and its subsidiaries, have entered into/approved following transactions:

Transaction 1

The Board of Directors of Affle International Pte. Ltd., a wholly-owned Singapore subsidiary of the Company has today approved 100% acquisition of Jampp (Ireland) Limited and its subsidiaries (“Jampp”). Further, Affle MEA FZ-LLC, a subsidiary of Affle International Pte. Ltd., has today entered into an Intellectual Property Purchase Agreement to acquire 100% Tech IP assets of Jampp and Affle International Pte. Ltd. is executing the relevant share purchase agreements to effect the 100% acquisition of Jampp.

The details of the transaction are given as under:

S. No.	Particulars	Details
1.	Name of the target entity, details in brief such as size, turnover etc.	Jampp (Ireland) Limited 6th Floor, 2 Grand Canal Square, Dublin 2, Ireland.
2.	Whether the acquisition would fall within related party transaction(s) and whether the promoter/promoter group/group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at “arm’s length”	It is not a related party transaction as on the date of entering into the agreements. Promoters of the Company have no interest in the said acquisition. The transaction has been done at Arms' Length Basis.

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3.	Industry to which the entity being acquired belongs	Mobile advertising technology
4.	Objects and effects of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the listed entity).	<p>This acquisition is strategic for Affle as it complements our platforms, business & culture and offers a strategic market mix for Affle to achieve greater scale in LATAM, US and other global markets.</p> <p>It further strengthens our CPCU business model, enabling ROI-driven app engagements for the advertisers globally.</p>
5.	Brief details of any governmental or regulatory approvals required for the acquisition	Not Applicable
6.	Indicative time period for completion of acquisition	On or before July 15, 2021
7.	Nature of Consideration- whether cash consideration or share swap and details of the same.	Cash Consideration
8.	Cost of acquisition or the price at which the shares are acquired.	A total Consideration of USD 41.3 million, (including the contingent incremental consideration of USD 15.0 million to be paid over a period of 3 years).
9.	Percentage of shareholding/control acquired and/ or number of shares acquired.	100.0% Equity and Tech IP assets ownership

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10.	<p>Brief background about the entity acquired in terms of products / line of business acquired. Date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief).</p>	<p>Jampp is a global programmatic marketing company that started in 2013 in Latin America (LATAM) and its largest teams continue to be based there.</p> <p>Jampp’s programmatic mobile advertising platform is used by app marketers to help them acquire new users and also to drive repeat usage and transactions with existing users. Its focus on leveraging unique contextual and behavioural signals to deliver in-app engagements has helped it to drive incremental growth for marketers in North America, LATAM, APAC and other global markets.</p> <p>Total Consolidated Revenue of Jampp <i>(Financial year of Jampp is January 1 to December 31)</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">CY 2020 (Unaudited)</th> <th style="text-align: center;">CY 2019 (Audited)</th> <th style="text-align: center;">CY 2018 (Audited)</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">USD 29.5 mn</td> <td style="text-align: center;">USD 35.2 mn</td> <td style="text-align: center;">USD 25.3 mn</td> </tr> </tbody> </table> <p>Adjusted EBITDA for CY2020 was USD 0.04 mn (Unaudited)</p>	CY 2020 (Unaudited)	CY 2019 (Audited)	CY 2018 (Audited)	USD 29.5 mn	USD 35.2 mn	USD 25.3 mn
CY 2020 (Unaudited)	CY 2019 (Audited)	CY 2018 (Audited)						
USD 29.5 mn	USD 35.2 mn	USD 25.3 mn						

Transaction 2

Further to our letter dated August 13, 2020, with regard to the Company acquiring 8.0% ownership in Talent Unlimited Online Services Private Limited (“Bobble AI”) incorporated in India and also securing option(s) to acquire incremental ownership on attainment of certain key performance targets within the next 3 years.

With regards to the agreement executed by Company with the shareholders of Bobble AI on August 12, 2020 and the non-binding commitment therein, the Company has further acquired equity ownership (comprising Equity Shares, CCPS Series A and Series B) at pre-determined terms through a secondary transaction from the shareholders of Bobble AI, at an aggregate consideration of INR 120.9 million.

Further, the Company has also entered into a definitive agreement to subscribe to equity shares of Bobble AI and acquire 1,674 fully paid-up CCPS (Series C1) for a consideration of INR 220.0 million.

The above mentioned transactions are at arm's length with non related parties.

Pursuant to the above investments, total holding of the Company in Bobble AI shall be **17.72%** (as on date) on a fully-diluted basis.

Submitted for your information and records.

Affle (India) Limited

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(P) 0124-4992914 (W) www.affle.com CIN: L65990MH1994PLC080451

Thanking you,

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

Choudhury 

**Parmita Choudhury
Company Secretary & Compliance Officer**

Affle (India) Limited

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