



# Affle (India) Limited

## FY2024 Growth Strategy Update

May 25, 2023

Consumer Intelligence Driven Global Technology Company

# Affle Growth Strategy Plan | FY2024

- 1 Reorganized developed market teams to upsell & cross-sell all our platform use cases on CPCU model with Affle CEO directly leading these business units
- 2 Realigned strategic partnerships with deeper lock-ins for multi-year growth, having large contracts with select supply-side partners, OEMs & Operators
- 3 Introduced CPCU use cases on our CTV with household sync capabilities to strengthen our moat as the only CPCU model-based CTV platform
- 4 Rolled out Apple's App Store related multiple touchpoints, providing advertisers with ROI driven use cases on iOS SKAN & Apple App Store
- 5 Recalibrated our inorganic growth plan for our customers to leverage all use cases of our CPCU business across high-growth emerging verticals globally

The logo for Affle, featuring the word "affle" in a white, lowercase, sans-serif font. Above the letter "l" are three curved orange lines that resemble a Wi-Fi signal icon.

affle

Affle to acquire YouAppi, a global gaming focused  
programmatic mobile app marketing platform

The logo for YouAppi, consisting of the word "YOU" in a light blue, uppercase, sans-serif font, followed by a dot and the word "APPI" in a bold, black, uppercase, sans-serif font. The "APPI" is contained within a rounded rectangular box with a blue-to-purple-to-pink gradient.

YOU • APPI

an affle  company

# Affle | Inorganic Growth Execution

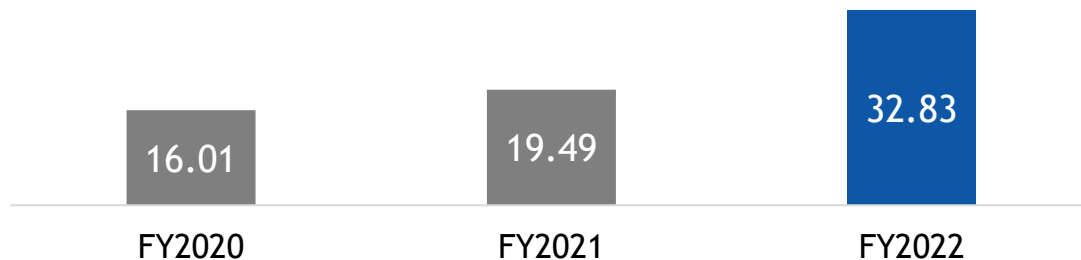
## Transaction Details

- ✓ Acquirer: Affle International Pte. Ltd., a wholly-owned Singapore subsidiary
- ✓ 100% ownership of YouAppi Inc., USA (“YouAppi”)
- ✓ Total consideration of USD 45 million
- ✓ Upfront cash consideration of USD 35.44 million
- ✓ Contingent consideration of USD 9.56 million

## YouAppi - At a Glance

- ✓ YouAppi is a global gaming focused programmatic mobile app marketing platform
- ✓ Founded in 2011
- ✓ Strong ground presence with teams based out of USA, Israel and Japan
- ✓ Operates across EMEA, North America & APAC
- ✓ Deploys AI & ML-powered technology with audience segmentation & real-time results optimization

### YouAppi Revenue (USD mn)

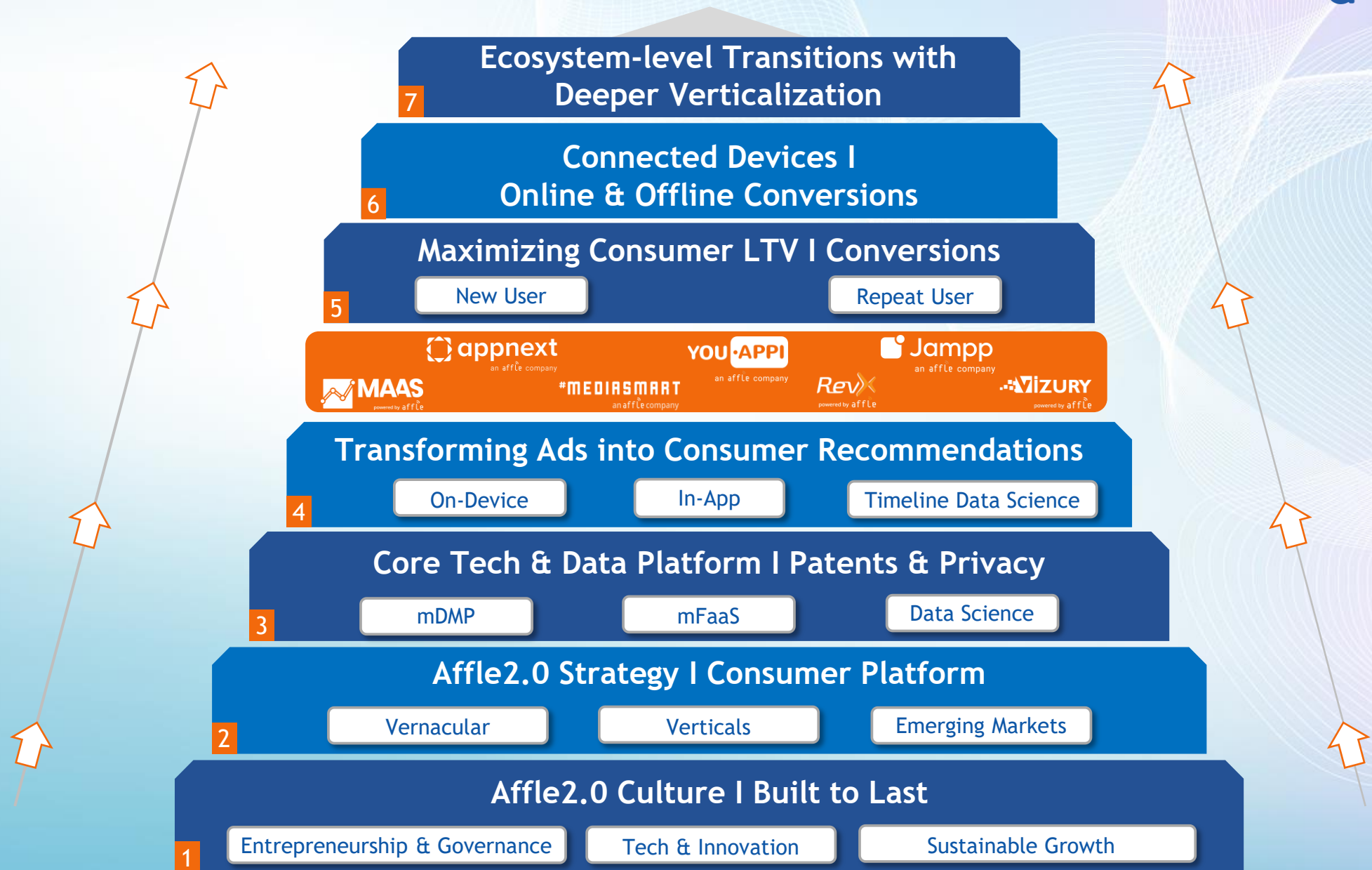


### YouAppi PAT (USD mn)



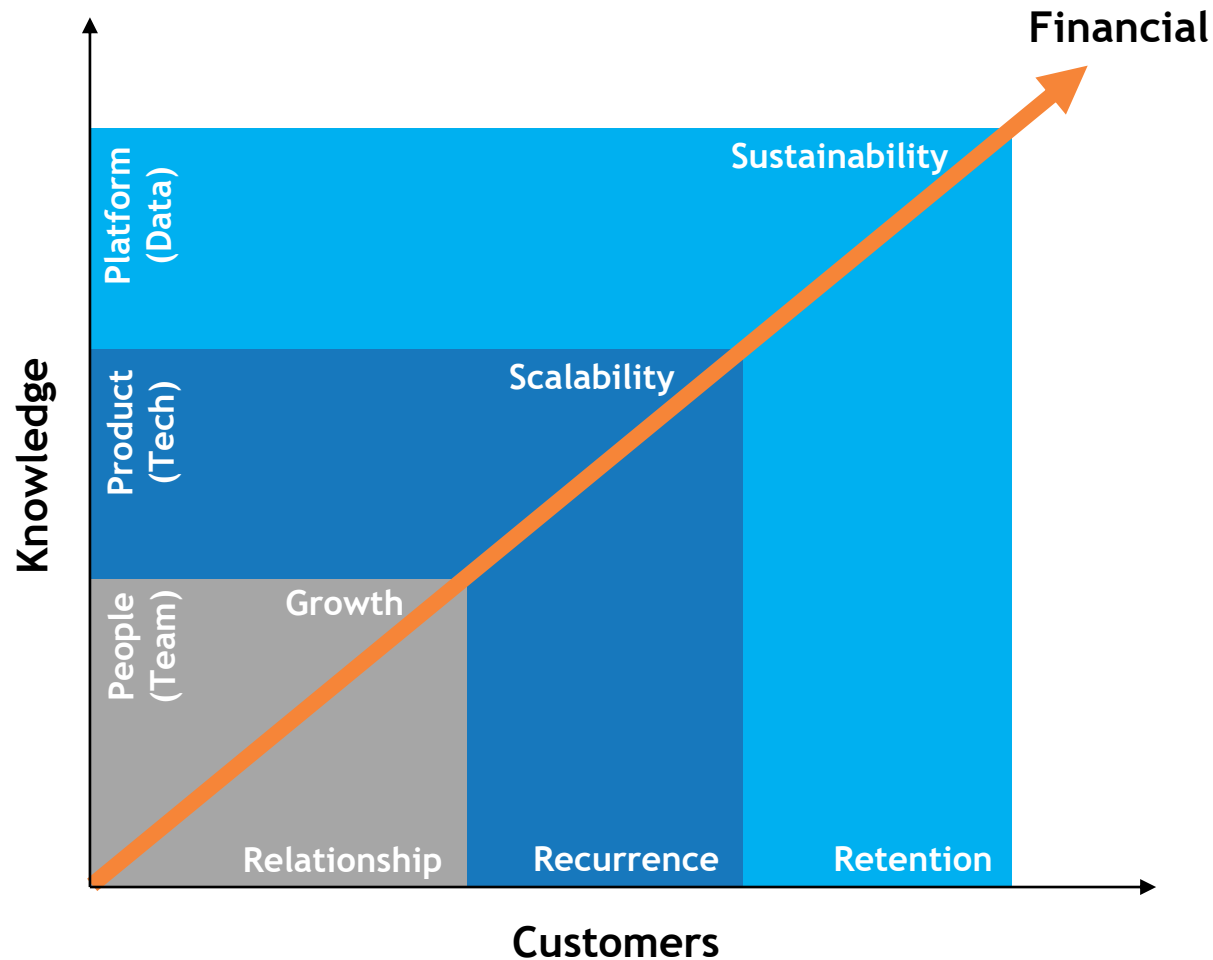


# Affle2.0 Consumer Platform Stack



# YouAppi fits all our criteria of inorganic growth plan

## Key Capability Attributes



## Strategic Vision

**2019 RHP Quote:** “There are over 100 companies around the world that offer one or more components of the digital advertising technology. Only a few companies/groups operate internationally, such as us, InMobi, Criteo, Trade Desk, Freakout, Mobvista and **YouAppi**, among others, thereby providing us with opportunities for consolidation”.

**2021 QIP Quote:** “Our verticalisation focus enables deeper insights across industry verticals leading to greater ROI impact for our advertisers. We are focused on **increasing our revenue in high growth industry verticals**. in particular, companies in the Category EFGH industries”.



# Affle + YouAppi | Value Accretive Proposition

## Acquisition Rationale

Aligns to Affle2.0 global growth strategy of verticalizing our platforms to enable our customers leverage all use cases of CPCU business in the gaming vertical

## Platform Synergies

Full-funnel user engagement on CPCU model on both iOS & Android for leading game developers globally

## Deeper Client Penetration

Penetrate and grow into high-growth customer accounts by upselling all Affle propositions and build greater recurrence with integrated technology and data

## Financial Fundamentals

Strategic focus on inorganic margin expansion and greater profitability

## FY2024 Accretion

~ USD 178.2 mn  
Affle FY23 Revenue

+

20%-25%  
Organic Growth (y-o-y)

+

YouAppi  
Business consolidation

~ USD 36.4 mn (20.4%)  
Affle FY23 EBITDA & Margin



With Incremental margin expansion

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