affle

July 29, 2026

BSE Limited
P J Towers, Dalal Street
Mumbai -400001

Subject: Clarification on Increase in Volume of Security - Scrip Code: 542752

Dear Sir/Ma'am,

This is with reference to your email L/SURV/ONL/PV/SG/ 2026-2027 / 267 dated July 29, 2026, relating to the significant increase in the Volume in shares of the Company on Stock Exchanges.

In this regard, we would like to submit that the Company has made all the necessary disclosures in accordance with Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

We would like to bring to your attention the following recent disclosures by the Company:

(i) The Company has disclosed during the Earnings Call held on November 3, 2025, February 2, 2026 and May 11, 2026 that the Company and its subsidiaries are in the process of identifying and negotiating with suitable target companies and conducting due diligence for acquisition and that evaluations are under way.

Following is an excerpt from Transcript of Earnings Call held on November 3, 2025:

> *"The right way to say it is that for these 10 potential targets, early evaluation is ongoing before we get into deeper details of what's happening internally in their business and what's the strength of their tech and so on. We are at an early level of diligence, and we can say that these target companies are in the courtship period."*

Following is an excerpt from Transcript of Earnings Call held on May 11, 2026:

> *"We have evaluated several companies - more than 10 and then we've shortlisted about 4 - where we are doing deeper due diligence, we are doing deeper assessments as well as negotiations."*

Following are the links of the Transcripts of the Earning Calls for your easy reference.

1. Link of Earnings Call Transcript of the meeting held on November 3, 2025
2. Link of Earnings Call Transcript of the meeting held on February 2, 2026
3. Link of the Earnings Call Transcript of the meeting held on May 11, 2026

(ii) The objects of the recent preferential issue, as set out in the Postal Ballot Notice dated May 11, 2026, include funding the Company's inorganic growth objectives by way of suitable strategic investments and/or acquisitions (including acquisition of businesses, technologies, intellectual property, platforms or capabilities) as may be approved by the Board from time to time.

(iii) Vide letter dated June 13, 2026, the Company has intimated that Affle MEA FZ LLC, wholly owned step-down subsidiary has entered into a definitive Asset Purchase Agreement to acquire AdColony Assets from Digital Turbine, Inc.

Following is the link of the above letter:

https://www.bseindia.com/xml-data/corpfiling/AttachHis/16aab954-e6ad-4c25-86a5-ee7a6e321c06.pdf

(iv) Vide letter dated July 27, 2026, the Company has allotted 83,000 equity shares under Affle (India) Limited Employee Stock Option Scheme, 2021 to Affle (India) Limited Employees' Welfare Trust and the same has been picked by media as a news article. However, this is not a material event for the Company as stated in the letter.

Following is the link of the above letter:

https://www.bseindia.com/xml-data/corpfiling/AttachLive/6e994415-e051-4ad5-9725-fa4647d31c9e.pdf

Further, we would like to inform you that the tentative plan for holding the next Board meeting is on August 8, 2026.

The Company assures adherence to the requirements laid down in Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and shall keep the Stock Exchange(s) duly informed as and when required under the said regulations as and when such event(s) occur.

We are not aware of any reason other than stated above for the increase in traded volume of the scrip of the Company.

We hope the above clarifies and request you to kindly take the same on your records.

Thanking you,

Yours Faithfully,
For Affle 3i Limited
(formerly known as Affle (India) Limited)

Parmita Choudhury
Digitally signed by Parmita Choudhury
Date: 2026.07.29 12:19:39 +05'30'

Parmita Choudhury
Company Secretary & Compliance Officer