

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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Dear Sir/Madam,

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

This is to inform that the Company has been granted a patent in India, which was earlier granted to the Company in the US, strengthening the overall IP portfolio of the Company.

The patent subject area is "Method and system for click-to-install behavior based detection of fraud". This patent deploys trained machine learning models to analyse click-to-install behavioural patterns in real time, by collecting and processing device data, application data and user behaviour across agentic/autonomous intelligent connected devices (AICDs). By identifying deviations across parameters such as click time, redirection time, time to install and network signals, it accurately distinguishes genuine human engagements from non-human bot traffic and fraudulent publisher activity, scoring and blocking offending publishers in real time so that advertisers pay only for authentic consumer conversions.

This grant directly reinforces the human-vs-non-human data distillation and fraud prevention capabilities of our AI-powered Consumer Platform Stack, protecting advertiser ROI and safeguarding the integrity of our CPCU business model. It further builds upon our previously granted IPs, reflecting our sustained commitment to powering measurable and trusted digital journeys for advertisers globally, while deepening our technology thought leadership and strengthening our strategic defensibility across markets. Our IP portfolio stands at 18 unique patent grants out of 39 total filed patents, with approximately 300 enforceable patent claims as on date.

Submitted for your information and records.

Thanking You,

Yours Faithfully,

For Affle 3i Limited

(Formerly known as Affle (India) Limited)

Parmita Choudhury

Company Secretary & Compliance Officer

Affle 3i Limited

(Formerly known as Affle (India) Limited)

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