

AFFLE/SE/PR/2025-26/02

To

<b>BSE Limited</b> <b>Phiroze Jeejeebhoy Towers,</b> <b>Dalal Street, Mumbai 400 001</b>	<b>National Stock Exchange of India Ltd</b> <b>Exchange Plaza, 5th Floor, Plot No. C-1, G</b> <b>Block, Bandra Kurla Complex, Bandra</b> <b>(East), Mumbai - 400 051</b>
<b>Scrip Code: 542752</b>	<b>Symbol: AFFLE</b>

**Re: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Dear Sir/ Madam,

Pursuant to the abovementioned Regulations, please find enclosed the copy of Press Release titled “**Affle Strengthens Global Markets Anchoring aligning to its 10x Growth Plan; Announces Planned Leadership Evolution**”.

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**

**Encl: As above**

**Affle 3i Limited**

(Formerly known as Affle (India) Limited)

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## Press Release

### Affle Strengthens Global Markets Anchoring aligning to its 10x Growth Plan; Announces Planned Leadership Evolution

**02 March 2026:** Affle 3i Limited (“Affle”), a global technology company driving AI-powered consumer intelligence and mobile advertising solutions, today announced strategic strengthening of its global markets anchoring to accelerate the next phase of AI-led 10x growth plan across developed markets, India & other emerging markets.

As the rapid adoption of AI continues to expand digital ecosystems globally, driving the rise of AI-powered consumer experiences, we are sharpening our market focus to capture these structural growth opportunities. Guided by Affle 3i growth vision, leveraging Augmented, Authentic and Applied intelligence, our strategic direction remains consistent with innovation that we have advanced over the years, including 39 unique patents filed with 18 unique patents granted with about 300 enforceable patent claims as on date, covering subjects including AI-led consumer intelligence and GenAI frameworks. Our robust patent portfolio underscores our continued focus on developing innovative technologies and enhancing our competitive moat by ensuring future readiness and future proofing of our AI-powered consumer platform stack.

This strategic evolution now extends to realigning and strengthening our leadership structure to reflect continued institutionalization of our leadership framework to unlock the greater global growth across our business units.

As part of our plan:

- Affle’s developed markets strategy will be increasingly anchored in North America under the credible leadership of Sameer Sondhi, who has over 25 years of relevant global industry experience and is our CEO of North America and Chief Strategic Investments Officer based in the US.
- India and emerging markets growth will continue to be under Vipul Kedia, who has been a key leader at Affle for almost 20 years and is our Chief Operating Officer for Emerging Markets. Further, we have also onboarded Gulrez Alam, who has over 20 years of relevant experience in ad tech and is our Chief Revenue Officer for India and emerging markets.
- Affle’s global rollout of AI powered strategic initiatives will continue to be anchored by Viraj Sinh, who has been a key leader at Affle for almost 14 years and is our Chief Strategic Initiatives Officer.

- As part of the leadership evolution, our Co-founder and Director - Anuj Kumar, who will complete 20 years with Affle on 5th April, 2026 and has been based in Europe for the last 4 years, has decided to transition from all his executive and non-executive roles in the company and its subsidiaries/ step down subsidiaries effective April 16, 2026. The decision is personal in nature and Kumar will continue to serve in his current role through FY2026 to ensure a smooth and structured transition, including completion of the ongoing business cycle, support for FY2027 planning and an orderly handover. Kumar will continue to be closely associated with Affle as its largest individual shareholder as on date and does not currently intend to pursue other executive roles.

The Nomination & Remuneration committee of our Board has consented to this transition and initiated a structured succession process to ensure sustained execution momentum. The Company's strategy, operating model and financial outlook remain unchanged.



Commenting on this, **Anuj Khanna Sohumi, Chairperson, MD & CEO of Affle** said “I would like to express my deepest gratitude to Kumar for his consistent contributions as our Co-founder since April 2006. Kumar’s long term conviction in Affle growth plan has inspired his recent investment that has made him our single largest individual shareholder in India as on date. He has also been instrumental in ensuring a smooth leadership transition for Sameer to lead our developed markets growth from North America. Our sharper anchoring on both developed markets and emerging markets will strengthen our global growth momentum and the disciplined execution of our organic and inorganic expansion plans.”



Talking about it, **Anuj Kumar** said “It has been an honor and a privilege to be part of Affle’s remarkable growth journey over the past two decades. I am immensely proud of what we have built together as a team, creating something very meaningful, taking it public, and growing it globally from strength to strength thereafter. This has been a deeply considered and a difficult personal decision, but one that will allow me more time to pursue other passions. A co-founder’s commitment is never ending and I remain deeply invested in Affle’s future as a long term shareholder of the company. Our company has a stronger leadership team than ever before that continues to execute with high passion and long term commitment. I am looking forward to a seamless transition and I will be cheering and celebrating Affle’s 3i 10x growth journey ahead.”

### **About Affle**

Affle is a global technology company enabling AI-led solutions in mobile advertising. Affle enables advertisers to optimize targeting, personalize user engagement and maximize ROI by combining proprietary data, deep audience insights and advanced generative AI capabilities. With our market-

leading portfolio of tech platforms, we empower brands to move beyond automation toward next-gen experiences with measurable impact. Our consumer intelligence platforms deliver personalized solutions at scale, helping marketers connect with audiences in more relevant and meaningful ways. With innovative tech-powered capabilities, we drive performance across every stage of the mobile marketing journey. We are augmenting our authentic intelligence with AI-powered agents and algorithms, going beyond efficiency to adapt in real time and influence outcomes that matter. Affle 3i Limited is listed on the NSE (AFFLE) and BSE (542752). For more information, visit [www.affle.com](http://www.affle.com)

For further queries, you may contact - [pr@affle.com](mailto:pr@affle.com)