# Q2FY25 Result Update | Internet Services

DALAL & BROACHA
STOCK BROKING PVT. LTD.

**Equity Research Desk** 

11 November 2024

Firing on All Cylinders, Achieving New Highs, and Eyeing Future Growth

Affle India delivered strong Q2FY25 results, achieving its highest quarterly revenue, EBITDA, and PAT. With both short-term guidance and long-term growth levers intact, the company remains well-positioned for continued margin expansion and sustainable growth across key markets and verticals.

- Revenue at INR 5,195 Mn, +25.9% yoy / +4.5% qoq and +0.9% above our estimates.
- **EBITDA at INR 1,133 Mn,** +29.9% yoy / +8.5% qoq and +1.8% above our estimates.
- EBITDA margin at 20.9%, vs 20.2% / 20.1% in Q2FY24 / Q1FY25, +19 bps above our estimates.
- **EBIT at INR 882 Mn,** +28.3% yoy / +3.5% qoq and -5.8 % below our estimates.
- EBIT margin at 16.3% vs 15.9% / 16.4% in Q2FY24 / Q1FY25
- Adj PBT at INR 1,135 Mn, +55.1% yoy / +6.5% qoq and +1.9% above our estimates.
- Adj PAT at INR 920 Mn, +37.7% yoy / +6.2% qoq and +1.6% above our estimates.
- Adj EPS at INR 6.56, vs 5.01 / 6.56 in Q2FY24 / Q1FY25
- Converted Users in CPCU business stood at 94.8 Mn, vs 72
   Mn / 90.8 Mn in Q2FY24 / Q1FY25.
- Average CPCU rate stood at INR 57.1, in Q2FY25 vs INR 55.6
   / 57 in Q2FY24 / Q1FY25.

Rating	TP (Rs)	Up/Dn (%)
BUY	2,004	26
Market data		
Current price	Rs	1,586
Market Cap (Rs.Bn)	(Rs Bn)	223
Market Cap (US\$ Mn)	(US\$ Mn)	2,638
Face Value	Rs	2
52 Weeks High/Low	Rs	1715 / 998
Average Daily Volume	('000')	199
BSE Code		542752
Bloomberg		AFFLE.IN
Source: Bloomberg		

One Year	Performa	nce		
170 ]				
150 -			N.M	$\mathcal{N}_{\lambda}$
130 -	.M.			m
110 -	and the	White		
90 -	_			
70	•			
Nov-2	3 Feb-24	May-24	Aug-24	Nov-24
_	Affle India	Ltd =	Nifty	Index

Source:	Bloom	berg

% Shareholding	Sep-24	Mar-24
Promoters	55.09 S	;
Public	44.82	40.05
		0.07
Total	100	100

Source: BSE

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Y/E Mar (Rs mn)	FY 22	FY 23	FY 24	FY 25E	FY 26E	FY 27E
Net sales	10,817	14,340	18,428	22,573	27,013	32,373
EBITDA	2,131	2,888	3,600	4,846	6,325	7,778
Adjusted net profit	2,157	2,472	2,973	4,009	5,050	6,245
Free cash flow	1,540	966	1,955	2,188	3,385	4,457
EPS (Rs)	16.1	18.4	21.7	28.6	36.0	44.5
growth (%)	59.03	14.28	17.90	31.69	25.97	23.67
Adjusted EPS (Rs)	16.2	18.4	21.7	28.6	36.0	44.5
growth (%)	109.53	13.77	17.90	31.69	25.97	23.67
P/E (x)	98.4	86.1	73.1	55.5	44.0	35.6
P/B (x)	17.9	14.4	8.9	7.7	6.5	5.5
EV/EBITDA (x)	97.0	71.3	58.7	43.0	32.3	25.6
ROCE (%)	12.9	14.9	10.9	13.4	15.8	16.6
RoE (%)	18.2	16.7	11.9	13.8	14.8	15.5

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Source: Dalal & Broacha Research, Company

# **Conference Call Key Highlights**

## Impact of Antitrust Laws on Affle's Market Position

• Strengthened Position in Non-Walled Gardens: The ongoing antitrust scrutiny on major tech platforms (like Google and Meta) and evolving data privacy regulations globally are favorable to Affle. These regulations encourage advertisers to diversify spend beyond large platforms, benefiting Affle's position in non-walled garden advertising. The company views this as a tailwind for its business, particularly as advertisers shift focus to privacy-compliant, independent platforms, positioning Affle for long-term growth in emerging and developed markets.

# Al and Technology Investments

- Gen Al Innovations: Gen Al capabilities are integrated across Affle's offerings, including content creation tools like Newton, which supports advertisers with on-the-fly vernacular content generation. The company has earmarked 50% of its capital raised for further Al development, aligning with its long-term strategic vision.
- Patent Portfolio: Affle strengthened its competitive advantage through patents in the U.S., enhancing engagement features like live stream interactions and ID optimization.

## **Competitive Positioning and Market Strategy**

- India and Global Emerging Markets: These markets constituted 73.4% of Affle's Q2FY25 topline, achieving strong revenue growth of +25.3% YoY, with market tailwinds remaining intact. Affle's strong execution in emerging markets, such as India and Indonesia, capitalizes on a robust ground presence and localized expertise, distinguishing it from global players focused on developed markets.
- **Developed Markets:** Developed markets saw a +27.5% YoY growth in Q2FY25, contributing 26.6% to the Q2FY25 topline. Affle is leveraging case studies and proven success in emerging markets to bolster its developed market presence in North America and Europe, focusing on verticals like Fintech, E-commerce, and Gaming.
- Affle delivered 20%+ revenue growth in FY25.

### **Operational Efficiency and Financials**

- Margin Expansion: EBITDA margin reached 20.9% in Q2, with a YoY expansion of 65 basis points. Inventory and data costs were controlled at 61.1% down by 53 bps QoQ, supported by premium inventory investments.
- **Employee Costs:** Quarterly employee costs decreased by 3.3% QoQ due to previous HR investments and a unified team approach, helping achieve cost efficiencies.
- **Effective Tax Rate**: The effective tax rate was 18.9%, consistent with previous quarters, and is anticipated to remain stable.

#### **Consumer Platform and Inventory Strategy**

- Affle 2.0 Stack and CPCU Model: The unified Affle 2.0 platform, underpinned by the Converge Al supply cloud, enables efficient cross-platform operations, driving ROI for CPCU campaigns. Affle's focus remains on high-margin, premium placements, particularly in developed markets and through strategic partnerships, including CTV.
- Forward-looking Inventory Costs: Affle invests 10-15% of its cost in forward-looking inventory, strategically targeting premium touchpoints to optimize CPCU rates.

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### **Acquisition Strategy**

 Affle remains open to acquisitions that provide strategic alignment and financial fundamentals. The company aims to integrate acquired businesses within a year, targeting profitability at 20% EBITDA.

#### Guidance

- FY25 Growth Expectations: Affle is targeting over 20% revenue growth for FY25, with an
  emphasis on "plus" to signal potential upside. The company also expects greater growth rates in
  EBITDA and PAT, driven by continued investments in premium inventory and operational
  efficiencies.
- **5-Year Compounded Growth Outlook:** Affle projects a top-line CAGR of 20% and bottom-line CAGR of 25% over the next five years. This is supported by sustained investments in AI, strategic market expansion, and a strong CPCU-based monetization model.

# Valuation & Outlook

At the current level of INR 1586, the stock is trading at 55.5x / 44x / 35.6x FY25e / FY26e / FY27e EPS.

The management remains focused on delivering cash flow-positive, high-margin, and sustainable growth, with a disciplined approach to both topline and margin expansion. Affle targets over 20% revenue growth and expects EBITDA and PAT to grow at an even faster pace in the near term. With strong growth across both developed and emerging markets, Affle is well-positioned to capitalize on increasing digital ad spend globally.

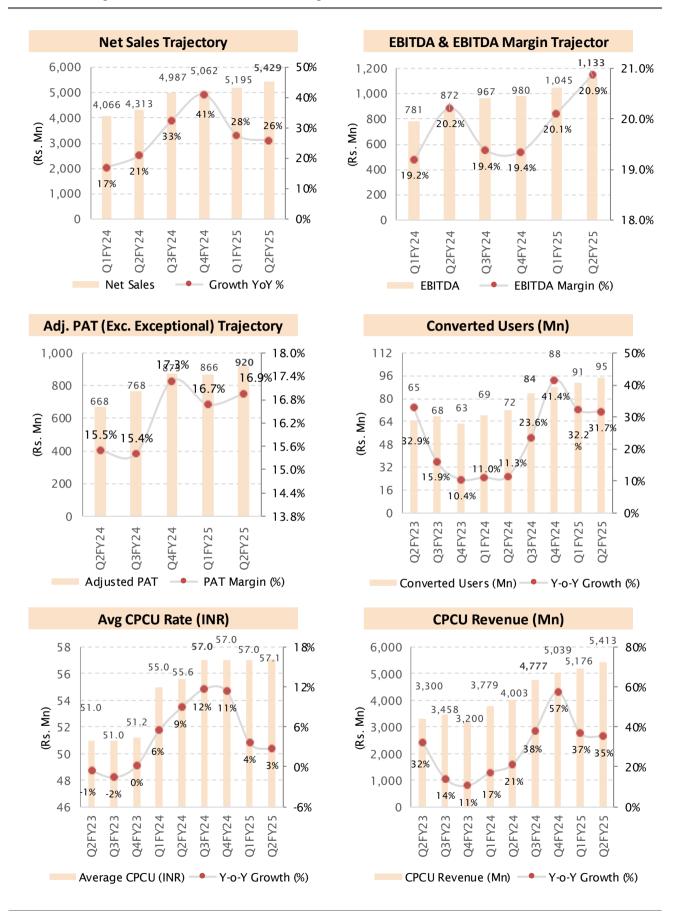
Affle's emphasis on non-walled garden advertising, combined with its expanding Gen Al capabilities, OEM partnerships, and premium placements across platforms, positions the company to capture higher-value segments, particularly in connected TV (CTV) and iOS markets. This strategic focus on premium inventory, coupled with synergies from past acquisitions, is expected to enhance both revenue growth and profitability.

The company's commitment to a unified platform, the Affle 2.0 stack, and forward-looking investments in Al will support steady organic growth while driving operating efficiencies. Affle's strong execution in key verticals like E-commerce, Fintech, and Gaming, along with a calibrated approach to acquisitions, ensures robust growth potential over the long term.

The company's long-term 5-year CAGR target of 20% on topline and 25% on bottom line further strengthens its growth outlook. With Affle's consistent stellar performance and future growth potential, we roll over our estimates to FY27 and upgrade our target multiple to 45x, arriving at a target price of INR 2,004.

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# **Quarterly Performance Analysis**



Source: Dalal & Broacha Research, Company

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# **Quarterly Deviation**

YE March (Rs. mn)	Q2 FY25	Q1 FY25	Q-o-Q change %	Q2 FY24	Y-o-Y change %	Q2 FY25 Estimates	Deviation %
Net Sales (INR Mn)	5,429	5,195	4.5%	4,313	25.9%	5,379	0.9%
Less:							
Inventory and Data Costs	3,315	3,200	3.6%	2,611	26.9%	3,281	1.0%
Employees Remuneration & Benefits	567	586	(3.3%)	574	(1.1%)	608	(6.7%)
Administrative & Other Expenses	414	364	13.6%	256	61.8%	377	9.8%
Total Operating Expenditure	4,296	4,150	3.5%	3,441	24.8%	4,266	0.7%
EBITDA	1,133	1,045	8.5%	872	29.9%	1,113	1.8%
Less: Depreciation	251	193	30.2%	184	36.0%	176	42.5%
EBIT	882	852	3.5%	688	28.3%	937	(5.8%)
Less: Interest	36	38	(5.8%)	55	(35.3%)	38	(5.8%)
Add: Other income	288	251	14.8%	99	190.2%	215	34.0%
Profit Before Tax	1,135	1,066	6.5%	732	55.1%	1,114	1.9%
Adjusted Profit Before Tax	1,135	1,066	6.5%	732	55.1%	1,114	1.9%
Less: Total Tax	215	200		64		208	
Minority Interest	0	0		0		0	
Reported PAT	920	866	6.2%	668	<i>37.7%</i>	906	
Adjusted PAT	920	866	6%	668	37.7%	906	1.6%
Reported Diluted EPS (Rs.)	6.56	6.18		5.01		6.5	
Adjusted Diluted EPS (Rs.)	6.56	6.18	6.2%	5.01	30.8%	6.5	1.5%
No of Shares Diluted (mn)	140.2	140.1		133.2		140.1	
Margin Analysis %			Change		Change		Change
ividigili Alidiysis %			in bps		in bps		in bps
EBIT Margin	16.3%	16.4%	(15)	15.9%	31	17.4%	(116)
EBIDTA Margin	20.9%	20.1%	76	20.2%	65	20.7%	19
NPM	16.9%	16.7%	28	15.5%	146	16.8%	11
Adjusted NPM	16.9%	16.7%	28	15.5%	146	16.8%	11
Effective Tax Rate %	18.9%	18.7%	21	8.8%	1019	18.7%	25
Cost Analysis %			Change		Change		Change
Cust Alidiysis /0			in bps		in bps		in bps
Inventory & Data Costs/Net Sales	61.1%	61.6%	(53)	60.5%	51	61.0%	6
Employee Cost/Net Sales	10.4%	11.3%	(84)	13.3%	(286)	11.3%	(86)
SG&A/Net sales	7.6%	7.0%	61	5.9%	169	7.0%	61

Source: Dalal & Broacha Research, Company

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# Financials.

Profit & Loss Statement						
YE March (Rs. mn)	FY22	FY23	FY24	FY25E	FY26E	FY27E
Revenue from Operations	10,817	14,340	18,428	22,573	27,013	32,373
% Growth	109.3	32.6	28.5	22.5	19.7	19.8
Operating Expenses						
Inventory and Data Costs	6,789	8,843	11,254	13,804	16,603	19,898
Employee Benefit Expense	1,296	1,872	2,352	2,371	2,626	2,949
Other Expenses	600	736	1,223	1,553	1,459	1,748
<b>Total Operating Expenses</b>	8,685	11,452	14,828	17,727	20,687	24,595
EBITDA	2,131	2,888	3,600	4,846	6,325	7,778
Growth (%)	64.4	35.5	24.7	34.6	30.5	23.0
EBITDA Margin (%)	19.7	20.1	19.5	21.5	23.4	24.0
Less: Depreciation	324	494	715	796	779	952
EBIT	1,807	2,393	2,885	4,051	5,546	6,826
Growth (%)	64.3	32.5	20.5	40.4	36.9	23.1
EBIT Margin (%)	16.7	16.7	15.7	17.9	20.5	21.1
Interest Paid	71	114	189	163	130	97
OtherIncome	716	544	572	1,017	810	971
PBT	2,452	2,823	3,268	4,906	6,227	7,701
Tax Expenses	300	361	295	897	1,177	1,455
Net Profit	2,147	2,452	2,973	4,009	5,050	6,245
Adjust PAT	2,157	2,472	2,973	4,009	5,050	6,245
Growth (%)	109.5	14.6	20.2	34.9	26.0	23.7
APAT Margin (%)	19.8	17.1	16.1	17.8	18.7	19.3
EPS	16.1	18.4	21.7	28.6	36.0	44.5
Growth (%)	59.0	14.3	17.9	31.7	26.0	23.7
Adj. EPS	16.2	18.4	21.7	28.6	36.0	44.5
Growth (%)	109.5	13.8	17.9	31.7	26.0	23.7

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Financial Ratio Analysis						
YE March (Rs. mn)	FY22	FY23	FY24	FY25E	FY26E	FY27E
Profitability Ratios						
ROE (%)	18.20	16.71	11.90	13.83	14.84	15.50
ROCE (%)	12.92	14.89	10.93	13.41	15.82	16.61
ROA (%)	8.36	8.62	6.57	7.94	8.88	9.66
Financial Leverage Ratios						
Debt / Equity (x)	0.1x	0.1x	0.1x	0.1x	0.0x	0.0x
Interest Coverage (x)	30x	25x	19x	30x	49x	81x
Interest / Debt (%)	5	11	11	11	11	11
Asset Turnover Ratios						
Debtors (Days)	106	79	94	105	105	105
Creditors (Days)	79	62	63	79	79	79
Valuation Ratios						
Book Value (Rs.)	89	110	178	207	243	287
P/E (x)	98.4	86.1	73.1	55.5	44.0	35.6
P/BV (x)	17.9	14.4	8.9	7.7	6.5	5.5
EV/EBITDA (x)	97	71	59	43	32	26
Market Cap. / Sales (x)	20	15	12	10	8	7
Net Cash / Mkt Cap (%)	2	3	5	6	8	11
Dividend Yield (%)	0	0	0	0	0	0
Dividend Per Share	0	0	0	0	0	0
EV						
Market Cap	211,335	211,335	222,207	222,373	222,373	222,373
Net Cash	4,562	5,426	10,961	14,069	18,106	23,373
Net Debt	-4,562	-5,426	-10,961	-14,069	-18,106	-23,373

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Balance Sheet						
Particulars	FY22	FY23	FY24	FY25E	FY26E	FY27E
EQUITY						
Equity Share Capital	267	266	280	280	280	280
Other Equity	11,527	14,405	24,700	28,709	33,759	40,004
Total Equity	11,794	14,672	24,980	28,989	34,039	40,285
LIABILITIES	, -	,-	,	-,	,	.,
Non-Current Liabilities						
Financial Liabilities						
Borrowings	891	521	726	526	326	126
Other Non-Current Financial Liabilities	1,218	789	528	528	528	528
Long-Term Provisions	18	19	25	25	25	25
Deferred Tax Liabilities (net)	61	55	103	103	103	103
Lease Liabilities	-	18	39	39	39	39
Total Non-Current Liabilities	2,188	1,402	1,421	1,221	1,021	821
Current Liabilities		·	·	•	·	
Contract Liabilities	41	23	96	96	96	96
Financial Liabilities						
Borrowings	593	510	1052	952	852	752
Trade Payables						
Dues of small enterprises	42	30	28			
Others	2,517	2,491	3,803	5,100	5,951	7,075
Lease Liabilities	2	7	10	10	10	10
Other Financial Liabilities	788	698	1,047	948	1,050	1,180
Short-Term Provisions	31	32	29	29	29	29
Liabilities for Current Tax	69	67	166	108	141	175
Other Current Liabilities	204	174	198	186	192	189
Total Current Liabilities	4,288	4,033	6,429	7,428	8,321	9,505
Total Equity and Liabilities	18,269	20,107	32,830	37,638	43,382	50,611
Non-Current Assets						
Property Plant & Equipment						
Gross Block	559	1,060	1,782	2,582	3,382	4,182
Less: Depreciation	535	1,029	1,744	2,540	3,319	4,271
Net Block	24.24	30.62	38	42	63	-89
Right of Use Assets	2	25	62	62	62	62
Goodwill	6,163	6,640	9,829	9,829	9,829	9,829
Other Intangible Assets	804	1,163	1,515	1,818	2,182	2,618
Intangible Assets Under Development	422	485	981	1,129	1,351	1,619
Financial Assets						
Investments	0	0	373	623	873	1,123
Loans, Other financial & income tax assets	50	110	168	168	168	168
Deffered Tax Assets (Net)	29	28	121	-	-	-
Total Non-Current Assets	8,840	8,482	13,087	13,671	14,527	15,330
Current Assets						
Contract Asset	758	1036	2053	1354	1621	1942
Investment held for sale		1338	1338	1338	1338	1338
Financial Assets						
Trade Receivables	2,347	2,452	3,174	4,886	5,847	7,007
Cash and Cash Equivalents	3,163	3,320	8,051	10,608	14,096	18,813
Other Bank Balances	2,883	3,137	4,314	4,314	4,314	4,314
Loans	12	5	18	226	270	324
Other Financial Assets	47	94	174	618	746	921
Other Current Assets	220	243	622	622	622	622
Total Current Assets	9,429	11,625	19,743	23,967	28,854	35,281
Total Assets	18,269	20,107	32,830	37,638	43,382	50,611

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Cash Flow Statement (Rs. Mn)	FY22	FY23	FY24	FY25E	FY26E	FY27E
Cash flow from operating activities						
Profit before tax	2,452	2,823	3,268	4,906	6,227	7,701
Depreciation & Amortization	324	494	715	796	779	952
Interest expenses	71	114	189	163	130	97
Operating profit before working capital change	2,847	3,431	4,172	5,864	7,135	8,749
Net changes in WC	843	-701	186	-668	-506	-526
(Inc)/Dec in Current Assets	-1,509	-447	-2,210	-1,667	-1,399	-1,710
Inc/(Dec) in Current Liabilities	2,352	-255	2,396	999	893	1,184
Gross cash generated from operations	3,690	2,730	4,358	5,196	6,629	8,223
Direct taxes paid	-278	-403	-345	-664	-897	-1,177
Others	-1,352	275	-1,390	-	-	-
Cash generated from operating activities	2,060	2,603	2,623	4,532	5,733	7,046
Cash flow from investing activities						
Capex	-3,747	-1,400	-4,759	-1,250	-1,386	-1,504
Investments	1,013	-23	-410	-250	-250	-250
Others	-2,825	-552	-604	-	-	-
Cash generated from investment activities	(5,559)	(1,974)	(5,773)	(1,500)	(1,636)	(1,754)
Cash flow from financing activities						
Inc / Dec in Share capital	6,055	426	7,336	-0	-0	0
Borrowings/ (Repayments)	149	-799	-56	-200	-200	-200
Interest paid	-71	-114	-189	-163	-130	-97
Others	34	-127	717	-111	-280	-279
Cash generated from financing activities	6,150	(590)	7,832	(474)	(610)	(575)
Net cash increase/ (decrease)	2,650.36	38	4,682	2,557	3,487	4,717

Free Cash Flow Statement	FY22	FY23	FY24	FY25E	FY26E	FY27E
EBITDA	2,131	2,888	3,600	4,846	6,325	7,778
Add: Depreciation Tax Shield	40	63	65	145	147	180
Working Capital Changes	843	-701	186	-668	-506	-526
Less: Inc in FC Investment	734	923	1,570	1,250	1,386	1,504
Taxes Paid	300	361	295	897	1,177	1,455
Total Free Cash Flows	1,980	966	1,985	2,177	3,404	4,472

Source: Dalal & Broacha Research, Company

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