ANNEXURE 14

SUMMARY OF THE PROPOSED COMBINATION

[Under Regulation 13(2) of the Competition Commission of India (Combinations) Regulations, 2024]

A. Parties to the combination

1. The parties to the combination are:

Acquirers

(a) NIAV Pte. Ltd.; and

(b) Montera Investments Pte. Ltd.

Target

(c) InMobi Pte. Ltd.

2. The Acquirers and the Target are collectively referred to as the "**Parties**".

B. Nature and purpose of the combination

3. The proposed transaction envisages acquisition of approximately 31% shareholding (on a fully diluted basis) of the Target by the Acquirers and a buyback of certain shares by the Target from the seller ("**Proposed Transaction**").

4. The Proposed Transaction is being notified to the Competition Commission of India ("**Commission**") under Section 6(2) read with Section 6(4) and 5(d) of the Competition Act, 2002 (as amended) ("**Act**").

C. Products, services and businesses of the parties to the combination

Acquirers

5. The Acquirers are private limited companies organised under the laws of Singapore. The Acquirers currently do not carry out any business operations.

Target

6. The Target is a Singapore incorporated holding company of the InMobi group and does not have any direct business operations in India. The Target is indirectly present in India through its wholly owned subsidiary InMobi Technology Services Private Limited ("**InMobi India**") and its affiliate Glance InMobi Pte. Ltd. InMobi India offers mobile ad network software such as mobile in-app advertising and monetization solutions, enabling advertisers to launch personalised mobile and website ad campaigns using targeted data analytics.

7. The Target through InMobi Holdings Pte. Ltd. (Singapore) has presence in United States of America, Japan, South Korea, Indonesia, Hong Kong, Dubai, and China.

D. Respective markets in which the parties to the combination operate

8. The activities of the Parties (including their affiliates) do not exhibit any horizontal overlaps, vertical linkages, or complementary relationships in any of the plausible relevant markets in India.

9. Accordingly, the Proposed Transaction is being filed under the green channel route with the Hon'ble Commission in accordance with Section 6(4) of the Act read with Rule 3 of the Competition (Criteria of Combination) Rules, 2024.

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