



brightcom
group

WEEKLY UPDATE



BUSINESS PROGRESS OVERVIEW

Under the Trenova brand, we are preparing to launch two significant offerings:

Programmatic Advertising: Leveraging cutting-edge technology to offer advanced digital advertising solutions, driving stronger client outcomes.

Political Campaigns: A data-driven platform designed to support political strategies, enabling campaigns to reach target audiences with precision.

US Market & Standalone Business Plans:

Plans are being drawn to enhance our presence in the US markets and develop a standalone business focus:

Digital Marketing Software and Services: We are laying the groundwork to offer tailored services and software that support the specific needs of the digital marketing sector, ensuring clients have access to the most advanced tools and technologies.

ENGAGEMENT WITH INDUSTRY LEADERS

DMEXCO Participation (This Week):

In continuation from last week's update, our team is now attending DMEXCO, a premier global event in digital marketing and advertising. This participation enables us to connect with industry leaders, explore strategic partnerships, and highlight our new products under the Trenova brand.

Digiday Next Week:

Building on this momentum, next week we will participate in Digiday, an important event that will further strengthen our connections within the digital advertising space. This will provide insights into industry trends while showcasing our innovations in programmatic advertising and political campaigns.

Attending these key events:

Ensures we stay at the forefront of the digital marketing sector and continue expanding our global presence.

COMPLIANCE MILESTONES UPDATE

Meeting with NSE & BSE Officials:

Following constructive meetings with officials from the NSE and BSE, we are working closely with them to address the compliance requirements for the revocation of the trading suspension.

Clear Path Forward:

The exchanges have provided us with a specific list of actions that need to be completed, and we are actively working through these steps with focus and urgency.

Optimistic Outlook:

While exact timelines are still being drawn, we are confident that we are on track to fulfill these requirements in the near term, which will enable the resumption of normal trading. This is most awaited and needs utmost attention at this point in time.

ENHANCING SHAREHOLDER CONFIDENCE

Deliberate Strategy to Broaden Our Network:

Our participation in key industry events, such as those in Germany and the upcoming Miami event, is part of a deliberate strategy to broaden our network and extend our market connections. These engagements help build our market reach.

Commitment to Governance and Compliance:

We are actively working with officials at NSE and BSE to meet necessary compliance requirements and restore normal trading as soon as possible. This collaborative effort is essential to establish a better compliance foundation for the longer term.

Long-Term Value Creation:

As mentioned earlier, we are advancing new products in areas like programmatic advertising and political campaigns. These, along with our business initiatives in the US market, will driving growth. Combined with our strong focus on governance, these efforts are key to delivering lasting value and enhancing shareholder confidence.



brightcom
group

thank
you!