



brightcom
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WEEKLY UPDATE





BUSINESS & OPERATIONS

Renewed Focus on CTV and User Experience:

- Our tech team is placing renewed emphasis on advancing its Connected TV (CTV) technology to stay at the forefront of innovation.
- Enhancements aim to deliver up-to-date, personalized, and interactive user experiences in the rapidly evolving CTV landscape.

Our team at CES Las Vegas 2025:

- We will be present at CES Las Vegas, scheduled from January 7 - 10, 2025.
- Focus Areas at CES:
 - Engaging with industry leaders to explore synergies in digital advertising and AI-powered solutions.
 - Learning about transformative trends that can enhance our AI-driven advertising tools and expand Brightcom's digital ecosystem.
 - Building connections to propel Brightcom into new opportunities and markets.
- Why CES Matters:
 - A platform to learn, connect, and innovate.
 - Enables us to bring cutting-edge AI and digital advertising solutions to clients globally.



COMPLIANCE & REVOCATION UPDATE

Exchanges Engagement:

- Met with BSE officials on Monday and had a meaningful conversation; the revocation process is progressing smoothly post the in-person meeting.

Compliance Milestones:

- Fulfilled 40(9) and 40(10) requirements for 2024, ensuring compliance with SEBI (Listing Obligations and Disclosure Requirements) Regulations:
 - 40(9): Certification for timely and compliant share transfer processes.
 - 40(10): Submission of the above certification to exchanges, reinforcing transparency.

Ongoing Efforts:

- Active communication with exchanges to address any further requirements or clarifications.

Commitment to Transparency:

- We continue to prioritize open engagement with exchanges to fulfill all regulatory obligations and facilitate a seamless revocation process.



REGULATORY AND LEGAL UPDATE

SAT Hearing:

- Next SAT hearing is scheduled for January 2, 2025.
- Actions Taken:
 - Filed a rejoinder to the affidavit of response from the Respondent, as directed by the Tribunal.

Exchange Related Actions:

- Preparing for the BSE/NSE site visit to the Hyderabad office, ensuring all documentation and processes are in order.
- Working proactively to address any potential follow-ups arising from the site visits.
- While the process has required unanticipated additional time, we remain steadfast in our commitment to fulfilling all requirements with diligence and transparency.
- Maintaining close communication with BSE and NSE to expedite the issuance of the circular that will announce the restart of normal trading.

Compliance Milestones:

- Continued efforts to fulfill all regulatory obligations, ensuring alignment with legal and procedural requirements.
- Realignment of board-level committees (e.g., Audit Committee), following recent board member resignation, in progress.



Q&A

What is the status of new ventures like Audio, AI/ML, and Quantum Computing division?

- The Audio division has restarted with a focus on strategic collaboration. We will work with market leaders to co-develop advanced audio advertising solutions, aiming for an initial launch by Q3 2025.
- The AI/ML division has enabled AI-driven capabilities on our platforms, enhancing personalization and analytics. By Q2 2025, we will share detailed plans and a roadmap to expand its applications.
- We are optimistic about Quantum Computing and see it as a transformative technology. While feasibility studies are ongoing, we will outline concrete steps by Q4 2025 to position ourselves in this space.

When will the application be put forward for annulment of shares issued to MediaMint?

- Good progress was made earlier, but the process slowed due to several management changes over time. We are now bringing this back into focus, and our target is to submit the application and complete the process by mid-2025.

What is the status of talks with the exchanges for resumption of normal trading?

- Discussions with the exchanges are ongoing to satisfactorily address all compliance requirements. Great progress has been made thus far. The remaining steps include the site visit and issuing the required circular. We are fully committed to ensuring these steps are completed promptly to facilitate the resumption of normal trading.

What is the status of the India office?

- The India office is currently focused on supporting the execution of work for our international subsidiaries, ensuring seamless global operations. In the coming financial year, we intend to actively develop a direct, standalone business in the region.



Q&A

What is the impact of board member resignations on investor confidence?

- We understand the concerns regarding board member resignations. To address this, we are ensuring that directors joining the board come with a full understanding of the company and commit upfront to serving for a longer duration. Additionally, regular stakeholder updates are being provided to maintain transparency and reinforce confidence in the company's leadership and stability.

What measures are being taken to review the director appointment process to ensure stability and capability?

- We are refining the director appointment process to prioritize candidates with the expertise, commitment, and alignment with the company's long-term goals. A thorough evaluation framework has been implemented to assess the professional capabilities and their ability to contribute consistently. Furthermore, all incoming directors will engage in comprehensive orientation process to ensure they are able to commit to a longer term.

What is the potential delay in the revocation of suspension beyond December and into January?

- The revocation process is progressing, and we have worked through the compliance requirements from our end. The remaining steps include the site visit by the exchanges and issuing the required circular. While we are making every effort to complete these tasks asap, procedural timelines might extend into January. We remain fully committed to addressing any remaining steps to ensure the resumption of trading as soon as possible.

What responsibility is management taking if there is permanent suspension of trading?

- Management is fully committed to ensuring the revocation of the suspension is done by diligently addressing all compliance requirements and maintaining proactive communication with the exchanges. Every effort is being made to resolve outstanding matters promptly and to restore normal trading at the earliest opportunity, reinforcing our dedication to shareholder interests.



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Thank you

