



brightcom
group

WEEKLY UPDATE





BUSINESS

01

DIGIDAY SUMMIT: ATTENDANCE IN MIAMI

02

**TRENOVA POLITICAL: MARKETING
MATERIAL IN PLACE**

03

**TRENOVA PROGRAMMATIC: BUSINESS
DEVELOPMENT EFFORTS**

04

**ONGOING COMPLIANCE MATTERS: TRADE
SUSPENSION REVOCATION, SHP, Q4 RESULTS,
AND AGM PLANNING**



DIGIDAY PUBLISHING SUMMIT, MIAMI

The convergence of marketing, media, culture, and technology. The Summit explored:



Bright ideas in the Miami sun! The team attended the Digiday's Publishing Summit this week. Engaging discussions, valuable insights and networking opportunities. They reported back promising meetings with potential partners and Industry leaders.





TRENOVA POLITICAL



01

DIGITAL POLITICAL CAMPAIGNING SALES DECK WAS PUBLISHED LAST WEEK.

02

WITH EMPHASIS ON DIGITAL TOOLS AND SOCIAL MEDIA AS PLATFORMS FOR DIGITAL CAMPAIGNING.

03

PREPARED FOR DELIVERY TO POTENTIAL CLIENTS AND BUSINESS PARTNERS.

04

BUSINESS DEVELOPMENT EFFORT ARE UNDERWAY TO BUILD THE SALES PIPELINE FOR THIS PRODUCT LINE.

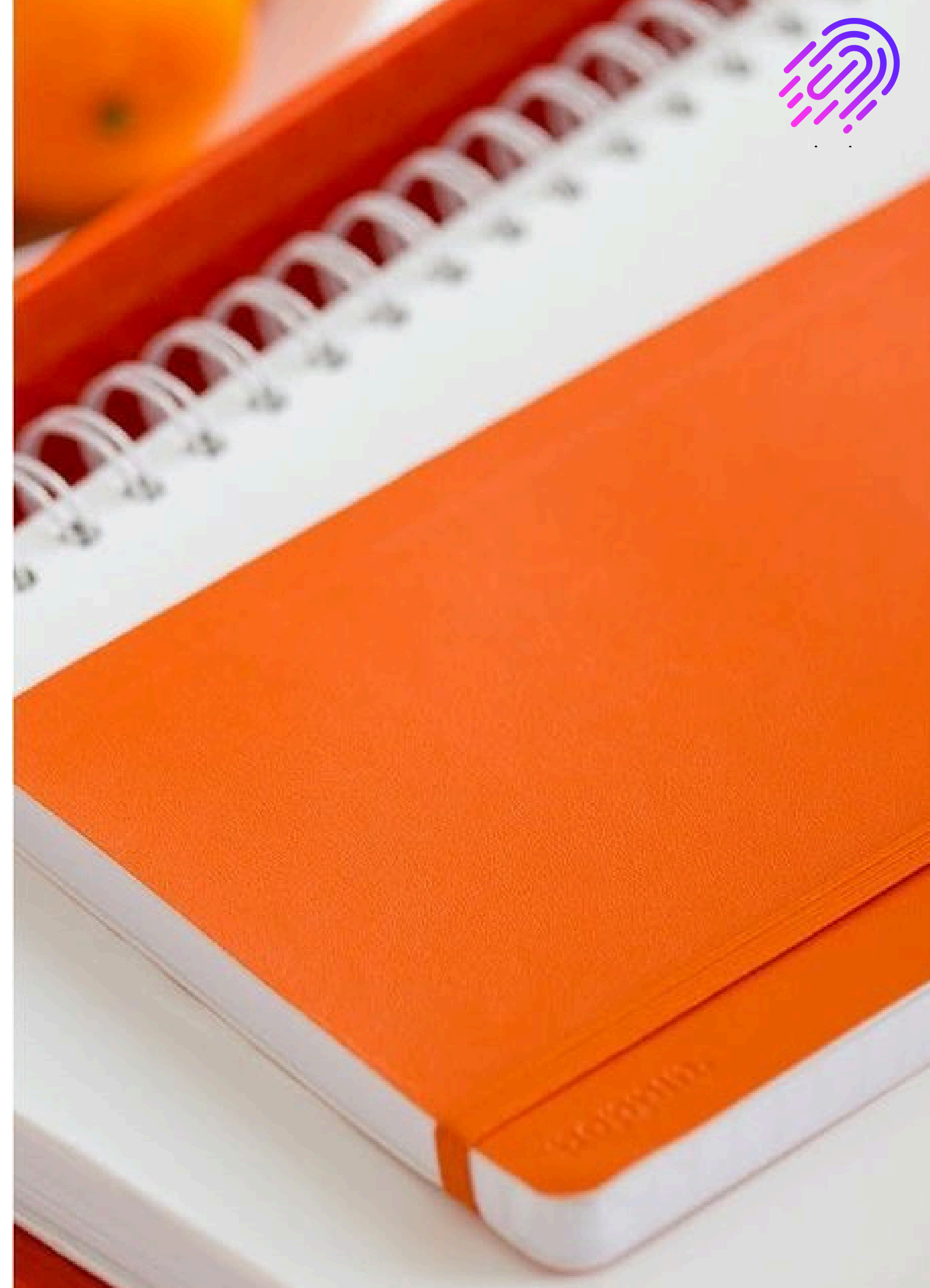


TRENOVA PROGRAMMATIC

FOCUSSED ON DEVELOPING EFFECTIVE PROGRAMMATIC ADVERTISING SOLUTIONS.

RESEARCH TO EXPAND PRESENCE IN REGIONS LIKE EUROPE, MIDDLE EAST, AND APAC IS IN PROGRESS.

PARTNERSHIPS ON DEMAND AND SUPPLY SIDE ARE SPEEDING UP AFTER THE DMEXCO AND DIGIDAY PARTICIPATION.





COMPLIANCE

- Ongoing engagement with NSE and BSE for the revocation of trade suspension.
- Necessary compliance tasks are in progress.
- The team remains focused on ensuring transparency and adherence to regulatory requirements.
- Significant progress on publishing the Shareholding Pattern.
- Adjudication order was passed by the regulator imposing penalty on certain violations with respect to past non-compliances. The company intends to fulfill the imposed penalties and improve on our disclosure mechanisms.
- Preparing documents and disclosures for Q4 and AGM planning.

Thank you!