



February 17, 2023

BSE Limited

P. J. Towers, 25th Floor,
Dalal Street, Mumbai - 400001.
Scrip Code: **532368**

National Stock Exchange of India Limited

Exchange Plaza, Bandra Kurla Complex,
Bandra (E), Mumbai - 400051.
Symbol: **BCG**

Dear Madam / Sir,

Sub: Investor Presentation

With reference to the subject cited above, we are enclosing herewith a copy of Investor Presentation on the Q3 financial results FY 2022-2023.

The same is also being made available on the website of the Company at www.brightcomgroup.com

This is for your information only.

Thanking you,

Yours faithfully,

for **BRIGHTCOM GROUP LIMITED**

Authorised Signatory

Encl.: as above





brightcom
group

Q3 FINANCIAL YEAR 2022-23





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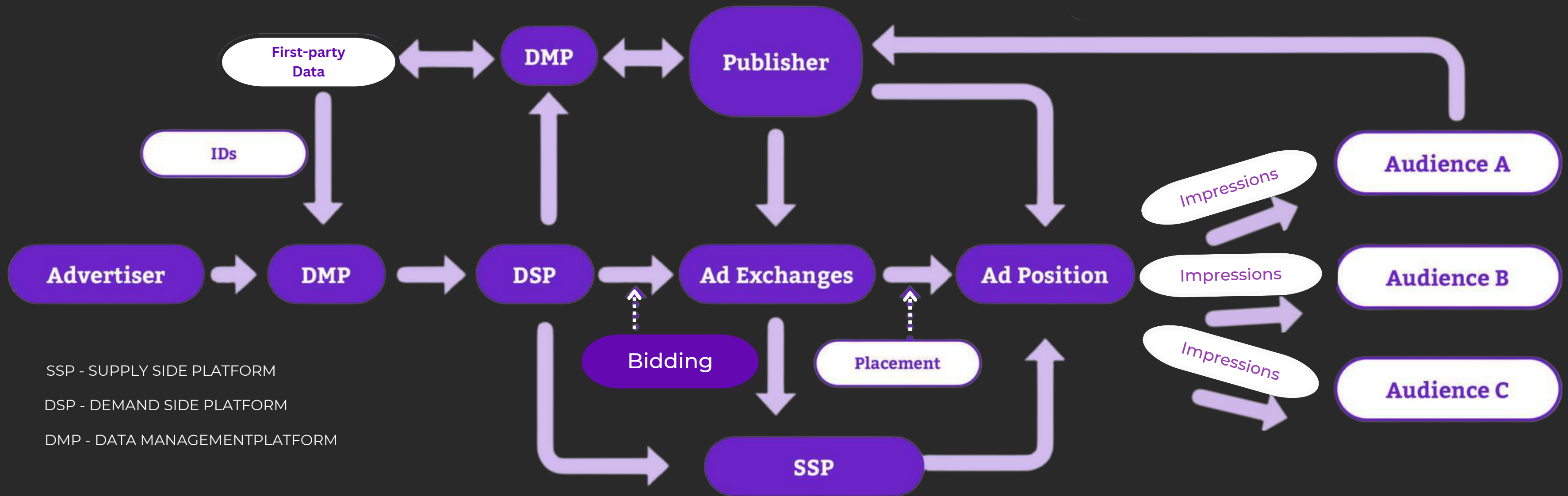
COMPANY STRATEGIC LEVERS



- 20+ years Track Record
- Proven Technology Platforms and Products
- High Growth Industry
- Offices Across the Globe
- Dedicated Expert Leadership
- Positively Growing Cashflows
- Consistent Profitability Track Record
- Debt-free
- Extensive Organic and Inorganic Growth
- Building Future Technologies Through Innovation Labs



THE ADTECH ECOSYSTEM



PLATFORMS, TECHNOLOGY, SERVICES & QUALITY TRAFFIC

TIMELINE



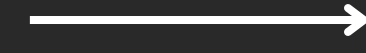
1998



2004



2005



Started as USA Greetings in USA and renamed it to Ybrant Technologies in 2000.

Changed name to Ybrant Digital and started offering tools and services to digital ad networks.

Acquired email marketing platform, VoloMP.

2006



2007



2008



Acquired MediosOne in the US thereby, entering into the front-end digital marketing space.

Raised US\$ 30 million from a few private equity firms. Acquired AdDynamix US .

Acquired Online Media Solutions in Israel giving a foothold in European digital markets.



TIMELINE

2009



2010



2011



Raised US\$ 20 million from Everest Capital. Acquired Dream Ad based in Argentina. Acquired Max Interactive based in Australia.

Raised US\$ 18 million from Oak India and Batterymarch. Acquired LYCOS from Daum Communications.

Ybrant Digital and LGS Global propose to merge. Acquire stake in Web 3.0. Facebook chooses Ybrant Digital as an official marketing API partner.

2014



2015



2016



Changed name to Lycos Internet Limited. Agrees to acquire minority stake in Jobookit Holdings Ltd. Lycos TV adds Cool New Content to its Entertainment Channel.

LYCOS Gets Listed on the National Stock Exchange of India. Announces Lycos Life Division.

Lycos LIFE fitness band launched. Ranked #4 in Video Seller Trust Index. Chosen as Top Alternative Ad Network in MonetizeMore's 2016 roundup.

TIMELINE



2016 cont...



2017



2018



Compass platform nominated as finalist for Best Ad Tech Tool at Cynopsis Model D Awards 2016. LYCOS Life band features in '10 best fitness bands in India - 2016'.

Was listed as #1 in the world by Pixelate's Video Trust Index (International).
Launched Israeli Ad-Tech Map.
Ranked #345 in Business World Real 500 List.

Lycos Internet Limited Changed to Brightcom Group Limited.

2019



2021



2021 cont...



Featured among Fortune India 500 for the year 2019.
Expanded offerings in Artificial Intelligence and Machine Learning.

Recognized as the "Biggest Value Gainer" across India by Burgundy Private Hurun India 500 List, 2021.
Included in MSCI (Morgan Stanley Capital International)

Included in S&P BSE 500.
Ranked # 235 in NSE 500.
Plans to acquire a high margin audio advertising company in the USA.



TIMELINE

2022

25th global office opened in Berlin which is a technology and innovation hub.

Decision to invest on Quantum Computing Innovation lab being set up in collaboration with Qulabz.



TEAM

FOUNDERS

Suresh Reddy

Chairman & CEO

Vijay Kancharla

Chief Innovation Officer

Bradley N Cohen

Chief Strategy Officer

Satish Cheeti

President & Division Chief (Brightcom Audio)

Narayana Raju

CFO

Peshwa Acharya

President - Group Strategy

Sreedhar Reddy

General Manager, India Operations



INDUSTRIES SERVED



MEDIA &
ENTERTAINMENT



CONSUMER
DURABLES



DIGITAL MEDIA



BFSI



TELECOM



AUTOMOBILE



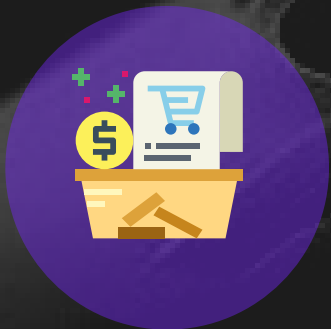
SPORTS &
LEISURE



ADTECH



AVIATION



FMCG



TRAVEL &
HOSPITALITY



SERVING SOME OF THE BIGGEST BRANDS WORLDWIDE



WE WORK WITH SOME OF THE LEADING AD AGENCIES





MAJOR CHANNELS OF TRAFFIC



brightcom
Compass'™

Google
Display Network

twitter
Advertising

Google
Ads

YouTube

BRANDS & PRODUCTS



Brands

ORIDIAN

DREAM AD

VOLO MP

MEDIOS ONE

MAX INTERACTIVE

Products

PANGEA

ONETAG

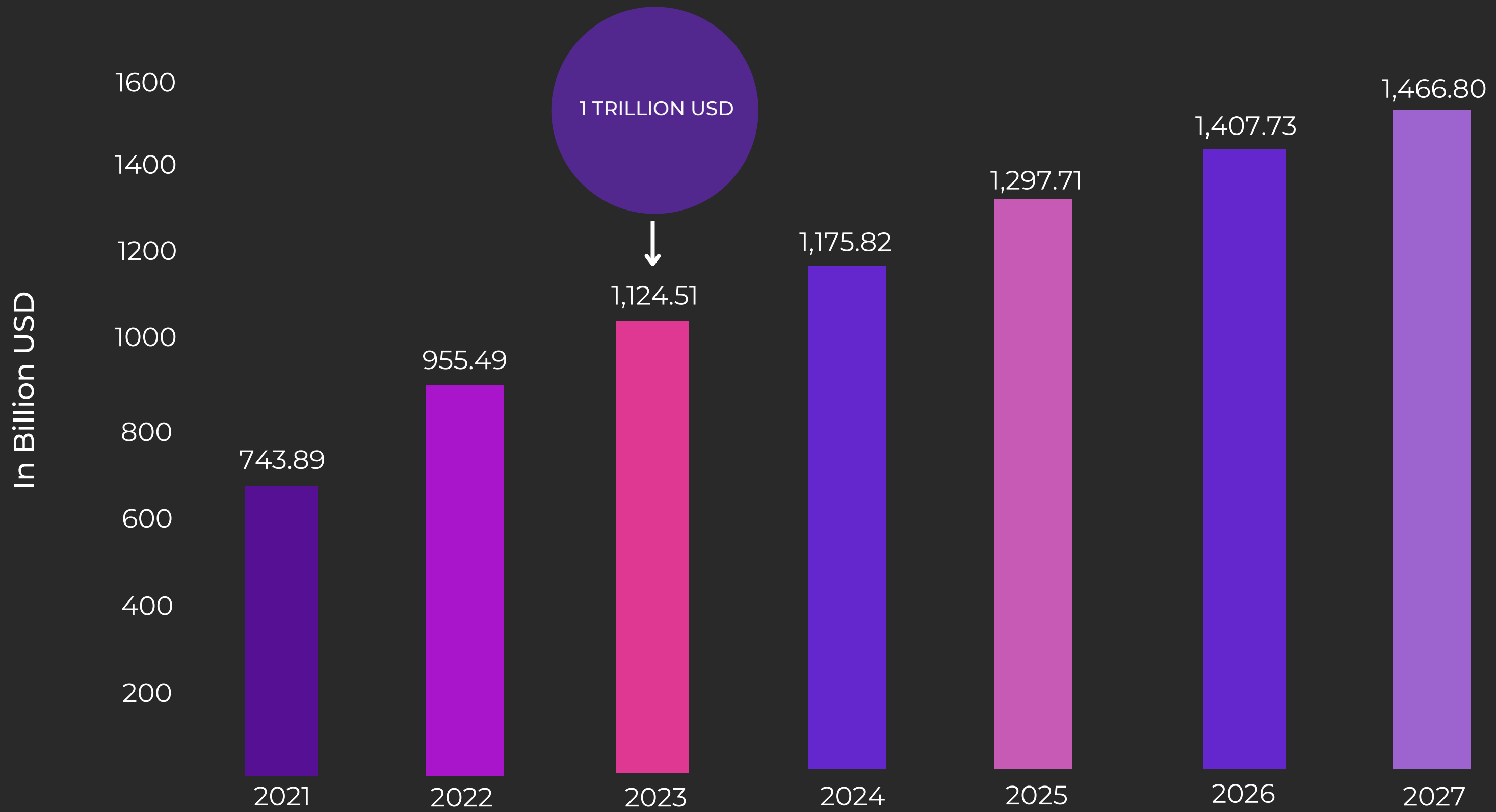
COMPASS

VOLOMP

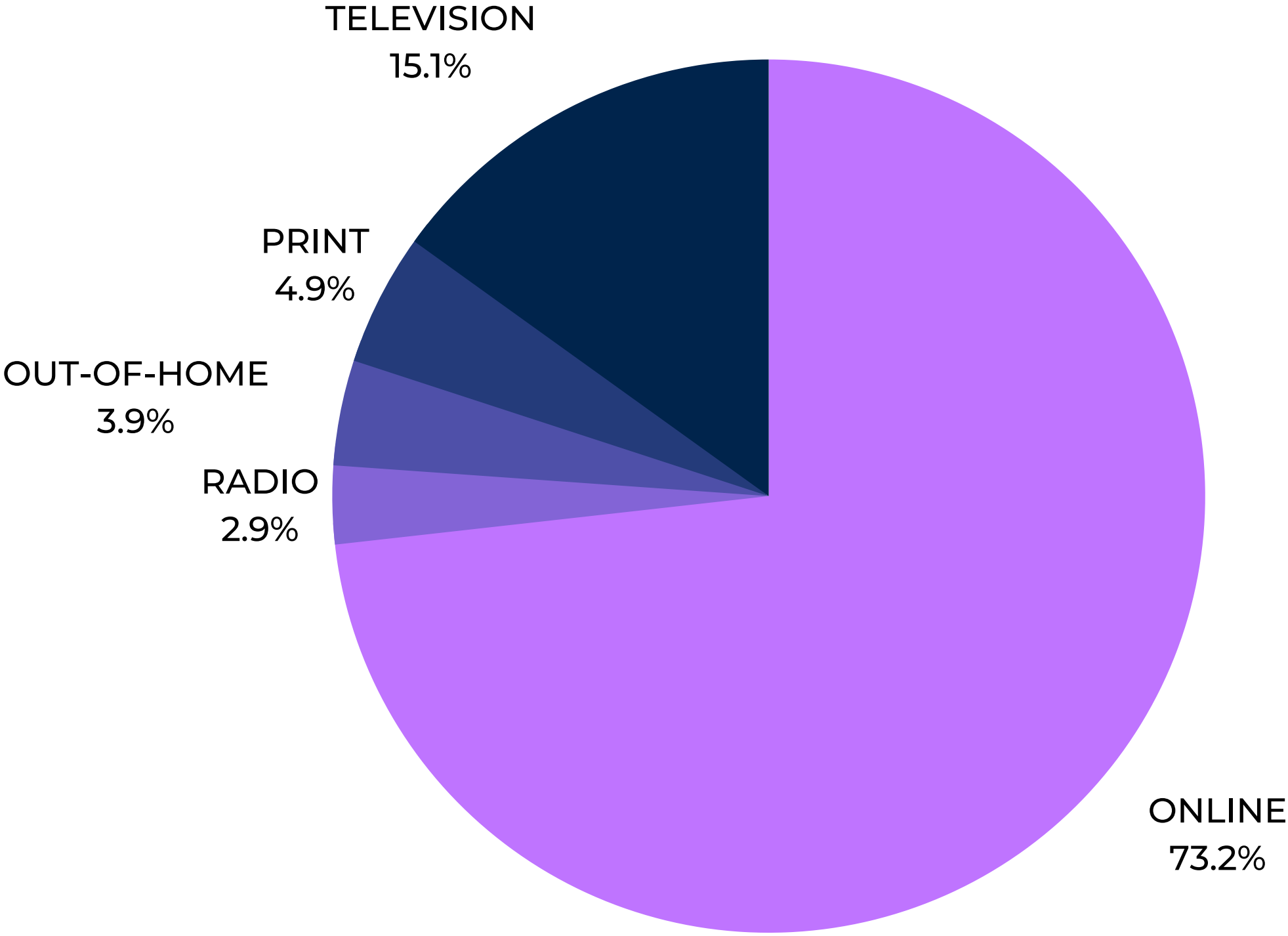
PROXY TOOL

BRIGHTCOM PROGRAMMATIC

GLOBAL AD SPEND



GLOBAL AD SPENDING BY MEDIA



Source: Statista

GLOBAL FOOTPRINT





YOY FINANCIALS COMPARISON

QUARTERLY

Consolidated Revenue Rose by
42% YoY ↑

PAT rose by
46% YoY ↑

EBIDTA by
43% YoY ↑

9 Month's Ending

Consolidated Revenue Rose by
60% ↑

PAT Rose by
66% ↑

EBIDTA by
58% ↑

	QUARTERLY		9 MONTH'S ENDING	
	Q3 FY 2022-23	Q3 FY 2021-22	Dec 31, 2022	Dec 31, 2021
Revenue	2,865.17	2,021.33	6,028.84	3,779.16
EBIDTA	814.48	568.87	1,774.13	1,122.34
PBT	746.16	505.71	1,577.50	941.59
PAT	543.93	371.45	1,141.84	689.14

Rs. in crores



HISTORICAL INCOME STATEMENTS (FY 2018 – FY 2022)

Operating Information	Dec 2018	Dec 2019	Dec 2020	Dec 2021	Dec 2022
Digital / Advertising Revenue	₹ 1,683.54	₹ 1,729.12	₹ 1,878.06	₹ 3,509.50	₹ 5,705.34
Software Revenue	₹ 331.76	₹ 334.95	₹ 278.38	₹ 269.66	₹ 323.50
Other Revenue	-₹ 4.61	-₹ 16.20	₹ 1.83	-₹ 0.90	-₹ 7.04
Revenue	₹ 2,010.69	₹ 2,047.87	₹ 2,158.27	₹ 3,778.26	₹ 6,021.80
Growth Rate - Consolidated Revenue	NA	2.4%	4.5%	75.3%	59.5%
Cost of sales/services	₹ 1,152.27	₹ 1,171.78	₹ 1,224.66	₹ 2,203.53	₹ 3,578.40
Gross Profit	₹ 858.43	₹ 876.08	₹ 933.61	₹ 1,574.74	₹ 2,443.40
SG&A	₹ 282.13	₹ 283.61	₹ 297.56	₹ 452.40	₹ 669.27
Depreciation and Amortization	₹ 93.38	₹ 133.52	₹ 167.12	₹ 180.54	₹ 196.31
EBIT	₹ 482.91	₹ 458.95	₹ 468.92	₹ 941.80	₹ 1,577.81
Amortization					
EBITA	₹ 482.91	₹ 458.95	₹ 468.92	₹ 941.80	₹ 1,577.81
Depreciation	₹ 93.38	₹ 133.52	₹ 167.12	₹ 180.54	₹ 196.31
EBIDTA	₹ 576.30	₹ 592.47	₹ 636.05	₹ 1,122.34	₹ 1,774.13
EBIDTA Margin	28.7%	28.9%	29.5%	29.7%	29.5%
EBIDTA Growth	NA	2.8%	7.4%	76.5%	58.1%
Pre-tax Income	₹ 482.91	₹ 458.95	₹ 468.92	₹ 941.59	₹ 1,577.50
Income Taxes	₹ 146.46	₹ 126.49	₹ 125.94	₹ 252.45	₹ 435.66
Effective Tax Rate	30.3%	27.6%	26.9%	26.8%	27.6%
Net Income	₹ 336.45	₹ 332.46	₹ 342.98	₹ 689.14	₹ 1,141.84
Net Income Margin	16.7%	16.2%	15.9%	18.2%	19.0%

Rs in Crs, 9 months ended Dec 31



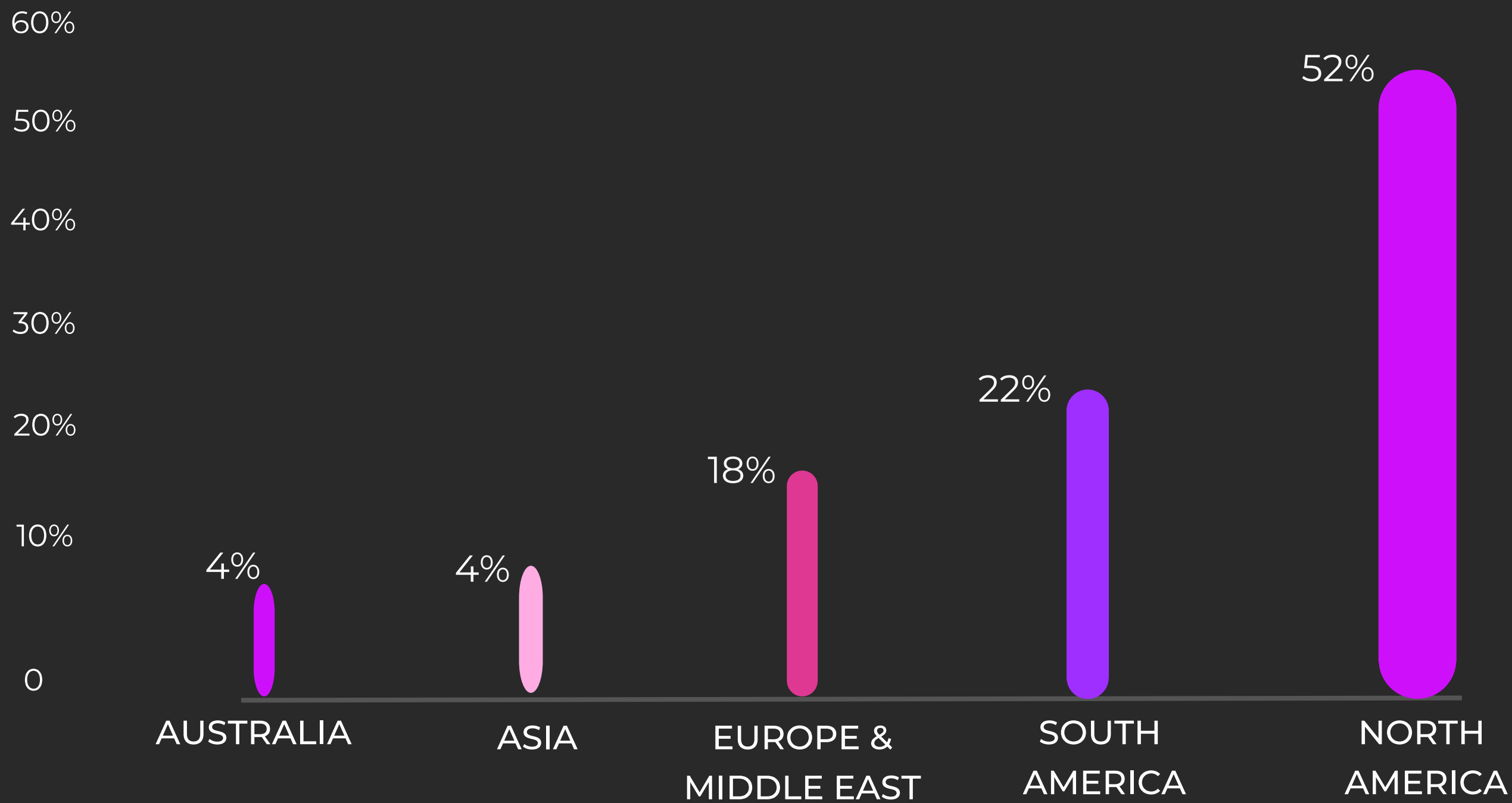
HISTORICAL QUARTERLY INCOME STATEMENTS (FY 2018 – FY 2022)

Operating Information	Q3 2018	Q3 2019	Q3 2020	Q3 2021	Q3 2022
Digital / Advertising Revenue	₹ 741.00	₹ 749.34	₹ 796.13	₹ 1,928.44	₹ 2,747.86
Software Revenue	₹ 108.86	₹ 110.17	₹ 82.42	₹ 92.90	₹ 117.31
Other Revenue	₹ 2.11	₹ 11.50	₹ 0.51	-₹ 0.04	-₹ 1.25
Revenue	₹ 851.96	₹ 871.02	₹ 879.06	₹ 2,021.29	₹ 2,863.91
Growth Rate - Consolidated Revenue	NA	1.1%	2.2%	130.1%	41.7%
Cost of sales/services	₹ 504.62	₹ 508.48	₹ 507.49	₹ 1,216.13	₹ 1,748.27
Gross Profit	₹ 347.35	₹ 362.54	₹ 371.57	₹ 805.17	₹ 1,115.64
SG&A	₹ 121.77	₹ 122.27	₹ 122.44	₹ 236.30	₹ 301.16
Depreciation and Amortization	₹ 36.08	₹ 50.64	₹ 60.69	₹ 63.05	₹ 68.22
EBIT	₹ 189.50	₹ 189.62	₹ 188.44	₹ 505.81	₹ 746.26
Amortization					
EBITA	₹ 189.50	₹ 189.62	₹ 188.44	₹ 505.71	₹ 746.16
Depreciation	₹ 36.08	₹ 50.64	₹ 60.69	₹ 63.05	₹ 68.22
EBIDTA	₹ 225.57	₹ 240.26	₹ 249.13	₹ 568.77	₹ 814.37
EBIDTA Margin	26.5%	27.6%	28.3%	28.1%	28.4%
EBIDTA Growth	NA	6.5%	3.7%	128.3%	43.2%
Pre-tax Income	₹ 189.50	₹ 189.62	₹ 188.44	₹ 505.71	₹ 746.16
Income Taxes	₹ 51.19	₹ 45.78	₹ 49.84	₹ 134.27	₹ 202.23
Effective Tax Rate	27.0%	24.1%	26.4%	26.5%	27.1%
Net Income	₹ 138.30	₹ 143.84	₹ 138.60	₹ 371.45	₹ 543.93
Net Income Margin	16.2%	16.5%	15.8%	18.4%	19.0%

Rs Cr, Quarter ended Dec 31



REVENUE DISTRIBUTION: BRIGHTCOM GROUP



SHAREHOLDING PATTERN



SHAREHOLDING PATTERN OF BRIGHTCOM GROUP LIMITED FOR QUARTER ENDED DEC 31, 2022			
Sl. No.	Category of Shareholder(s)	No. of Shares	% of holding
1	Promoter (s) / Promoter Group	37,27,82,652	18.47
	PUBLIC		0.00
2	Mutual Funds	11,99,655	0.06
3	Alternate Investment Funds	17,500	0.00
4	Foreign Portfolio Investor	29,32,13,016	14.53
5	Overseas Corporate Bodies	6,00,000	0.03
6	Bodies Corporate	12,66,40,782	6.27
7	Non Resident Individuals	17,46,62,815	8.65
8	Trusts	2533	0.00
9	Employees	2,80,833	0.01
10	Key Managerial Personnel	3458	0.00
11	General Public	1,02,33,62,689	50.70
12	NBFCs Registered with RBI	41,500	0.00
13	Clearing Members	2,57,14,440	1.27
	GRAND TOTAL	2,01,85,21,873	100.00
<p>Note: for detailed Shareholding Pattern, please refer www.bseindia.com ; www.nseindia.com</p>			

FUND LIST



SL. NO.	NAME	SL.NO.	NAME
1	LGOF GLOBAL OPPORTUNITIES LIMITED	31	UNIVERSAL-INVESTMENT-GESELLSCHAFT MBH ON BEHALF OF UI-FONDS BAV RBI AKTIEN
2	NAVIGATOR EMERGING MARKET FUND	32	KOTAK MAHINDRA TRUSTEESHIP SERVICES LIMITED
3	CALYPSO GLOBAL INVESTMENT FUND	33	SPDR S&P EMERGING MARKETS SMALL CAP ETF
4	CITRUS GLOBAL ARBITRAGE FUND	34	EMQQ THE EMERGING MARKETS INTERNET & ECOMMERCE ETF
5	CONNECOR INVESTMENT ENTERPRISE LTD	35	UNIVERSAL-INVESTMENT-GESELLSCHAFT MBH ON BEHALF OF BAYVK A3-FONDS
6	VANGUARD EMERGING MARKETS STOCK INDEX FUND,	36	VANGUARD FIDUCIARY TRUST COMPANY TOTAL INTERNATIONAL STOCK MARKET INDEX TRUST
7	VANGUARD TOTAL INTERNATIONAL STOCK INDEX FUND	37	AMERICAN CENTURY ETF TRUST-AVANTIS EMERGING MARKETS EQUITY ETF
8	ISHARES CORE MSCI EMERGING MARKETS ETF	38	NIPPON LIFE INDIA TRUSTEE LTD-A/C NIPPON INDIA NIFTY SMALL CAP 250 INDEX FUND
9	BNP PARIBAS ARBITRAGE - ODI	39	THE EMERGING MARKETS SMALL CAP SERIES OF THE DFA INVESTMENT TRUST COMPANY
10	VANGUARD FIDUCIARY TRUST INTERNATIONAL STOCK MARKET INDEX TRUST II	40	VANGUARD TOTAL WORLD STOCK INDEX FUND
11	GOVERNMENT PENSION FUND GLOBAL	41	MOTILAL OSWAL NIFTY SMALLCAP 250 INDEX FUND
12	VANGUARD FTSE ALL-WORLD EX-US SMALL-CAP INDEXFUND	42	ARTICO SICAV - ARTICO SUSTAINABLE EMERGING MARKETS
13	STATE STREET GLOBAL ADVISORS LUXEMBOURG SICAV - STATE STREET EMERGING	43	FIDELITY SALEM STREET TRUST FIDELITY TOTAL INTERNATIONAL INDEX FUND
14	EMERGING MARKETS SMALL CAPITALIZATION EQUITY INDEX NL FUND	44	PUBLIC EMPLOYEES RETIREMENT ASSOCIATION OF COLORADO
15	ISHARES CORE MSCI EM IMI UCITS ETF	45	ISHARES MSCI EMERGING MARKETS SMALL-CAP ETF
16	UNIVERSAL-INVESTMENT-GESELLSCHAFT MBH ON BEHALF OF UI-E	46	PUBLIC EMPLOYEES RETIREMENT SYSTEM OF OHIO
17	FIRST TRUST EMERGING MARKETS SMALL CAP ALPHADAX FUND	47	STATE STREET MSCI EMERGING MARKETS SMALL CAP INDEX SECURITIES LENDING FUND
18	ACCURATE MARK INVEST PVT LTD	48	STATE STREET MSCI EMERGING MARKETS SMALL CAP INDEX NL COMMON TRUST FUND
19	WISDOMTREE INDIA INVESTMENT PORTFOLIO, INC.	49	ISHARES MSCI EM SMALL CAP UCITS ETF
20	EMERGING MARKETS SMALL CAPITALIZATION EQUITY INDEX FUND	50	EMQQ EMERGING MARKETS INTERNET & ECOMMERCE UCITS ETF
21	CALIFORNIA PUBLIC EMPLOYEES' RETIREMENT SYSTEM	51	CITY OF NEW YORK GROUP TRUST
22	STATE STREET GLOBAL SMALL CAP EQUITY EX-U.S. INDEX NON-LENDING SERIES FUND	52	CITY OF LOS ANGELES FIRE AND POLICE PENSION PLAN
23	ABU DHABI INVESTMENT AUTHORITY - MONSOON	53	DIMENSIONAL EMERGING MARKETS VALUE ETF OF DIMENSIONAL ETF TRUST
24	DIMENSIONAL EMERGING MARKETS CORE EQUITY 2 ETF OF DIMENSIONAL ETF TRUST	54	SPDR S AND P EMERGING ASIA PACIFIC ETF
25	STATE STREET EMERGING MARKETS SMALL CAP ACTIVE NON-LENDING QIB COMMON FUND	55	SBI NIFTY SMALLCAP 250 INDEX FUND
26	ISHARES MSCI INDIA SMALL-CAP ETF	56	VINCENT JOY VAZ
27	SPDR PORTFOLIO EMERGING MARKETS ETF	57	CLIVIA INVESTMENTS LIMITED
28	EMERGING MARKETS CORE EQUITY PORTFOLIO (DFAIDG)	58	STATE STREET GLOBAL ALL CAP EQUITY EX-US INDEX PORTFOLIO
29	NORTHERN TRUST COLLECTIVE EMERGING MARKETS SMALL CAP INDEX FUND- NORTHERN	59	EMERGING MARKETS SMALL CAPITALIZATION EQUITY INDEX FUND B
30	COLLEGE RETIREMENT EQUITIES FUND - STOCK ACCOUNT	60	EMERGING MARKETS SMALL CAPITALIZATION EQUITY INDEX FUND B

FUND LIST



SL. NO.	NAME	SL.NO.	NAME
61	STICHTING DEPOSITARY APG EMERGING MARKETS EQUITY POOL	91	ETERNA PROPERTIES AND INVESTMENTS PRIVATE LIMITED
62	THE REGENTS OF THE UNIVERSITY OF CALIFORNIA - STATE STREET GLOBAL ADVISORS	92	COPTHALL MAURITIUS INVESTMENT LIMITED - ODI ACCOUNT
63	INDIA INTERNET & ECOMMERCE ETF	93	NORTHERN TRUST COLLECTIVE EM EX CHINA INVESTABLE MARKET INDEX FUND - NL
64	INTERNATIONAL MONETARY FUND	94	MOTILAL OSWAL NIFTY 500 INDEX FUND
65	VANGUARD ESG INTERNATIONAL STOCK ETF	95	UTAH STATE RETIREMENT SYSTEMS
66	EMPLOYEES RETIREMENT SYSTEM OF TEXAS - SELF MANAGED PORTFOLIO	96	WORLD EX U.S. TARGETED VALUE PORTFOLIO OF DFA INVESTMENT DIMENSIONS GROUP INC.
67	FUNDPARTNER SOLUTIONS (SUISSE) S.A.-RP - FONDS INSTITUTIONNEL - NTS	97	VANGUARD INVESTMENTS FUNDS ICVC-VANGUARD FTSE GLOBAL ALL CAP INDEX FUND
68	FMQQ THE NEXT FRONTIER INTERNET & ECOMMERCE ETF	98	FLEXSHARES MORNINGSTAR EMERGING MARKETS FACTOR TILT INDEX FUND
69	STATE STREET GLOBAL ADVISORS LUXEMBOURG SICAV - EM	99	ALASKA PERMANENT FUND
70	EMERGING MARKETS SUSTAINABILITY CORE 1 PORTFOLIO	100	SSGA SPDR ETFS EUROPE I PLC - SPDR MSCI ACWI IMI UCITS ETF
71	DIMENSIONAL FUNDS PLC - MULTI-FACTOR EQUITY FUND	101	ISHARES EMERGING MARKETS IMI EQUITY INDEX FUND
72	AMERICAN CENTURY ETF TRUST - AVANTIS EM EQUITY FUND	102	QIC LISTED EQUITIES FUND
73	ICICI PRUDENTIAL SMALLCAP INDEX FUND	103	DELA DEPOSITARY & ASSET MANAGEMENT B.V. TO DELA EQUITY FUND 5
74	ACADIAN EMERGING MARKETS EQUITY UCITS	104	NORTHERN TRUST COMMON ALL COUNTRY WORLD EX-US INVESTABLE MARKET INDEX FUND-NON LENDING
75	RUSSELL INVESTMENT COMPANY PLC - ACADIAN EM EQUITY UCITS II	105	GOLDMAN SACHS (SINGAPORE) PTE. - ODI
76	SSGA SPDR ETFS EUROPE I PUBLIC LIMITED COMPANY - F	106	JUPITER ALTERNATIVE INVESTMENT FUND I .
77	PUB EQUITIES EMERGING MARKETS 1	107	EDELWEISS NIFTY SMALLCAP 250 INDEX FUND
78	WORLD ALLOCATION 60/40 FUND OF DIMENSIONAL FUNDS PLC	108	EMERGING MARKETS CORE EQUITY FUND OF DIMENSIONAL FUNDS ICVC
79	VANGUARD INVESTMENT SERIES PLC - EM INDEX FUND	109	AMERICAN CENTURY ETF TRUST-AVANTIS RESPONSIBLE EM EQUITY ETF
80	MERCER QIF FUND PLC-MERCER INVESTMENT FUND 1	110	PUBLIC EMPLOYEES RETIREMENT ASSOCIATION OF NEW MEXICO
81	EMERGING MARKETS EX CHINA CORE EQUITY- DIMENSIONS GROUP INC.	111	TRUSTHOUSE SECURITIES PRIVATE LIMITED
82	EM SUSTAINABILITY CORE EQUITY FUND OF DIMENSIONAL FUNDS PLC	112	WISDOM TREE ISSUER PLC - WISDOM TREE EM SMALLCAP DIVIDEND UCITS ETF
83	EMERGING MARKETS TARGETED VALUE PORTFOLIO	113	ICICI PRUDENTIAL S&P BSE 500 ETF
84	AUSTRALIAN RETIREMENT TRUST MANAGED BY STATE STREET GLOBAL ADVISORS	114	SPARTAN GROUP TRUST FOR EMPLOYEE BENEFIT PLANS
85	EMERGING MARKETS VALUE FUND OF DIMENSIONAL FUNDS PLC	115	WORLD EX U.S. CORE EQUITY PORTFOLIO OF DFA INVESTMENT DIMENSIONS GROUP INC.
86	DIMENSIONAL EM SUSTAINABILITY CORE 1 ETF OF DIMENSIONAL ETF TRUST	116	SILOAM MANUEL TRUST
87	STATE STREET MSCI ACWI EX USA IMI SCREENED NON-LENDING COMMON TRUST FUND	117	TRUSTLINE SECURITIES LIMITED
88	SPDR PORTFOLIO MSCI GLOBAL STOCK MARKET ETF	118	SOCIETE GENERALE - ODI
89	JOHN HANCOCK FUNDS II EMERGING MARKETS FUND		
90	EMERGING MARKETS TARGETED VALUE FUND OF THE DIMENSIONAL FUNDS II		

COMPANY'S CORE VALUES



Diversity & Inclusion

Learning & Tech Skill

Performance-Oriented

Shareholder-Centric



ESG

Brightcom's performance in ESG corresponds with a reduction in downside risk, as evidenced, among other ways, by our debt-free present status. ESG to us links to cash flow in five important ways: (1) facilitating top-line growth, (2) reducing costs, (3) minimising regulatory and legal interventions, (4) increasing employee productivity, and (5) optimizing investment and capital expenditures. Each of these five levers are a part of our approach to ESG opportunities.

- 1. Top-line growth:** A strong ESG proposition helps helps us tap new markets and expand into existing ones.
- 2. Cost reductions:** ESG reduces our costs substantially. Among other advantages, executing ESG effectively is helping us combat rising operating expenses.
- 3. Reduced regulatory and legal interventions:** A stronger external-value proposition is looked at to enable us to achieve greater strategic freedom, and easing regulatory pressure.
- 4. Employee productivity uplift:** A strong ESG proposition at Brightcom is helping us attract and retain quality employees, enhance employee motivation by instilling a sense of purpose, and increase overall productivity. Employee satisfaction for us is positively correlated with shareholder returns.
- 5. Investment and asset optimization:** Our strong ESG proposition enhances our investment returns by allocating capital to more promising and more sustainable opportunities.



MARKET LANDSCAPE

Organization Name	Country	Digital Media	Internet and Social	Video Ads	Media and Entertainment	Mobile	Advanced Marketing Platform & Software Development	AI and Data Analytics	Email Marketing	E-Commerce
Brightcom Group	India, USA, Europe, LATAM, APAC	✓	✓	✓	✓	✓	✓	✓	✓	✓
Criteo	France	X	✓	X	X	X	✓	X	X	✓
Dataxu	USA	✓	X	X	X	X	✓	✓	X	X
DSNR	Israel	X	✓	✓	✓	X	✓	X	X	X
Google Ad Exchange	USA	✓	X	X	X	X	✓	✓	X	X
Index Exchange	Canada	✓	X	X	X	X	✓	X	X	X
Invite Media	USA	X	X	X	✓	X	✓	X	X	X
JW Player	USA	X	X	✓	✓	X	✓	X	X	X
Matomy	Israel	✓	✓	✓	X	✓	✓	X	X	X
MediaMath	USA	✓	✓	X	X	X	✓	X	X	X
Millennial Media	USA	X	✓	X	X	✓	✓	X	X	X
Oath Ad Platforms (Verizon group)	USA	X	✓	X	X	X	✓	X	X	X
OpenX	USA	X	✓	X	X	X	✓	X	X	X
Outbrain	USA	✓	✓	X	✓	X	X	X	X	X
Pocket Math	USA	X	X	X	X	✓	✓	X	X	X
Pubmatic	USA	X	✓	X	X	X	✓	X	X	X
RevContent	USA	X	✓	X	✓	X	✓	X	X	X
Rubicon	USA	X	X	X	X	X	✓	✓	X	X
Sizmek	USA	✓	X	X	X	X	✓	X	X	X
Smaato	USA	X	X	X	✓	✓	✓	X	X	X
SpotX	USA	X	✓	✓	✓	X	✓	X	X	X
Taboola	USA	X	X	✓	✓	X	✓	X	X	X
The Trade Desk	USA	✓	✓	✓	X	X	X	X	X	X
TubeMogul	USA	X	X	✓	✓	X	✓	✓	X	X



JOINT VENTURE – AUDIO ADVERTISING

Under **Brightcom's HyGrowth Model** (Hybrid Growth Model), Brightcom and Consumable, Inc., USA, signed a definitive agreement to form a joint venture to offer Audio Advertising Solutions. The transaction is expected to significantly benefit Brightcom's standalone (parent) numbers while offering a capital-light growth model for the group. As a result, the two companies will pool their respective strengths to grow AdTech business, without the involvement of any permanent capital. The HyGrowth Model is a very high ROE Model and results of the same will become evident in the coming quarters. This JV will directly benefit the Parent Standalone financials, as the 51% share of profit will flow in cash to the Parent, further bolstering the standalone numbers.

(Announcement in Q4 2022-23)



BUSINESS UPDATE

- Largest quarter due to seasonality of the advertising industry.
- On Demand Side, the company added
 - 7 new advertising agencies
 - 13 new direct advertisers
 - 2 new newspaper partnerships for our local news platform, "Blocal" exchange.
- Efforts were made on both, impression-based and performance-based advertising, to get a larger market share.
- Maximised revenue for the publisher network by offering solutions between CPM, CPC & CPA spends.
- Total dividend paid by all overseas subsidiaries to the parent for the current quarter is Rs.5.02 crores. It will be received in actual cash remittance before February 28, 2023.
- Majority of the subsidiaries are currently producing enough cash and are able to give the Parent (Brightcom) a share of their profits as dividends.



BUSINESS UPDATE

- This February, our Brightcom team will be attending MWC Barcelona 2023 to meet and partner with global Publishers, App developers, SSPs, and DSPs. The team comprises of Etai Eitany, Roni Gelman, and Lahav Yrimi.
- In January 2023, Sabrina Delas, Team Lead, Publishers' Development, attended the CES 2023 Event at Vegas. CES is the most influential tech event in the world — the proving ground for breakthrough technologies and global innovators. This is where the world's biggest brands do business and meet new partners, and the sharpest innovators on stage.
- In mid-January, the Argentina team added two Rockstar Campaign Managers: Tomas De Vincenzi and Federico Balaguer to the rolls.
- In January, Brightcom's headquarter approved the appointment of Mr Rajesh Vankadara (ACS 44949) as a Company Secretary (CS) & Compliance Officer, based on the recommendation of the Nomination & Remuneration Committee.



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