



June 14, 2021

**BSE Limited**

P. J. Towers, 25<sup>th</sup> 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: Presentation on "B-local"**

We would like to share the latest presentation on our product "B-local" on the occasion of completing one year since its launch.

This update to the Shareholders is issued in compliance with Regulation 30 of SEBI (LODR) Regulations, 2015.

This is for your information only.

Thanking you,

Yours faithfully,

**For BRIGHTCOM GROUP LIMITED**

**Manohar Mollama**  
**Company Secretary & Compliance Officer**  
**ACS - 39254**





BE WHERE EVERYDAY HAPPENS



# BRIGHTCOM'S B-LOCAL IS A LOCAL NEWS AUDIENCE EXCHANGE PROVIDING RELEVANT PUBLISHERS WITH UNIQUE MONETIZATION TOOLS AND ACCESS TO EXCLUSIVE PREMIUM DEMAND

Full monetization solutions, exclusive demand, 100% fill rate and attractive payment terms.

Premium inventory, simple integrations and high viewability rates.

Increase your CTR conversion rates and brand trust by advertising on local news sites.

With Brightcom's unparalleled 20-year industry experience, and an advanced AI platform at its heart,

B-local offers advertisers an alternative to the programmatic "faceless masses" approach by re-incorporating brands into a community.





## Easily Accessed

Direct and programmatic integration through the industry's leading platforms

BE PERSONALLY ENGAGED IN THE LOCAL COMMUNITY



## Privacy-Conscious

Assistance in meeting the industry standards on privacy settings



## Safety

Leading ad-quality tools already in place



## Plug and Play

Simple integrations. Direct and programmatic integration



## Premium Demand

US and globally



## Dedicated

Account manager will help you meet your KPIs



## Two Decades'

Worth of know-how in this particular sector

OVER 60 NEWS  
PUBLISHERS  
CAME ON BOARD  
IN 2020

**Philadelphia**  
MAGAZINE

*boston.com*

**The Seattle  
Times**

**CBS  
LOCAL**

**metro**

**ST. LOUIS POST-DISPATCH**

**TEGNA**

*The Salt Lake Tribune*

**LAS VEGAS SUN**

**TimeOut**

**Deseret News**

**RealClear** Politics

**The  
Boston  
Globe**

With unparalleled experience and dedication from two decades in operation, and an advanced AI platform at its heart, B-local seeks to uphold the value of community that's encapsulated in local news.

## SOME OF THE PREMIUM BRANDS AND ADVERTISERS WE WORK WITH

The Amazon logo, featuring the word "amazon" in a bold, lowercase sans-serif font with a curved orange arrow underneath pointing from the letter 'a' to 'z'.The Tencent logo, consisting of the word "Tencent" in a blue sans-serif font followed by the Chinese characters "腾讯" in a similar blue font.The Google Partner logo, with the word "Google" in its multi-colored font above the word "Partner" in a grey sans-serif font.The Walt Disney logo, featuring the name "WALT DISNEY" in a stylized, black, cursive script font.The Ford logo, which is the word "Ford" in a white, stylized script font inside a dark blue oval.The Berkshire Hathaway logo, featuring a circular emblem with "BH HS" and "BERKSHIRE HATHAWAY HOMESERVICES" around the perimeter, followed by the words "BERKSHIRE HATHAWAY" in a dark purple serif font.The Best Buy logo, with the words "BEST BUY" in a bold, black, sans-serif font and a small yellow price tag icon to the right.The GSK logo, featuring the lowercase letters "gsk" in white inside an orange oval, with the text "GlaxoSmithKline" in a grey sans-serif font to the right.

Thank  
you