



February 4, 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: Press Release

Please find enclosed the Press Release on the Unaudited Financial Results for the quarter and nine months ended December 31, 2022.

This is for your information only.

Thanking you,

Yours faithfully,

for **BRIGHTCOM GROUP LIMITED**

Authorised Signatory

Encl.: as above





BRIGHTCOM GROUP ANNOUNCES STRONG Q3 RESULTS

– For Immediate Publication

Brightcom Group (NSE: BCG | BSE: 532368), the AdTech and Digital Media major, has achieved a robust set of operating results for the Quarter ended December 31, 2022, both on Standalone and Consolidated basis.

Hyderabad, February 4, 2023

The Board of Brightcom Group met on 3rd February, 2023, to take stock of the third quarter earnings of the company.

THE HIGHLIGHTS

- The company reported a strong quarter, with consolidated revenues of Rs. 2865.17 crores and PAT of Rs. 543.93 crores for Q3 FY22-23.
- Consolidated revenues rose 42% YoY and PAT rose 46% YoY. Notably, EBITDA also rose by 43% YoY.
- The company's Return on Equity (ROE), on an annualized basis has nearly reached 25.16%. The focus continues to remain on improving this key metric.
- The company's consolidated tax rate across all geographies in this quarter was 27.10%.
- Achieved operating cash flow of approximately Rs. 92.41 Crores in the last quarter.
- The main drivers of revenue were:
 - Seasonality of the Advertising business, third quarter always contributes most.
 - We worked both Impression-based and performance-based significantly to get a larger market share this quarter.





- On the demand side, this quarter, the company added: - 7 new Ad agencies - 13 new direct advertisers - 2 new newspaper relationships for our local news platform 'Blocal' exchange.
 - Increasing the options to the publisher networks by offering optimum solution between CPM, CPC and CPA spends to maximize their revenues.
- The combined Overseas subsidiary dividend to be received by the Parent for this quarter, stands at Rs 5.02 crores. It will be received before 28th February, 2023 in actual cash remittance.
- This marks the beginning of the monetization of Brightcom's years of efforts in building substantial overseas business. Most of the subsidiaries are now generating sufficient cash and are now able to pay out a portion of their profits as dividends to the Parent.

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 November, the Brightcom headquarter launched a dedicated 'Brightcom Group Investor Relations Contact Centre' to address queries of shareholders and investors by phone. Also created a dedicated team to attend to the concerns of the investors.
- 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.





- 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.

CONFERENCE CALL DETAILS

Brightcom Group will host a conference call on February 4th, 2023, Saturday at 4.00PM Indian Standard Time to discuss the financial results. Call-in details will be available from the Investor Relations page of the company's website at: <http://brightcomgroup.com/investors/>

MEDIA CONTACT

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ABOUT BRIGHTCOM GROUP

Brightcom Group is a leading global provider of comprehensive online or digital marketing services to direct marketers, brand advertisers, and marketing agencies. The Company is divided into three major divisions: (i) Media (Ad-Tech and digital marketing), (ii) Software services, and (iii) Future technologies. The Company's primary clients are end advertisers, agencies and publishers, but also include ad exchanges & networks.

Brightcom client list contains some of the biggest names, i.e. Airtel, British Airways, Coca- Cola, Hyundai Motors, ICICI Bank, ITC, ING, Lenovo, LIC, Maruti Suzuki, MTV, PGG, Qatar Airways, Samsung, Viacom, Sony, Star India, Vodafone, Titan, and Unilever. Brightcom works with agencies like Havas Digital, JWT, Mediacom, Mindshare, Neo@Ogilvy, Ogilvy One, OMD, SatchiGSatchi, TBWA, and ZenithOptimedia, to name a few.





Brightcom Group's global presence, including in the US, Israel, Latin America ME, Western Europe and Asia Pacific regions, positions us at the forefront of the digital landscape, enabling us to support partners in their efforts to leverage and benefit from current global trends.

For more information please visit www.brightcomgroup.com

DISCLAIMER

This press release contains "forward-looking statements" – that is, statements related to future, not past, events. In this context, forward- looking statements often address our expected future business and financial performance, and often contain words such as "expects," "anticipates," "intends," "plans," "believes," "seeks," "should" or "will." Forward- looking statements by their nature address matters that are, to different degrees, uncertain. For us, uncertainties arise from the behaviour of financial and digital marketing industry, and fluctuations in exchange rates; from future integration of businesses; and from numerous other matters of national, regional and global scale, including those of a political, economic, business, competitive or regulatory nature. These uncertainties may cause our actual future results to be materially different from those expressed in our forward-looking statements. We do not undertake to update our forward- looking statements.

