



Ref: BCG/SE/2023/Aug-08

Date: August 15, 2023

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

To
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Bandra (E), Mumbai – 400 051.
NSE Symbol: BCG

Sub: Press Release

Dear Sir, Madam,

Please take note of the enclosed Press Release which is going to be published.

This intimation is also uploaded in the Company website: www.brightcomgroup.com. We request you to take note of the above information on record and acknowledge the receipt of the same.

Thanking you,

Yours faithfully,

for Brightcom Group Limited

Rajesh Vankadara
Company Secretary





BRIGHTCOM GROUP ACHIEVES STRONG FIRST QUARTER

– For Immediate Publication

Brightcom Group (NSE: BCG | BSE: 532368), the AdTech major, has put forward strong first quarter results for the quarter ended June 30, 2023.

Hyderabad, August 15, 2023

The Board of Brightcom Group met on 14th August, 2023, to take stock of the first quarter earnings of the company.

THE HIGHLIGHTS

- The company reported a strong quarter ended June 30, 2023 with consolidated revenues of Rs. 1690.32 crores and PAT of Rs. 321.47 crores for Q1 FY23-24.
- Consolidated revenues for Q1 rose by 14.16%Y-o-Y and PAT for Q1 rose by 15.96% Y-o-Y. Notably, EBITDA for Q1 also rose by 14.49% Y-o-Y.
- The EPS is 1.59 for Q1 2023-24 compared to 1.37 in Q1 2022-23, about 16% increase.
- The company's Return on Equity(ROE), calculated on an annualised basis, is approximately around 17.6%.
- The company's consolidated tax rate across all geographies in this quarter was 27.89%.
- We have achieved operating cash flow of approximately Rs.148.48 crores in the last quarter.

The Main Drivers of Revenue were:

- Continuing to build Client Reach across Geographies.
- The introduction of new products such as 'Audio Ads'.
- On the demand side, this quarter, the company added:-

3 New Ad agencies, 12 new direct advertisers, 4 new newspaper relationships: for 'Blocal' exchange – our news platform.

- Adapting to new trends and embracing the ongoing changes in mix of Performance vs CPM Ads.





- The company announced the successful partnership with ‘LoopMe’ (<https://loopme.com/>), putting Brightcom Group in a position to increase its reach and expertise in the field of digital advertising and once again fortify its position in the industry.
- In order to accelerate business growth synergistically and drive APAC as an epicentre of future business growth, we have begun efforts to establish a significant office presence in key Asia Pacific hubs, such as Kuala Lumpur or Hong Kong, and to look for strategic partnerships with compatible associates in the region.

UPDATE

- Etai Eitany and Roni Gelman to attend DMEXCO2023 (<https://dmexco.com/>) in Cologne, in September.
- We are attending the DIGIDAY Publishing Summit (<https://digiday.com/digiday-publishing-summit-september-2023-inevent/>) in Miami this September with Ezequiel Moschovich, VP Business Development and Assaf Sassoon, Head of Sales.
- Introducing our newest senior additions, David Ben-Dov and Inbar Levy in Ad Operations in Israel.
- Ms. Neha Pamnani, a practising company secretary, was appointed as the Secretarial Auditor of the Company for the financial year 2022–23.
- Introduction of the planning process of SLRP(strategic long-range planning) at intervals of 6 or 12 months. Peshwa Acharya, President - Group Strategy and Narayana Raju, CFO to set this process in motion.

CONFERENCE CALL DETAILS

Brightcom Group will host a conference call on August 20th, 2023, Sunday 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.

