



Brightcom Group Announces FY 2019 Results

May 28, 2019, HYDERABAD

The Brightcom Group (NSE: BCG | BSE: 532368), a global technology company that specializes in Internet-related services and products, which include Ad-tech, New Media and AI/ML based businesses across the globe, primarily in the digital ecosystem, today announced its audited financial results for the year ended March 31st, 2019.

The highlights:

- ✓ Annual consolidated revenue at Rs.2,580.24 Crores.
- ✓ Annual consolidated PAT of Rs. 443.97 Crores.
- ✓ Digital segment revenues increased by 8.35% from last year.

The company posted an annual revenue of Rs.2,580.24 crores and net profit of Rs. 443.97 crores against the previous year revenue of Rs.2,420.74 crores and net profit of Rs.407.01 crores respectively. The digital segment revenues increased by 8.35% and overall revenue increased by 6.59% compared to last year. The consolidated EPS for the financial year is Rs 9.32 per share.

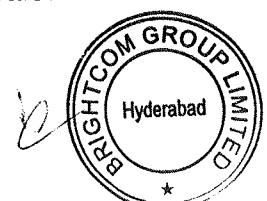
The details of the results can be viewed at the company's website www.brightcomgroup.com in the Investors' section.

Corporate Update

- ✓ Brightcom Group ventured into new area of Artificial Intelligence and Machine learning.
- ✓ Company maintaining the revenue levels without including LYCOS Inc. revenues for the year.

Business Update

- ✓ Strengthened our partnership and positioning with our top Demand Partners on the Video and Display side with a special focus on Traffic quality KPI and automated tools.
- ✓ Open RTB (Server to server) buying – Started to buy in Header Bidding – it enables us to buy in much more sophisticated way and at a higher scale.



- ✓ Our team attended the conferences, DigiDay Denver, MWC conference in Barcelona, NYC Clients Road Show.

Technology Update

- ✓ Header bidding (selling) auction was introduced within our SSP “Compass” - sell traffic in a more efficient way with lesser overload to the users and improved yield.
- ✓ Header Bidder- Buying: our bidder was implemented in several publishers, allows us to reach and compete for new traffic sources.
- ✓ BrightCom’s Prebid JS adapter – Officially approved as a partner of Prebid.JS initiative and we’re now one of the Prebid official partners in the market .
- ✓ Traffic quality automation focus - Pixelate “Prebid” was officially implemented on 100% of our inventory, allowing us to guarantee control & a high level of traffic quality.
- ✓ Investment in Automation “trends” reporting – indicates spikes, preventing non-habitual cases, reduces risk of budget overspending and giving the team a better control around the clock.

Conference Call Details:

Brightcom will host a conference call on 31st May, 2019, at 4.00 pm 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:

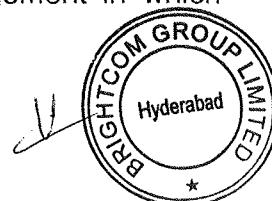
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About Brightcom Group

BRIGHTCOM GROUP CONSOLIDATES AD-TECH , NEW MEDIA AND IOT BASED BUSINESSES ACROSS THE GLOBE, PRIMARILY IN THE DIGITAL ECO-SYSTEM.

Brightcom Media, enables businesses, agencies, and online publishers worldwide in meeting their digital marketing needs, serving 40 billion impressions every month. Clients include leading blue chip advertisers like Airtel, British Airways, Coca-Cola, Hyundai Motors, ICICI Bank, ITC, ING, Lenovo, LIC, Maruti Suzuki, MTV, P&G, Qatar Airways, Samsung, Viacom, Sony, Star India, Vodafone, Titan, and Unilever. Publishers include Facebook, LinkedIn, MSN, Yahoo! and Twitter. Brightcom works with agencies like Havas Digital, JWT, Mediacom, Mindshare, Neo@Ogilvy, Ogilvy One, OMD, Satchi&Satchi, TBWA, and ZenithOptiMedia.

Brightcom consumer products division is focused on IoT. Our LIFE product is dedicated to the future of communication and information management in which



everyday objects will be connected to the internet, also known as the "Internet of Things" (IoT).

Brightcom Group's renowned 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.

