

BRIGHTCOM GROUP ANNOUNCES FY 2019-20 RESULTS

HYDERABAD, JUNE 26, 2020

Brightcom Group (NSE: BCG | BSE: 532368), the global Internet brand, today announced its audited financial results for the quarter ended 31st March, 2020 and the annual results for financial year 2019-20.

The Highlights:

- Annual consolidated revenue at Rs.2692.32 Crores.
- Annual consolidated EBITDA of Rs. 802.97 Crores.
- Annual consolidated PAT of Rs. 440.10 Crores.
- Annual consolidated earnings per share (EPS) of Rs. 9.24/-

The company posted an annual revenue of Rs.2692.32 crores and net profit of Rs. 440.10 crores against the previous year revenue of Rs.2580.24 crores and net profit of Rs. 443.98 crores respectively. The digital segment revenues grew by 4.77% and overall revenue growth is 4.34% compared to last year.

The Board of Directors recommended that a dividend of Rs. 0.05 per share be distributed for the financial year ended on 31st March, 2020, subject to approval of the shareholders in the ensuing Annual General Meeting. This is primarily a token dividend to start a tradition of distributing dividend to the shareholders when appropriate.

	FY2020	FY2019
REVENUE	Rs. 2692.32 crores	Rs. 2580.24 crores
PROFIT BEFORE TAX	Rs. 617.14 crores	Rs. 608.55 crores
PROFIT AFTER TAX	Rs. 440.10 crores	Rs. 443.98 crores

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

BUSINESS AND CORPORATE UPDATE

- Effectively managed the transition to “Work From Home” (WFH) for employees working across India, Israel, Serbia and Argentina very effectively. Employees at other location were already mobile to begin with and did not need much transition planning.
- Successful issue of preferential shares.
- Global Audit of 12 subsidiaries by NY based Global Auditor is ongoing. That audit is geared towards helping improve the working capital needs of the company.
- Certain legacy items on the balance sheet, across all subsidiaries have been impaired, in view of projecting a healthier overall balance sheet going forward. We will send out a detailed note to clarify further.
- Discussion on the LYCOS settlement was delayed due to COVID19 pandemic and inability to travel.
- Closed out Canara Bank loan in last financial year. Next in line is the loan with Axis Bank.
- DigiDay at Dubrovnik, Croatia and Mobile World conference in Spain were both cancelled due to COVID19. However, the teams were able to conduct scheduled meetings virtually.

TECHNOLOGY UPDATE

- Best 72 SSP list of eDigital for the year 2020.
- Publishers online are seeing huge spikes in traffic.
- Proud to share our new B-Local exchange! We're offering advertisers an alternative to the “faceless masses” of a broad programmatic approach, by re-incorporating brands into a community. This has been a very effective tool to

improve business. Philadelphia Magazine, boston.com, The Seattle Times, Boston Globe, The Salt Lake Tribune are some of the media houses already signed on.

CONFERENCE CALL DETAILS:

Brightcom will host a conference call on 1st July, 2020, 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

Ajay Ponna 040 67449910
ajay.ponna@brightcomgroup.com

ABOUT BRIGHTCOM GROUP

BRIGHTCOM GROUP CONSOLIDATES AD-TECH, NEW MEDIA AND FUTURE TECHNOLOGIES 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 over 2 billion impressions a day. 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.

The Company is divided into three major divisions: (i) media (Ad-Tech and digital marketing), (ii) software services, and (iii) future technologies. Brightcom's digital marketing services involve marketing through various methods, including: (i) video ads, (ii) display ads, (iii) search marketing, (iv) email marketing, (v) lead generation, (vi) affiliate marketing, (vii) social media marketing, and (viii) mobile marketing. The Company's future technologies division consists primarily of the Company's

LIFE product and developments in artificial intelligence, machine learning and Digital Out of Home (“DOOH”) advertising.

Brightcom Group’s renowned global presence, including in the US, Israel, Latin America, Middle East, 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. Brightcom Group ranks at 442 among Fortune 500 India companies.

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.