

BRIGHTCOM GROUP POSTS STRONG FIRST QUARTER RESULTS

Hyderabad, September 8, 2020

Brightcom Group (NSE: BCG | BSE: 532368), the global Internet brand, today announced its unaudited financial results for the quarter ended 30th June, 2020.

The Highlights:

- Q1 consolidated revenue of Rs. 639.55 Crores, up 11.23% Y-o-Y.
- Q1 consolidated EBITDA of Rs. 191.70 Crores and PAT of Rs. 101.38 Crores.
- Q1 consolidated earnings per share (EPS) of Rs. 2.00.

Revenue for Q1 FY2020-21 was Rs. 639.55 Crores, an increase of 11.23% Y-o-Y and an increase of 1.80% Q-o-Q. EBITDA for Q1 FY2020-21 was Rs.191.70 Crores, a decrease of 6.84% Q-o-Q and an increase of 18.76% Y-o-Y. PAT for Q1 FY2020-21 was Rs. 101.38 Crores, an increase of 22.91% Y-o-Y and a decrease of 5.82% Q-o-Q.

Revenue from Digital Marketing Segment for Q1 FY2020-21 was Rs.524.66 Crores, an increase of 3.95% Q-o-Q and an increase of 13.42% Y-o-Y. PBT from Digital Marketing Segment for Q1 FY2020-21 was Rs.138.40 Crores, a decrease of 9.57% Q-o-Q and a decrease of 6.89% Y-o-Y. Revenue from Software development Segment for Q1 FY2020-21 was Rs.114.89 Crores.

Business Updates from the quarter:

1. Operationally, the company achieved a good quarter with the PAT increase of almost 23% Year-on-year.
2. Brightcom launched a new version of Compass Software during the quarter.
3. We are now a certified adaptor of Index Exchange, the popular private market place.
4. Rated number 36 amongst the Ads.txt direct sellers globally by Adzerk.
5. Submitted a Settlement proposal to Axis Bank to close that loan account.
6. We were listed in top ten alternatives to Google's AdSense in terms of the best Ad Monetization for publishers.

CONFERENCE CALL DETAILS:

Brightcom will host a conference call on 12th Sep, 2019, at 11.00 am Indian Standard Time to discuss the financial results. Call-in details will be avail-

able from the Investor Relations page of the company's website at: <http://brightcomgroup.com/investors/>

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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.