



BRIGHTCOM GROUP ANNOUNCES SECOND QUARTER RESULTS

Hyderabad, November 13, 2020

Brightcom Group (NSE: BCG | BSE: 532368), the global Internet brand, yesterday announced its unaudited financial results for the quarter & half year ended 30th September, 2020.

The Highlights:

- Q2 consolidated revenue of Rs. 638.34 Crores, up 1.39% Y-o-Y.
- Q2 consolidated EBITDA of Rs. 198.52 Crores and PAT of Rs. 103.00 Crores.
- Q2 consolidated earnings per share (EPS) of Rs. 2.03.

Revenue for Q2 FY2020-21 was Rs. 638.34 Crores, an increase of 1.39% Y-o-Y and an decrease of 0.19% Q-o-Q. EBIDTA for Q2 FY2020-21 was Rs.198.52 Crores, an increase of 3.56% Q-o-Q and an increase of 1.70% Y-o-Y. PAT for Q2 FY2020-21 was Rs. 103.00 Crores, decrease of 2.34% Y-o-Y and an increase of 1.60% Q-O-Q.

Revenue from Digital Marketing Segment for Q2 FY2020-21 was Rs.557.27 Crores, an increase of 6.22% Q-o-Q and an increase of 7.90% Y-o-Y. PBT from Digital Marketing Segment for Q2 FY2020-21 was Rs.141.38 Crores, an increase of 2.16% Q-o-Q and an decrease of 2.22% Y-o-Y. Revenue from Software development Segment for Q2 FY2020-21 was Rs.81.06 Crores.

Business Updates:

1. We saw significant traction to our publishers list during the quarter.
2. Brightcom was approved as the registered agent of IAB Europe's Transparent and consent framework
3. Our solution, B-local added more to our growing network of news publishers. Prominent names added are PANews, Elizabethan Star and Austin Daily Herald amongst others.
4. The company is advanced stages in the process of setting up the first tranche of the LOC application process.

CONFERENCE CALL DETAILS:

Brightcom will host a conference call on 15th November, 2020, at 11.00 am 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, Mediocom, 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.