



Brightcom Group is the new name for LYCOS Internet

May 11, 2018, Hyderabad – Lycos Internet Limited (NSE & BSE: “LYCOS” or the “company”), today announced the change of its name to Brightcom Group Limited.

"Becoming Brightcom Group is a major step forward in our transformation," said Chairman Suresh Reddy. "The Brightcom name embodies the vibrant culture and technologies that are the core drivers of the company. This brand has gained great traction through the global success of our proprietary programmatic solutions."

The name also more accurately represents the full scope of the company today, he said, which includes a range of programmatic Ad-Tech solutions, media and IOT based consumer products.

Brightcom, a brand of the company provides multi-channel products, and proprietary programmatic solutions to advertisers and publishers across video, display, social and mobile channels. The 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 'Brightcom' brand has been ranked, as number one in the world, in the Pivalate's Video Trust Index (International) as per March 2017 report. Pivalate is the leading global platform for transparency in programmatic advertising.

With presence in the US, Latin Americas, EU, EMEA and Asia Pacific regions, Brightcom works directly with publishers, advertisers or anyone in between, providing a platform that allows commerce to take place.

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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. We have the technological platform and human knowledge to do so.

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.