



January 26, 2022

BSE Limited

P. J. Towers, 25th Floor,
Dalal Street, Mumbai - 400001.
Scrip Code: **532368**

National Stock Exchange of India Limited

Exchange Plaza, Bandra Kurla Complex,
Bandra (E), Mumbai - 400051.
Symbol: **BCG**

Dear Madam / Sir,

Sub: Press Release

Please take note of the attached Press Release which is going to be published.

This is for your information only

Thanking you.

Yours faithfully,

for **BRIGHTCOM GROUP LIMITED**

M Suresh Kumar Reddy
Chairman & Managing Director
DIN: 00140515

Encl.: A/a





BRIGHTCOM GROUP PUTS FORTH STRONG THIRD QUARTER RESULTS, DECLARES 2:3 BONUS

- For Immediate Publication

Brightcom Group (NSE: BCG | BSE: 532368), the AdTech major, has put forward impressive performance in its third quarter results for the financial year 2022.

THE HIGHLIGHTS

- The company reported its best quarter this year, with the consolidated revenues rising 130.08 % YOY at Rs 2021 crore, and the PAT rising 167.99 % at Rs 371 crore YOY.
- EBITDA rose 126.44% at Rs 578 crore due to better cost management and higher yields.
- A 2:3 Bonus shares has been declared to reward its shareholders.
- The company's Return on Equity(ROE), on an annualized basis, has improved to 21.74 %approximately.
- Value additions during the quarter: 43 new publishers; 12 new Ad agencies; 10 new direct advertisers; and 14 new newspaper relationships for local news platform 'Blocal' exchange.
- The network traffic touched 90 Billion impressions by quarter end.

Hyderabad, January 26, 2022

The Board of Brightcom Group has met to take stock of third quarter earnings of the company. The Revenues have surged forward to Rs 2021 crore, up by 130.08 % leading to a higher Net Profit at Rs 371 crore, up by 167.99 %.

The overall performance was impressive owing to increased consumer usage of digital media and digital channels to conduct commerce across the world, post the pandemic. Filtering technologies across the industry have reached a steady-state, cutting down the spurious traffic, thereby contributing to higher eCPMs (effective Cost per Impression).





The company is excited to announce that in order to reward our shareholders further, we have declared an issue of Bonus Shares in the ratio 2:3, meaning for every three shares owned, two bonus shares will be issued. The move will not only improve liquidity but also unlock the value of the company.

The target Future Cashflows FCF for FY22 remains at Rs 250 cr, and as stated in earlier communication, is slated to reach Rs 500 cr by June quarter, 2022. Improving Free Cash generation is a key financial target for management.

UPDATE

- Brightcom's focus is singularly on creating significant stakeholder value, and focus on improving Free Cash generation, and increasing Return on Equity (RoE). The company remains deeply committed to the highest standards of governance, accounting and transparency in our operations, for the benefit of all stakeholders.
- Brightcom is now a valuable part of the select group of MCM partners of Google.
- On Nov 1, 2021, at the Brightcom's Ad Layout webinar, the Director, Inventory Quality, Joel Neutel, explained on how to make site compliant with most relevant revenue partners' policies, balancing UX and monetization, and increase revenue through minor adjustments.
- On Dec 1, 2021, our team was at the Digiday Publishing Strategies London. to meet some of our publishers in person.
- Brightcom Video Player: We've created a customized engagement-based video player to meet in-stream and/or outstream needs, improve the user experience, and boost site revenue. This innovative solution features custom formats, a real-time reporting dashboard, simple and flexible integration, high-quality video content, and ongoing player optimization.
- Brightcom is a proud Prebid member. Prebid is considered as a single and unifying, open-source solution for Publishers and SSPs. Great industry initiative and we are a proud part of it.
- Signed Definitive Agreement to acquire Mediamint.
- We are making progress in the Audio Advertising M&A opportunity, which will add significantly to our capabilities and the financials in the coming quarters.
- Increased the management bandwidth by adding more senior management professionals: Peshwa Acharya (President, Group Strategy), Satish Cheeti (President, Brightcom Audio).





OUTLOOK

- The outlook for our sector remains extremely robust, with massive shift from traditional to digital advertising, aided by the pandemic.
- Newer phenomenon like Metaverse and augmented reality are acting as force multipliers to an already snowballing trend in favor of AdTech.

CONFERENCE CALL DETAILS

Brightcom will host a conference call on 29th January 2022, at 11 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 is a leading global provider of comprehensive online or digital marketing services to direct marketers, brand advertisers, and marketing agencies. The Company is divided into three major divisions: (i) Media (Ad-Tech and digital marketing), (ii) Software services, and (iii) Future technologies. The Company's primary clients are end advertisers, agencies and publishers, but also include ad exchanges G networks.

The Company has 25 office locations and has 1700 employees and consultants worldwide. Brightcom client list contains some of the biggest names, i.e. Airtel, British Airways, Coca-Cola, Hyundai Motors, ICICI Bank, ITC, ING, Lenovo, LIC, Maruti Suzuki, MTV, PGG, Qatar Airways, Samsung, Viacom, Sony, Star India, Vodafone, Titan, and Unilever. Brightcom works with agencies like Havas Digital, JWT, Mediacom, Mindshare, Neo@Ogilvy, Ogilvy One, OMD, SatchiGSatchi, TBWA, and ZenithOptimedia, to name a few.

Brightcom Group's 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.

