



BRIGHTCOM GROUP ACHIEVES STRONG FIRST QUARTER RESULTS

– For Immediate Publication

Brightcom Group (NSE: BCG | BSE: 532368), the AdTech major, has put forward strong first quarter results for the financial year 2023.

Hyderabad, August 16, 2022

The Board of Brightcom Group met on 13th August, 2022, to take stock of the first quarter earnings of the company. The Revenues have surged forward by 126.38% YOY and PAT rising 162.66% YOY.

THE HIGHLIGHTS

- Brightcom reported a strong quarter, with consolidated revenues of Rs. 1480.61 crores and PAT of Rs. 277.24 crores for Q1 FY22-23.
- Consolidated revenues rose 126.38% YOY and PAT to 162.66% YOY. Notably, EBITDA also rose by 121.90% YOY.
- Company's Return on Equity (ROE), on an annualized basis has nearly reached 20%.
- Brightcom's ROE is unleveraged, because the group has zero debt on standalone and consolidated basis.
- We continue to focus on improving this key ratio.
- In addition, as guided earlier, we achieved operating free cash flow of approximately Rs. 492 crores in the last two quarters.





- The company's consolidated tax rate across all geographies in this quarter was 28.29%.

The main drivers of revenue were:

- Sequential Growth in the number of new Advertisers online.
- On the demand side, this quarter, the company added:
 - 6 new Ad agencies -
 - 14 new direct advertisers -
 - 12 new newspaper relationships for our local news platform 'Blocal' exchange.
- The relaunched Compass has been optimizing client's Ad spend across media formats.
- Our new Berlin office is getting well into the rhythm of the overall organization's working and core principles.
- The above developments in turn led to better eCPMs for Brightcom.
- B-local Exchange and Brightcom Video player, both New Product Technology Introductions, have started contributing significantly to the overall business growth.

The above factors, combined with the overall growth in “Digital advertising media” and client focus by all our operating teams across the geographies helped deliver the robust growth.

Inorganic Growth: M&A and Strategic Alliances Strategy

- On the inorganic growth front, we have been working out the most effective structure to enable faster & ROE focused growth for our company.
- We are extremely focused on being highly capital efficient and are calibrating our inorganic growth strategy to get most bang for our buck
- Appropriate announcements shall be made when inorganic transactions are consummated.

UPDATE

- We participated in the ATS London 2022 (June 14-15) event (Digital, Marketing, Publishers Collaborative Global event) to build on partnership initiatives. The event was on 14-15 June.
- Brightcom has been working on hiring new Tech talent at our Indian, Israeli and Argentinian offices.





- The team participated at the “d3con Advertisers Day” event in Hamburg.
- We also took part in the “AdMonsters OPS” event in NYC in June, this year.
- In May, Brightcom attended the “Advertising Week Europe - Creative Capital” event.
- We have submitted further accounting information towards the forensic audit and are awaiting a fair report from the regulator.
- Mr. Narayana Raju was appointed the CFO - is responsible for the overall financial management of Brightcom Group.
- Mr. Shreedhar Reddy was appointed as the General Manager of Indian Operations.

OUTLOOK

The outlook for our sector remains extremely positive, The above factors, combined with the overall Growth in “Digital advertising media” and client focus by all our operating teams across the geographies helped deliver the Robust Growth and are in the process of meeting the future challenges of the industry.

CONFERENCE CALL DETAILS

Brightcom Group will host a conference call on August 19, 2022 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

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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 & networks.

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.

