



November 13, 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 find enclosed the Press Release on the Unaudited Financial Results for the quarter and half year ended September 30, 2022.

This is for your information only.

Thanking you,

Yours faithfully,

for **BRIGHTCOM GROUP LIMITED**

Authorised Signatory

Encl.: as above





BRIGHTCOM GROUP REPORTS STRONG Q2 RESULTS

– For Immediate Publication

Brightcom Group (NSE: BCG | BSE: 532368), the AdTech and Digital Media major, has achieved great numbers in Q2 with about 50% growth from same quarter last year.

Hyderabad, November 13 , 2022

The Board of Brightcom Group met on 12th November, 2022, to take stock of the Q2 earnings of the company.

THE HIGHLIGHTS

- The company reported a strong quarter, with consolidated revenues of Rs. 1683.07 crores and PAT of Rs. 320.68 crores for Q2 FY22-23.
- Consolidated revenues rose 52.48% YOY and PAT rose 51.15 % YOY. Notably, EBITDA also rose by 45.07% YOY.
- The company's Return on Equity (ROE), on an annualized basis has nearly reached 20.74%. The focus continues to remain on improving this key metric.
- The company's consolidated tax rate across all geographies in this quarter was 27.79%
- Achieved operating cash flow of approximately Rs. 216.5 Crores in the last quarter.
- The main drivers of revenue were:
 - Enhancing Client reach across various locations and businesses, through focused efforts by the teams.





- Working on improving market share in the US and EU markets.
 - On the demand side, this quarter, the company added: 5 New Ad agencies, 16 new direct advertisers, 7 new newspaper relationships for 'B-local' exchange our news platform.
 - Increasing the overall publisher network, thus enhancing the access to a larger Internet traffic.
- Globally, the changes in the competitive landscape of the digital AdTech market is making way for the midsize, nimbler players to ramp up their piece of the pie.

UPDATE

- Ezequiel Moschcovich Vice President of Business Development was at the DIGIDAY Summit in Miami, Florida from Sept 19th to 21st.
- Etai Eitany, CEO of Israel office, along with Roni Gelman and Daria Oshry of Berlin office were in Cologne, Germany to be at the event DMEXCO in September as well.
- Maayan Bar, Head of Publisher Success and others are currently in the US East Coast and West Coast to attract new business and add new publishers to the network.
- Brad Brittan was appointed as the Business Development Manager - Publishers in the Israeli office in September.
- Indian Office onboarded the first batch of 34 fresh software developers, after a rigorous recruitment process in November.
- Lava Yarimi is now the new Head of Operations for Display Advertising Division of Brightcom in November.

CONFERENCE CALL DETAILS

Brightcom Group will host a conference call on November 18th, 2022, Friday at 4.30PM 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.

