Q2 FINANCIAL YEAR 2022-23

brightcom group

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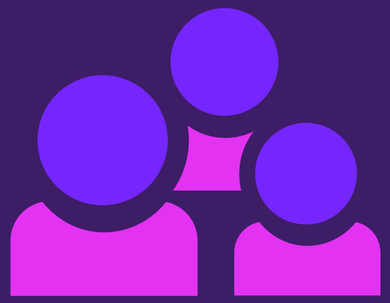
highlights

Publisher strength has grown to over 52,000 publishers, nearly five times in the past two years.

Comprehensive AdTech online marketing services through a global network of 25 office locations worldwide.



The company has a team of 484 professionals located across the globe, capable of performing & delivering amazing results, with an ability to add more clients & tackle large projects.

Over 90 billion impressions per month, serving direct marketers, brand advertisers, & marketing agencies across the globe.

strategic levers

- 20+ years Track Record
- Performance and Brand Building Business Models
- Proven Technology Platforms and Products

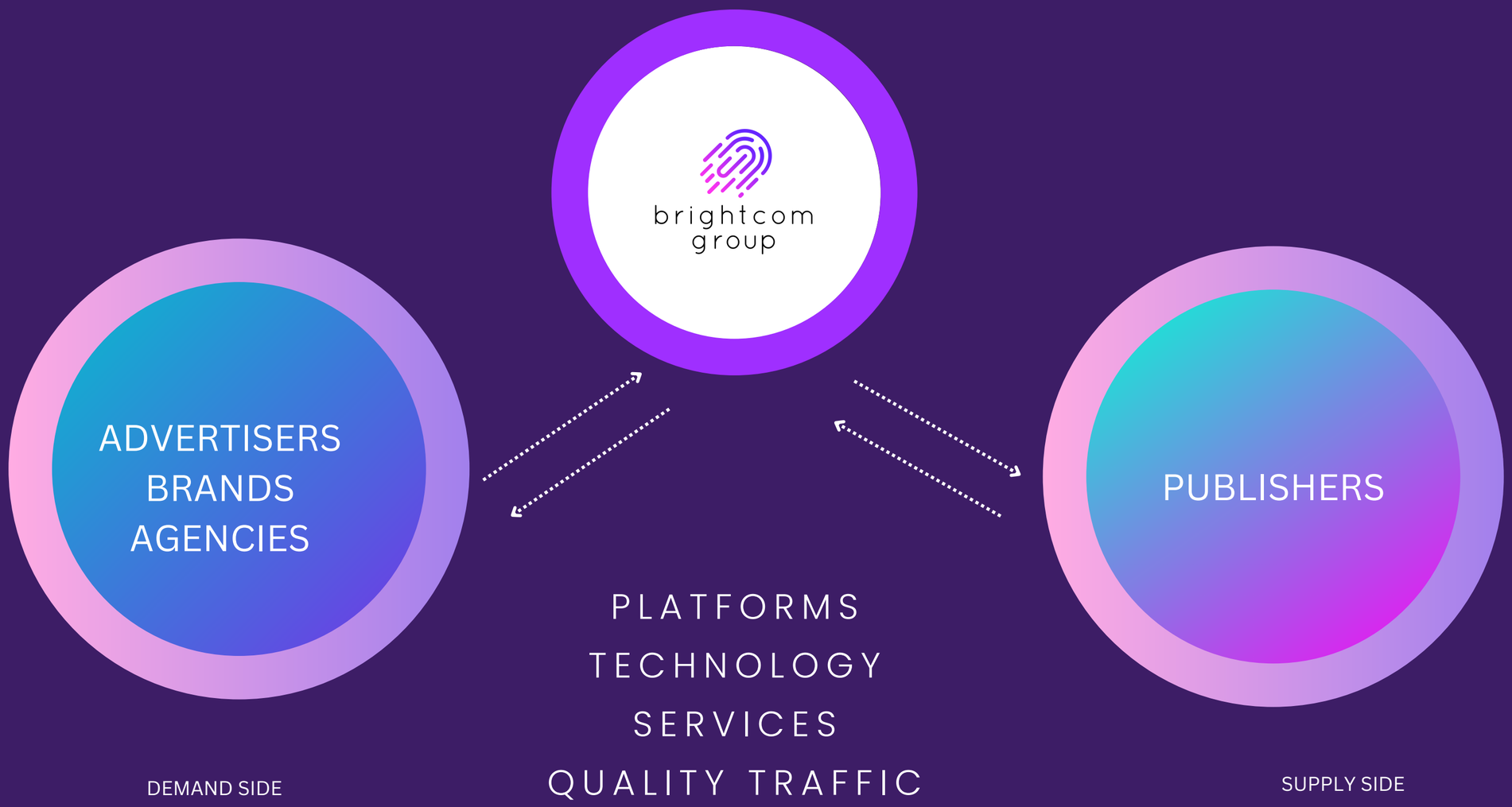
- High Growth Industry
- Global Customer Base with High Retention
- Increasing Digitalization
- Offices Across the Globe

- Dedicated Expert Leadership
- Positively Growing Cashflows
- Consistent Profitability Track Record
- Debt-free

- Extensive Organic and Inorganic Growth
- Building Future Technologies Through Innovation Labs

company

We are a Global AdTech Company



timeline

1998 — Started as USA Greetings in USA and renamed it to Ybrant Technologies in 2000.

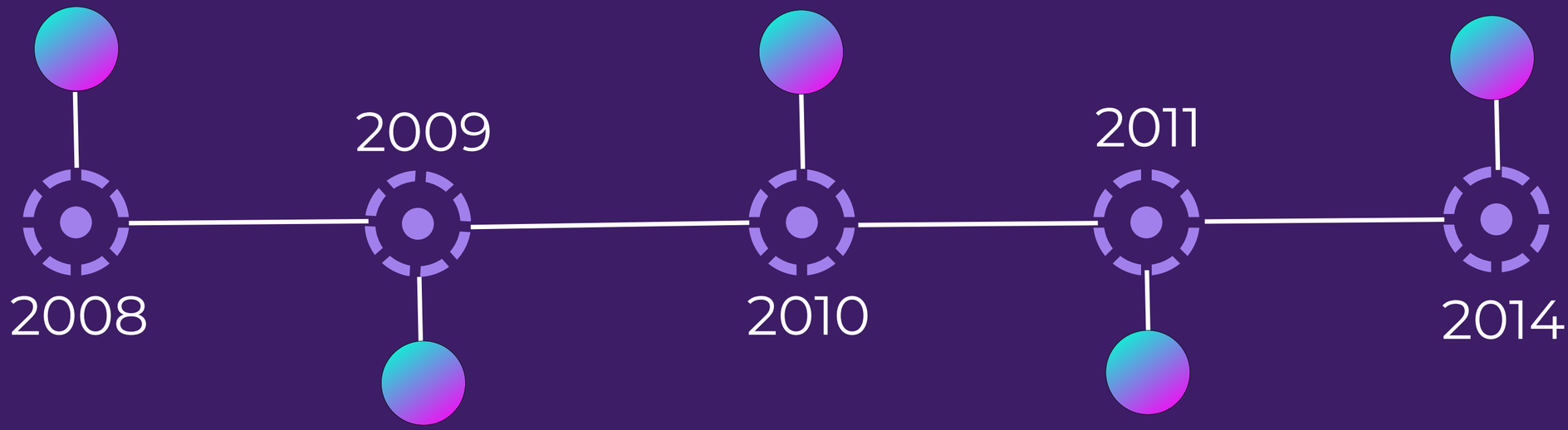
2004 — Changed name to Ybrant Digital and started offering tools and services to digital ad networks.

2005 — Acquired email marketing platform, VoloMP.

2006 — Acquired MediosOne in US for US$ 4.5 million, thereby entering into the front-end digital marketing space.

2007 — Raised US$ 30 million from a few PE firms. Acquired AdDynamix US for US$10mn.

timeline



Acquired Online Media Solutions in Israel for US$ 13 mn in European digital markets.

Raised US$ 20 mn from Everest Capital. Acquired Dream Ad, Argentina for US$ 11.5mn. Acquired Max Interactive based in Australia for US$ 8.3 min.

Raised US$ 18 mn from Oak India and Batterymarch. Acquired LYCOS from Daum Communications for US$ 36 mn.

Ybrant Digital and LGS Global propose to merge. Acquired stake in Web 3.0. Facebook chooses Ybrant Digital as an official marketing API partner.

Changed name to Lycos Internet Limited. Agrees to acquire minority stake in Jobookit Holdings Ltd. Lycos TV adds Cool New Content.

timeline

2015

LYCOS Gets Listed on the National Stock Exchange of India. Announces Lycos Life Division.

2016

Lycos LIFE fitness band launched. Ranked #4 in Video Seller Trust Index. Chosen as Top Alternative Ad Network in MonetizeMore's 2016 roundup.

2016...

COMPASS nominated as finalist for Best Ad Tech Tool at Cynopsis Model D Awards 2016. LYCOS Life band features in '10 best fitness bands in India.

2017

Brightcom Programmatic Platform was launched. Was listed as #1 in the world by Pixelate's Video Trust Index (International). Launched Israeli Ad-Tech Map. Ranked #345 in Business World Real 500 List.

2018

Lycos Internet Limited Changed to Brightcom Group Limited.

timeline

2019

Featured among Fortune India 500 for the year 2019. Expanded offerings in Artificial Intelligence and Machine Learning.

2021

Recognized as the “Biggest Value Gainer” across India by Burgundy Private Hurun India 500 List, 2021. Included in MSCI (Morgan Stanley Capital International).

2021...

Included in S&P BSE 500. Ranked # 235 in NSE 500. Plans to acquire a high margin audio advertising company in the USA. Company became debt-free.

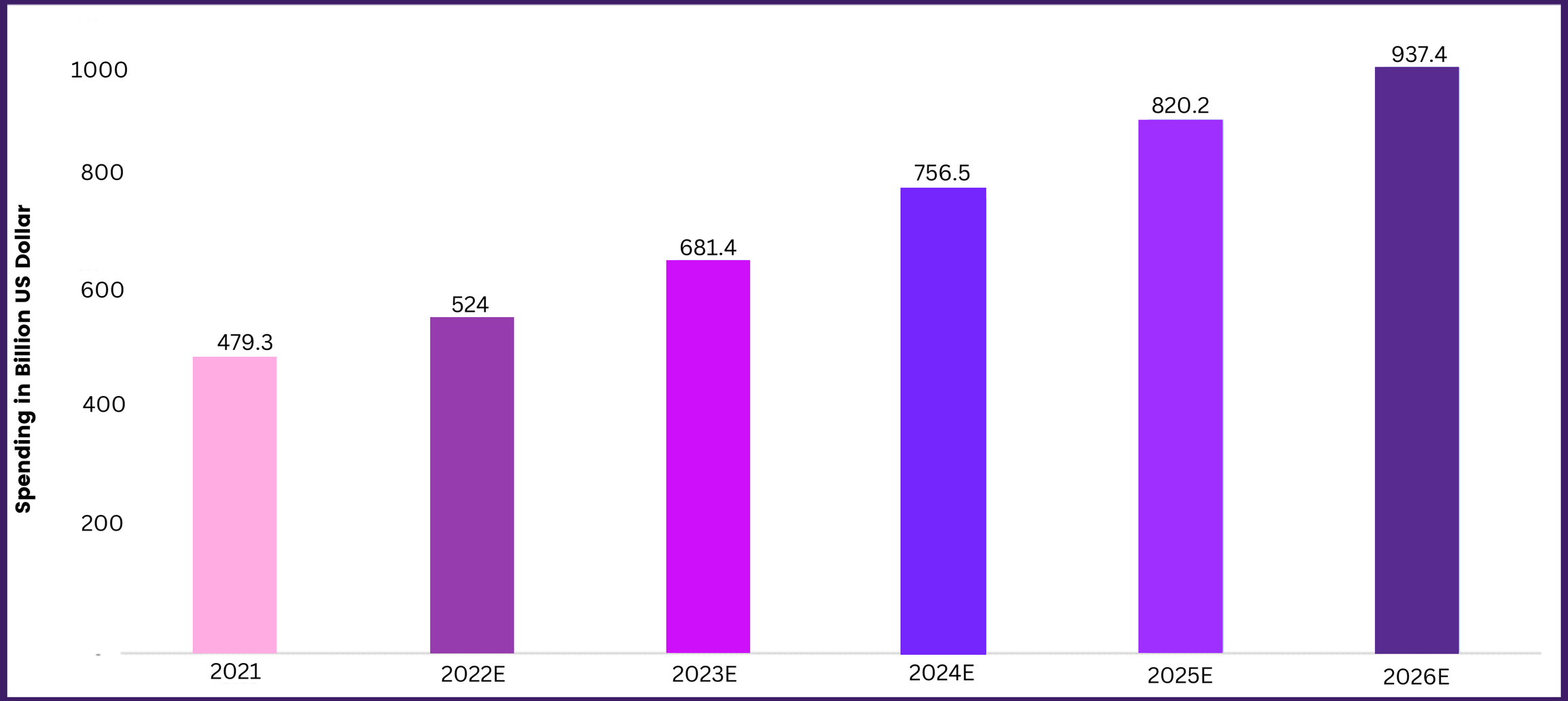
2022

25th global office opened in Berlin which is a technology and innovation hub.

2022...

Decision to invest on Quantum Computing Innovation lab being set up in collaboration with Qulabz.

Global Digital Ad Spend (2021-26)



A Trillion Dollar Industry by 2026

our team

Suresh Reddy

Founder
Chairman & CEO

"Our core business is experiencing tremendous growth. For the past 6-7 quarters, we have had sequential growth quarter-to-quarter. In accordance with last year's quarter 2 growth, this quarter ended 30 sept 2022, our revenue has grown by 52.48% YOY. We believe that our strategy of focusing on the core business and expanding our footprint is working well. We will stay consistent with our higher client satisfaction of products and services. Besides this, we are expanding and making medium term and long-term investments in other businesses like quantum computing and digital audio.”

our team

Narayana Raju

Chief Financial Officer

"Once again in Q2, we delivered a phenomenal top-line of Rs. 1683 crores, which is 52.48% higher than Q2 of FY 21-22. Cumulatively for Half Year 1 (Q1 and Q2), the company is approximately 80% higher than HY 1 of FY 21-22. Although, we are still not upping the guidance, we are bullish about the rest of the year. Furthermore, our PAT has also grown by 51.15% .”

our team

Vijay Kancharla

Co-founder &
Chief Innovation Officer

Responsible for the company's worldwide technology enhancements & innovations. M. S. in Computer Science from the University of Louisville and a B. Tech. from the Jawaharlal Nehru Technological University, Hyderabad, India.

Brad Cohen

Chief Strategy Officer

Responsible for defining and driving the strategic initiatives at Brightcom. He has founded and managed more than ten successful ventures and has a deep understanding of the global Internet marketplace. Brad received a BA from the University of Missouri in Marketing & Political Science.

Peshwa Acharya

President, Group Strategy

Responsible for the Corporate Strategy & Communications. An industry veteran, he has a vast experience of around 29 years across FMCG, Retail, Telecom, E-Commerce, Hospitality and Education domains. An alumnus of IIT Kharagpur and IIM Calcutta.

our team

Satish Cheeti

President, Brightcom Audio

He Leads the Digital Audio Business. Co-founder & COO of the data sciences and ML division of Cyient Limited. At Price waterhouseCoopers - he was advising various Fortune 50 companies' CEOs on strategy & operations. Satish holds MBA & Engineering degrees from the University of Michigan & TexasA&M University.

Shreedhar Reddy

GM, India Operations

He is a seasoned senior-level technology veteran. He was the key person to initiate many successful technology platforms for Brightcom – Pangea, One-Tag (now Compass), Zentyl, Flatmonk, amongst others. Shreedhar holds an MSc in Computer Science from the Manipal University.

Serving Some Biggest Brands Worldwide

airtel

Coca-Cola

TITAN

BRITISH AIRWAYS

SONY

QATAR AIRWAYS القطرية

ICICI Bank

vodafone

LIC
भारतीय जीवन बीमा निगम
LIFE INSURANCE CORPORATION OF INDIA

MARUTI SUZUKI

Unilever

HYUNDAI

Lenovo

SAMSUNG

STAR

ITC Limited

MTV

P&G

We Work with Around 200 Ad Agencies Worldwide
Some of the Leading Agencies Include:

Major Channels of Traffic

brightcom Compass'™

Google Display Network

twitter Advertising

Google Ads

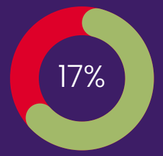
TikTok

YouTube

Revenue Distribution

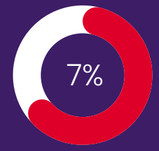
North America

Europe & Middle East

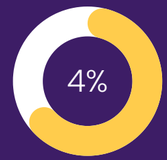


South America

Asia



Australia



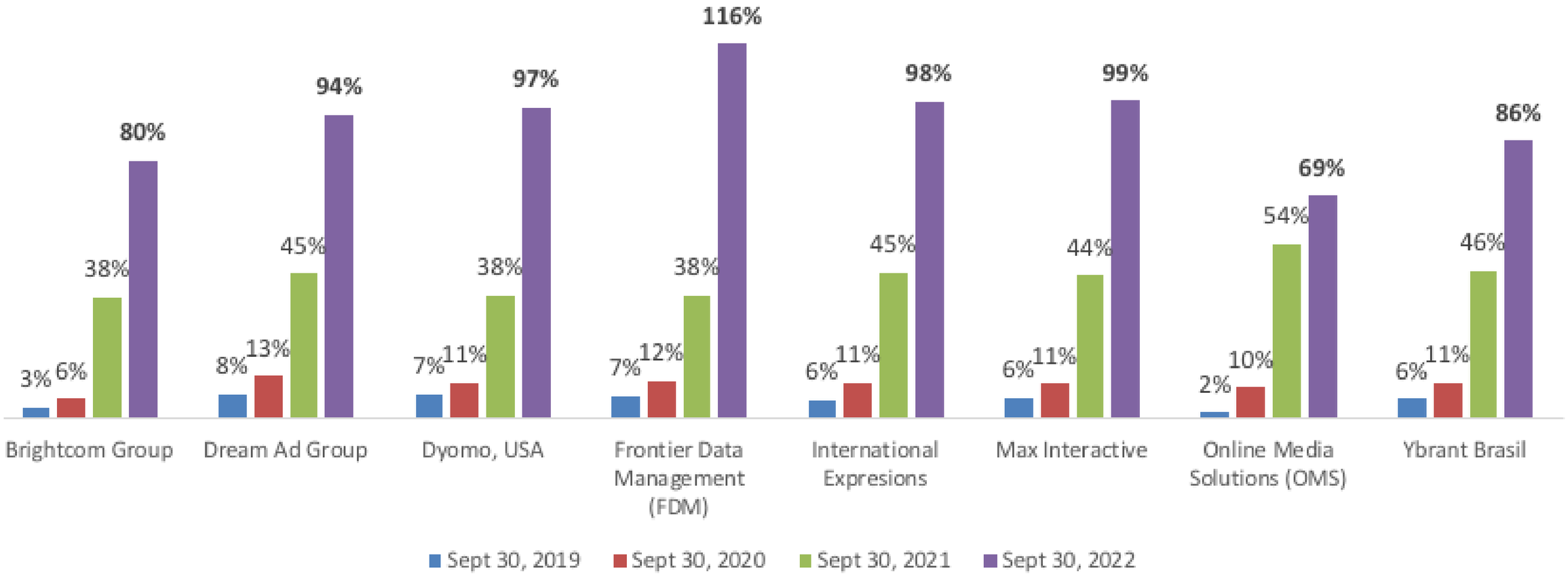
offerings

Subsidiary	Brands	Products
Online Media Solutions	Oridian	Onetag, Pangea, COMPASS
Dream Ad	Dream Ad	Onetag, Pangea , Brightcom Programmatic
International Expressions, Inc.	Volo MP	Volo MP
Frontier Data Management	Medios One	Onetag. Pangea, COREG, ProxyTool
Max Interactive Pty Ltd.	Max interactive	Onetag, Pangea
Ybrant Brazil		Onetag, Pangea

Global Footprint

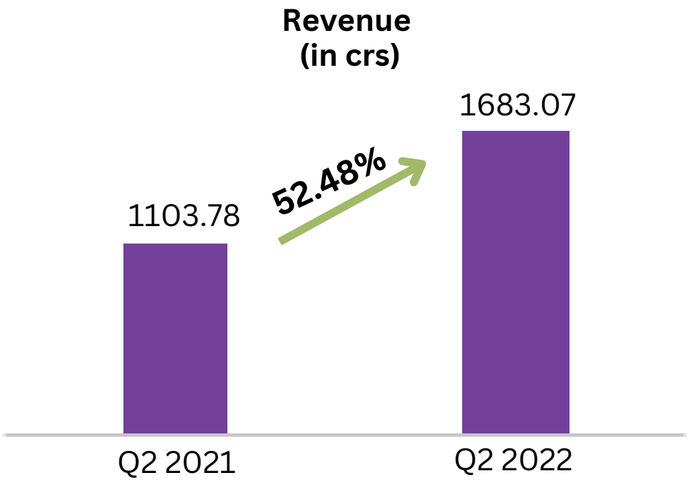
Revenue Growth % (YoY)

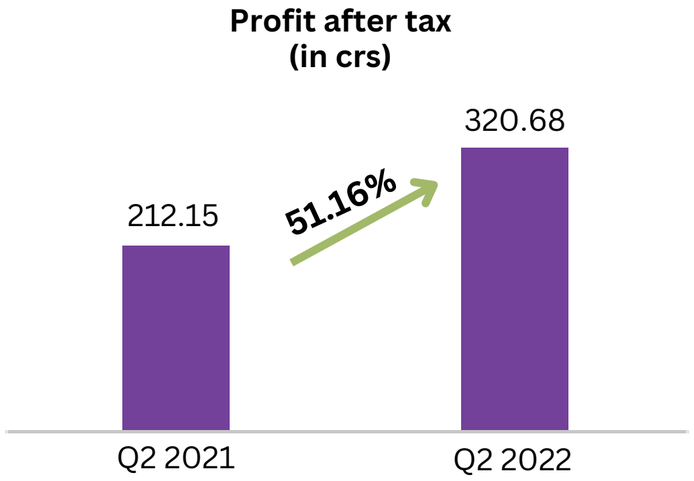
Half-yearly YoY Growth

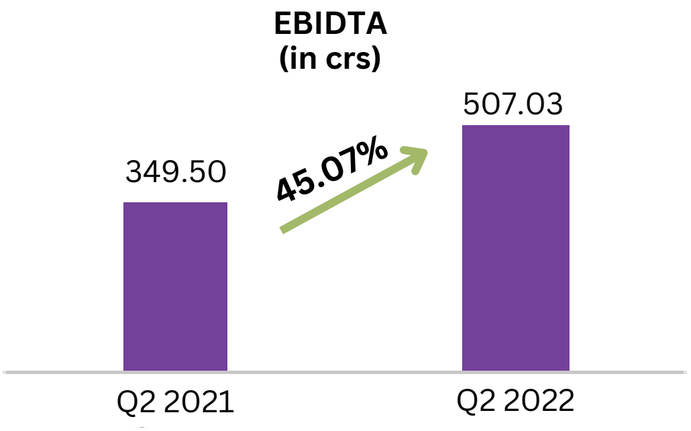


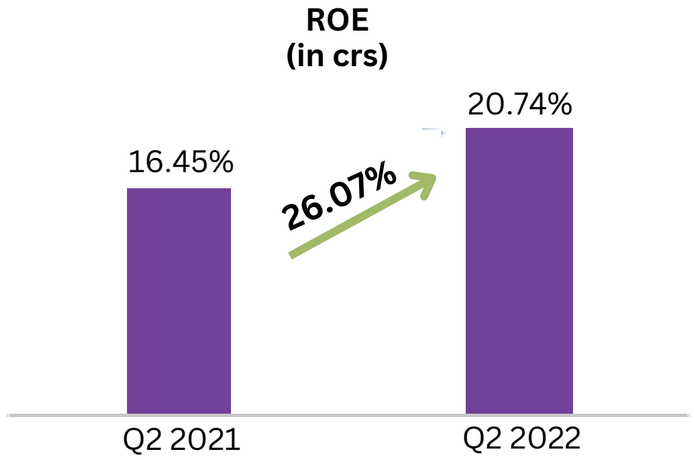
Robust and sustainable growth across subsidiaries

YoY Comparison for This Quarter



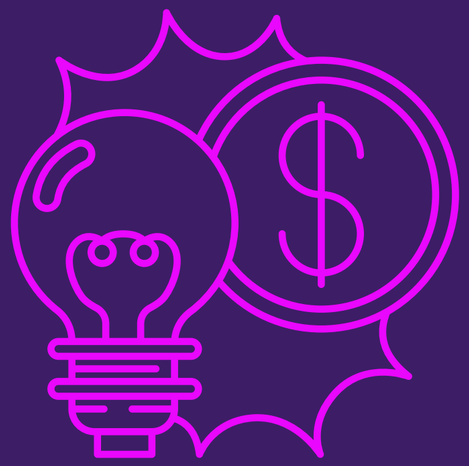






•**Note:** We have achieved a operating free cash flow of Rs. 216.5 Crores for quarter ended 30 sept, 2022.

YoY Comparison



For Q2 FY 2022-23

Consolidated Revenue Rose by
52.48% YoY

PAT rose by
51.16% YoY

EBIDTA by
45.07% YoY

Company's Annualised Return on Equity (ROE) Reached to about
20.74%

ROE is Unleveraged as the Group has Zero Debt on Standalone & Consolidated
0 Debt

Company's Consolidated tax rate across all geographies in the quarter was
27.79%

For H1 FY 2022-23

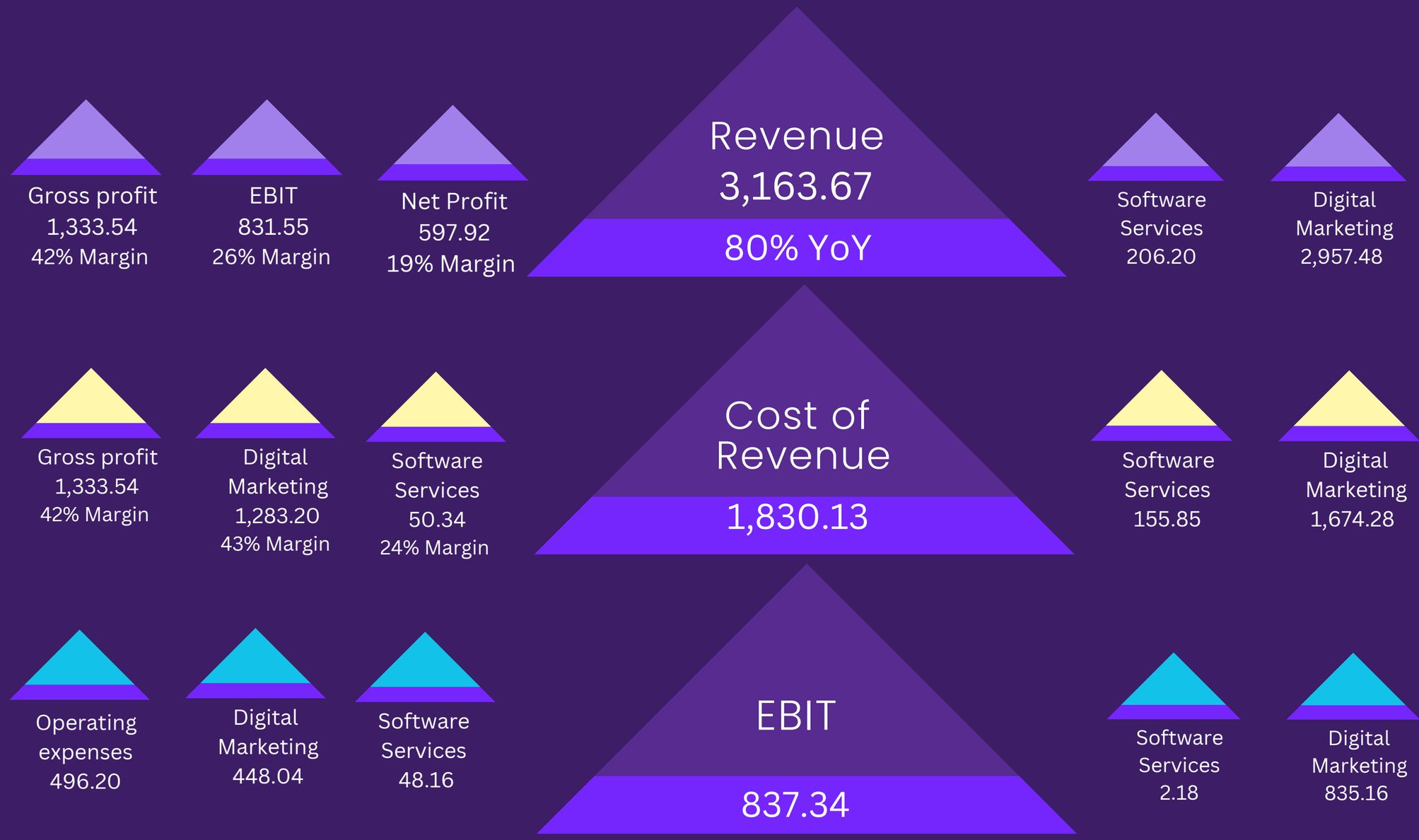
Consolidated Revenue Rose by
79.98% YoY

PAT rose by
88.20% YoY

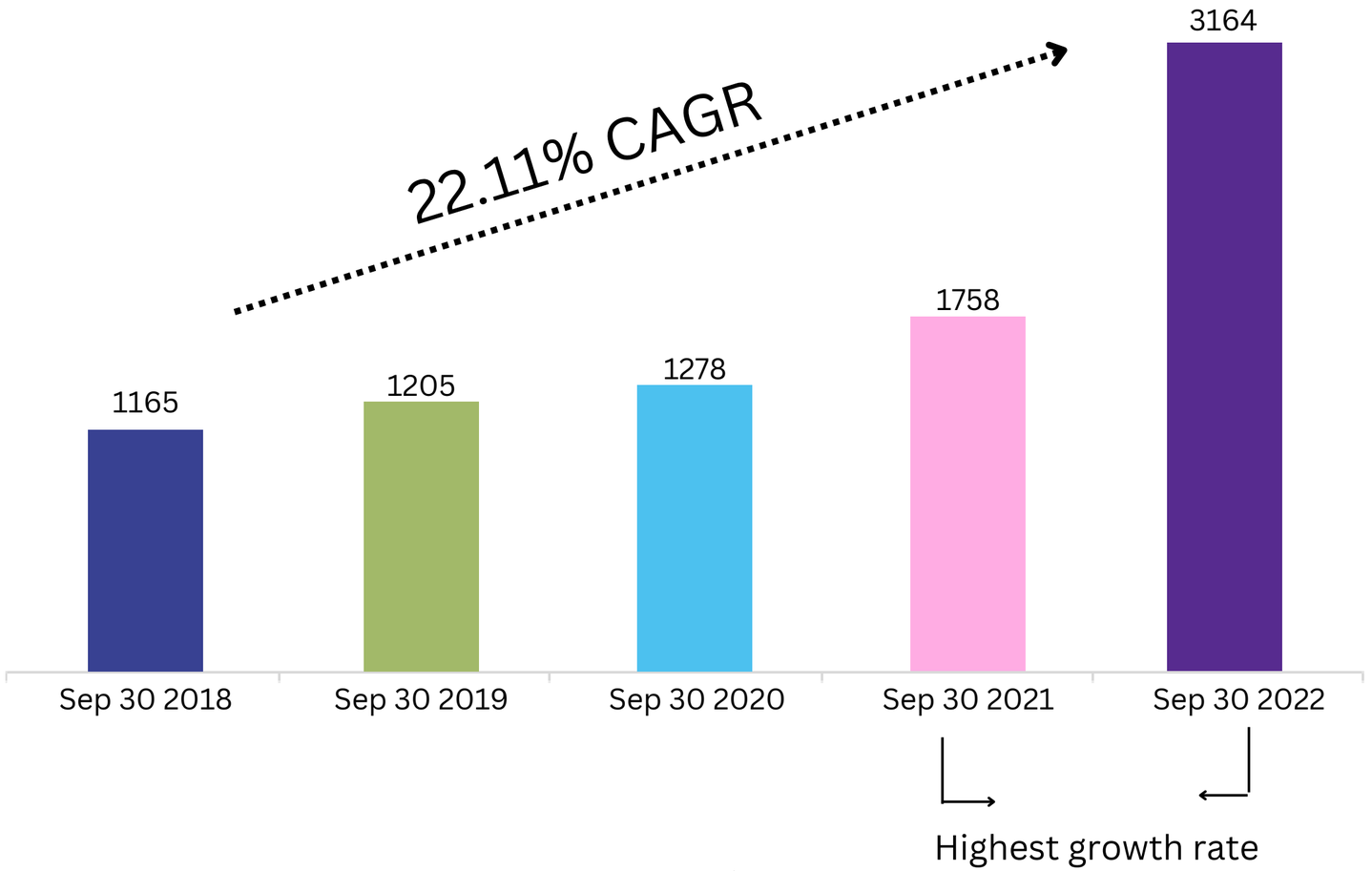
EBIDTA by
73.39% YoY

Revenue and Profit Distribution

H1 Ending September 30, 2022 (in Rs. Crs)



Half-yearly Revenue in Crores



1.Half yearly results have been continuously growing for the past 5 year.
2.BCG has achieved a CAGR of 22.11%

Competitor Analysis

Organization Name	Country	Digital Media	Internet and Social	Video Ads	Media and Entertainment	Mobile	Advanced Marketing Platform & Software Development	AI and Data Analytics	Email Marketing	E-Commerce
Brightcom Group	**India, USA, Europe, LATAM, APAC**	✓	✓	✓	✓	✓	✓	✓	✓	✓
Criteo	France	X	✓	X	X	X	✓	X	X	✓
Dataxu	USA	✓	X	X	X	X	✓	✓	X	X
DSNR	Israel	X	✓	✓	✓	X	✓	X	X	X
Google Ad Exchange	USA	✓	X	X	X	X	✓	✓	X	X
Index Exchange	Canada	✓	X	X	X	X	✓	X	X	X
Invite Media	USA	X	X	X	✓	X	✓	X	X	X
JW Player	USA	X	X	✓	✓	X	✓	X	X	X
Matomy	Israel	✓	✓	✓	X	✓	✓	X	X	X
MediaMath	USA	✓	✓	X	X	X	✓	X	X	X
Millenial Media	USA	X	✓	X	X	✓	✓	X	X	X
Oath Ad Platforms (Verizon group)	USA	X	✓	X	X	X	✓	X	X	X
OpenX	USA	X	✓	X	X	X	✓	X	X	X
Outbrain	USA	✓	✓	X	✓	X	X	X	X	X
Pocket Math	USA	X	X	X	X	✓	✓	X	X	X
Pubmatic	USA	X	✓	X	X	X	✓	X	X	X
RevContent	USA	X	✓	X	✓	X	✓	X	X	X
Rubicon	USA	X	X	X	X	X	✓	✓	X	X
Sizmek	USA	✓	X	X	X	X	✓	X	X	X
Smaato	USA	X	X	X	✓	✓	✓	X	X	X
SpotX	USA	X	✓	✓	✓	X	✓	X	X	X
Taboola	USA	X	X	✓	✓	X	✓	X	X	X
The Trade Desk	USA	✓	✓	✓	X	X	X	X	X	X
TubeMogul	USA	X	X	✓	✓	X	✓	✓	X	X

Yearly Income Statements (FY 2018 – FY 2022)

(In Rs. Crores, Years ended March 31)

Operating Information	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022
Digital / Advertising Revenue	₹ 1,967.69	₹ 2,132.07	₹ 2,225.73	₹ 2,489.82	₹ 4,657.13
Software Revenue	₹ 453.05	₹ 448.18	₹ 466.59	₹ 365.98	₹ 362.46
Other Revenue	-₹ 0.46	-₹ 2.51	₹ 14.15	₹ 20.82	-₹ 2.22
Revenue	**₹ 2,420.28**	**₹ 2,577.73**	**₹ 2,706.47**	**₹ 2,876.62**	**₹ 5,017.36**
Growth Rate - Consolidated Revenue	NA	6.6%	4.3%	6.1%	75.8%
Digital Advertising COGS	₹ 1,366.33	₹ 1,454.30	₹ 1,511.26	₹ 1,606.84	₹ 2,914.11
Gross Profit	**₹ 1,053.96**	**₹ 1,123.42**	**₹ 1,195.20**	**₹ 1,269.78**	**₹ 2,103.25**
SG&A	₹ 340.67	₹ 366.59	₹ 392.23	₹ 383.57	₹ 598.60
Depreciation and Amortization	₹ 108.15	₹ 135.10	₹ 179.53	₹ 226.09	₹ 246.24
EBIT	**₹ 605.14**	**₹ 621.73**	**₹ 623.44**	**₹ 660.11**	**₹ 1,258.42**
Amortization					
EBITA	**₹ 605.14**	**₹ 621.73**	**₹ 623.44**	**₹ 660.11**	**₹ 1,258.42**
Depreciation	₹ 108.15	₹ 135.10	₹ 179.53	₹ 226.09	₹ 246.24
EBIDTA	**₹ 713.29**	**₹ 756.83**	**₹ 802.97**	**₹ 886.20**	**₹ 1,504.65**
EBIDTA Margin	29.5%	29.4%	29.7%	30.8%	30.0%
EBIDTA Growth	NA	6.1%	6.1%	10.4%	69.8%
Pre-tax Income	**₹ 590.35**	**₹ 608.55**	**₹ 617.14**	**₹ 660.01**	**₹ 1,258.10**
Income Taxes	₹ 183.34	₹ 164.57	₹ 177.04	₹ 177.00	₹ 345.90
Profit after Tax	**₹ 407.01**	**₹ 443.98**	**₹ 440.10**	**₹ 483.01**	**₹ 912.20**
Net Income Margin	16.8%	17.2%	16.3%	16.8%	18.2%

Historical Half-yearly Income Statement (FY 2018 - FY 2022)

(In Rs. Crores, Half-year ended September 30)

Operating Information	H1 2018	H1 2019	H1 2020	H1 2021	H1 2022
Digital / Advertising Revenue	₹ 942.54	₹ 979.78	₹ 1,081.93	₹ 1,581.06	₹ 2,957.48
Software Revenue	₹ 222.90	₹ 224.77	₹ 195.96	₹ 176.76	₹ 206.20
Other Revenue	-₹ 6.71	-₹ 2.22	₹ 1.32	-₹ 0.85	-₹ 5.79
Revenue	**₹ 1,158.73**	**₹ 1,202.33**	**₹ 1,279.20**	**₹ 1,756.97**	**₹ 3,157.89**
Growth Rate - Consolidated Revenue	**NA**	**3.4%**	**6.1%**	**37.6%**	**80.0%**
Digital Advertising COGS	₹ 647.65	₹ 663.30	₹ 717.17	₹ 987.40	₹ 1,830.13
Gross Profit	**₹ 511.08**	**₹ 539.03**	**₹ 562.04**	**₹ 769.57**	**₹ 1,327.76**
SG&A	₹ 160.36	₹ 186.82	₹ 175.12	₹ 216.20	₹ 368.32
Depreciation and Amortization	₹ 57.31	₹ 82.88	₹ 106.43	₹ 117.49	₹ 128.09
EBIT	**₹ 293.42**	**₹ 269.33**	**₹ 280.48**	**₹ 435.88**	**₹ 831.35**
Amortization					
EBITA	**₹ 293.42**	**₹ 269.33**	**₹ 280.48**	**₹ 435.88**	**₹ 831.35**
Depreciation	₹ 57.31	₹ 82.88	₹ 106.43	₹ 117.49	₹ 128.09
EBIDTA	**₹ 350.72**	**₹ 352.21**	**₹ 386.91**	**₹ 553.37**	**₹ 959.44**
EBIDTA Margin	**30.3%**	**29.3%**	**30.2%**	**31.5%**	**30.4%**
EBIDTA Growth	**NA**	**0.4%**	**9.9%**	**43.0%**	**73.4%**
Adjustment	₹ 0.00	₹ 0.00	₹ 0.00	₹ 0.00	₹ 0.00
Adjusted EBIDTA	**₹ 350.72**	**₹ 352.21**	**₹ 386.91**	**₹ 553.37**	**₹ 959.44**
Adj. EBIDTA Margin	**30.3%**	**29.3%**	**30.2%**	**31.5%**	**30.4%**
Adj. EBIDTA Growth	**NA**	**0.4%**	**9.9%**	**43.0%**	**73.4%**
Pre-tax Income	**₹ 293.42**	**₹ 269.33**	**₹ 280.48**	**₹ 435.88**	**₹ 831.35**
Income Taxes	₹ 95.26	₹ 80.71	₹ 76.10	₹ 118.19	₹ 233.43
Effective Tax Rate	32.5%	30.0%	27.1%	27.1%	28.1%
Net Income	**₹ 198.15**	**₹ 188.62**	**₹ 204.38**	**₹ 317.70**	**₹ 597.92**
Net Income Margin	**17.1%**	**15.7%**	**16.0%**	**18.1%**	**18.9%**
EPS	**4.16**	**3.96**	**4.03**	**3.05**	**2.96**

Historical Quarterly Income Statement (FY 2018 – FY 2022)

(In Rupees Crores, Quarter ended September 30)

Operating Information	Q2 2018	Q2 2019	Q2 2020	Q2 2021	Q2 2022
Digital / Advertising Revenue	₹ 508.08	₹ 516.46	₹ 557.27	₹ 1,014.99	₹ 1,571.18
Software Revenue	₹ 112.76	₹ 113.11	₹ 81.06	₹ 88.79	₹ 111.89
Other Revenue	-₹ 3.76	-₹ 2.49	₹ 1.33	₹ 0.08	-₹ 2.64
Revenue	**₹ 617.08**	**₹ 627.08**	**₹ 639.66**	**₹ 1,103.86**	**₹ 1,680.43**
Growth Rate - Consolidated Revenue	**NA**	**1.4%**	**1.4%**	**72.9%**	**52.5%**
Digital Advertising COGS	₹ 342.34	₹ 348.64	₹ 355.55	₹ 622.95	₹ 988.68
Gross Profit	**₹ 274.75**	**₹ 278.45**	**₹ 284.11**	**₹ 480.90**	**₹ 691.75**
SG&A	₹ 84.95	₹ 84.83	₹ 87.28	₹ 131.47	₹ 184.82
Depreciation and Amortization	₹ 30.83	₹ 47.14	₹ 55.29	₹ 59.83	₹ 62.23
EBIT	**₹ 158.96**	**₹ 146.48**	**₹ 141.54**	**₹ 289.61**	**₹ 444.70**
Amortization					
EBITA	**₹ 158.96**	**₹ 146.48**	**₹ 141.54**	**₹ 289.61**	**₹ 444.70**
Depreciation	₹ 30.83	₹ 47.14	₹ 55.29	₹ 59.83	₹ 62.23
EBIDTA	**₹ 189.79**	**₹ 193.62**	**₹ 196.83**	**₹ 349.44**	**₹ 506.93**
EBIDTA Margin	**30.8%**	**30.9%**	**30.8%**	**31.7%**	**30.2%**
EBIDTA Growth	**NA**	**2.0%**	**1.7%**	**77.5%**	**45.1%**
Adjustment	₹ 0.00	₹ 0.00	₹ 0.00	₹ 0.00	₹ 0.00
Adjusted EBIDTA	**₹ 189.79**	**₹ 193.62**	**₹ 196.83**	**₹ 349.44**	**₹ 506.93**
Adj. EBIDTA Margin	**30.8%**	**30.9%**	**30.8%**	**31.7%**	**30.2%**
Adj. EBIDTA Growth	**NA**	**2.0%**	**1.7%**	**77.5%**	**45.1%**
Pre-tax Income	**₹ 158.96**	**₹ 146.48**	**₹ 141.54**	**₹ 289.61**	**₹ 444.70**
Income Taxes	₹ 52.05	₹ 41.01	₹ 38.54	₹ 77.46	₹ 124.02
Effective Tax Rate	32.7%	28.0%	27.2%	26.7%	27.9%
Net Income	**₹ 106.92**	**₹ 105.46**	**₹ 103.00**	**₹ 212.15**	**₹ 320.68**
Net Income Margin	**17.3%**	**16.8%**	**16.1%**	**19.2%**	**19.1%**

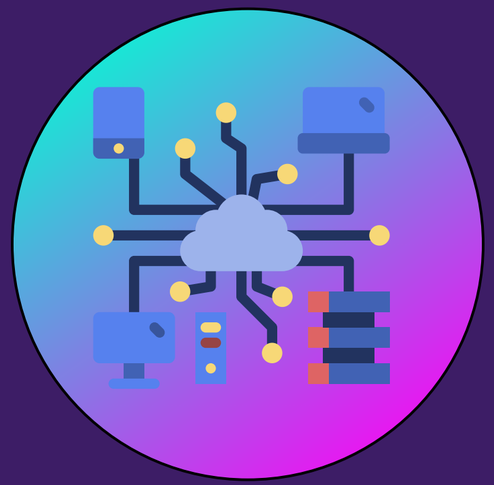
Business Highlights

- 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 on-boarded 35 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.

Segment-wise Growth

- During this quarter, we have achieved a turnover of Rs.1,571.18 crores from our Digital Marketing segment. This amounts to about a 54.8% jump year over year.
- For the Software Development segment, the turnover is Rs.111.89 crores amounting to a year-on-year increase of 26.02%.
- For the Digital Marketing division, the current days' outstanding is 128 days compared to 133 days as of March 31, 2022.
- The number of days outstanding in the Software Division is 178.5 days compared to 183 days as of March 31,2022.

Quantum Computing



What is Quantum Computing?

Compared to ordinary computers, quantum computers have the potential to do calculations much, much faster. Standard computers store data and perform computations using bits with only two states, either one or zero. On the other hand, a quantum computer uses Qubits, which can be one and zero, simultaneously until they are measured, at which time their states become known. Therefore, these computers can provide solutions in seconds where a standard computer would take weeks.

In constant strive to innovate in new technologies, BCG has decided to invest in innovation and research labs, to create suitable IPRs in Quantum Computing.

The company proposes to set up a Quantum Lab, under a joint branding and ownership as ‘Brightcom Qulabz Innovation Labs’ for enabling creation of a Quantum AI team with technical and operational support to create applied AI and Quantum AI solutions and products.

Growth Drivers

Client relationship fostered over the years

Improved client satisfaction leading to new client acquisitions

Adding new products – getting higher wallet share of existing clients

Presence in new geographies

Overall digitalization is going up

The AdTech industry is growing

Thank you!