



brightcom
group

WEEKLY UPDATE

BUSINESS UPDATE

IAB ALM 2025 – January 26-28, Palm Springs, CA (Interactive Advertising Bureau)

- The team attended the IAB ALM '25 event from January 26th-28th in Palm Springs, CA.
- Engaged with industry leaders to set the agenda for the year ahead.
- Participated in discussions on transformative topics, including:
 - Generative AI
 - Responsible Advertising and Media
 - Measurement and commerce
 - Privacy and addressability
 - Streaming and emerging technologies
- The event served as the key learning and networking opportunity.
- **Takeaways:** Crucial insights into industry shifts, risk navigation, and upcoming opportunities in advertising, technology, media, and publishing.

COMPLIANCE UPDATE

- **Compliance task completed (Q3FY25):**

- Shareholding Pattern

- **Upcoming Compliance Actions (Q3FY25):**

- Investor Grievances Report
- Reg-74(5) Report
- Share Reconciliation Statement
- Corporate Governance Report - 27(2)
- Q3 Unaudited Standalone and Consolidate Financials

- **Revocation of trade suspension process:** is ongoing, and we will inform on any significant developments.

AGM UPDATE

Annual General Meeting FY24 Actions:

- Notice to AGM FY24 uploaded, and all related processes have been initiated.
- The 25th AGM of Brightcom Group is to be held on February 7th, 2025 at 11:30 A.M. through Video Conferencing (VC) / Other Audio Visual Means (OVAM).
- Preparations underway for the 25th Annual General Body Meeting of the company FY 2023-24.
- Shareholders are requested to actively participate and cooperate in the process and progress.

AGM for FY24 to be held on:

Friday, February 7th, 2025 at 11:30 A.M

Q&A

What is the current status of Brightcom's SDD compliance, and why does the exchange still mark the company as non-compliant?

Brightcom has successfully completed the required steps for SDD compliance, which have been accepted in principle by both exchanges. We are actively coordinating with them to facilitate the recognition and update of this status on their websites. While the current listing still reflects non-compliance, this is due to ongoing procedural verifications across multiple departments on their end. We continue to work closely with the exchanges to ensure the status is updated at the earliest.

Will the Q3 Shareholding Pattern (SHP) and Q3 financial results be published by February 14, 2025, as committed earlier?

The Q3 Shareholding Pattern (SHP) has already been published, though we acknowledge the delay in its release. We will publish the Q3 financial results on time by February 14, 2025, as committed. At the same time, we are trying our best to meet all regulatory expectations and streamline our processes to avoid future delays.

What caused the delay in adopting the FY 2024 financial statements, and will this impact future financial disclosures?

Several factors contributed to the delays in adopting the FY 2024 financial statements and holding the AGM on time. These included key management and board-level changes, auditor transitions, the impact of global unrest due to the Middle East conflict, and leadership transitions within the company. While these challenges caused some unavoidable delays, they were one-time disruptions. Moving forward, we are focused on stabilizing operations and ensuring timely financial disclosures.

What is the latest update on the revocation of the trading suspension, and when can shareholders expect regular trading to resume?

The revocation process has reached a stage where further updates will be provided only once the final circular is issued. At this point, we believe maintaining discretion will help ensure a smooth transition without unnecessary speculation. We appreciate shareholders' patience and will share any official updates as soon as they become available.

Q&A

Why has the weekly update not been published on time, and when can we expect it to be available?

The decision to withhold last week's weekly update was made after careful internal deliberation, given the sensitive nature of the ongoing revocation process. At this stage, we believe that maintaining discretion until the final circular is issued will help prevent unnecessary speculation and misinterpretation. Our priority remains ensuring a smooth process leading up to the resumption of trading, and we do not want any external factors to disrupt or delay this progress. We appreciate shareholders' patience and will resume updates at the appropriate time.

Given the concerns about delays and transparency, how does Brightcom plan to improve investor communication and restore confidence?

We understand investor concerns and are working to enhance communication by making updates more structured and consistent. While some regulatory constraints may limit certain disclosures, we remain committed to keeping shareholders informed to the best extent possible. Our focus is on improving transparency, ensuring timely updates, and reinforcing confidence in our processes.

What steps is Brightcom taking to avoid unnecessary penalties due to delays in publishing regulatory disclosures?

Brightcom has strengthened its internal compliance workflows, improved coordination with exchanges, and implemented stricter review mechanisms to ensure timely filings. While some legacy delays remain, we urge stakeholders to watch our progress as we continue improving. As time goes by, these processes will become more efficient, and we remain committed to striving for better compliance.



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