

# Brightcom Group

Leading the Digital Revolution



## April Monthly Update

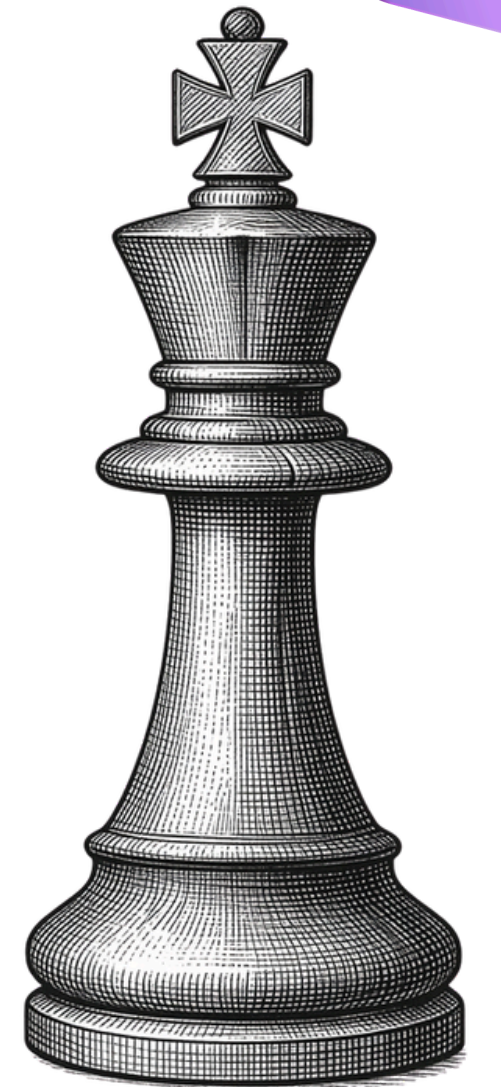
● Growth Momentum      ● Strategic Expansion      ● Operational Progress

# HIGHLIGHTS

## Business - Strategic Positioning

As Brightcom Group continues expanding its global digital ecosystem and technology footprint, has strategically adopted the positioning statement:

**'Leading the Digital Revolution'**

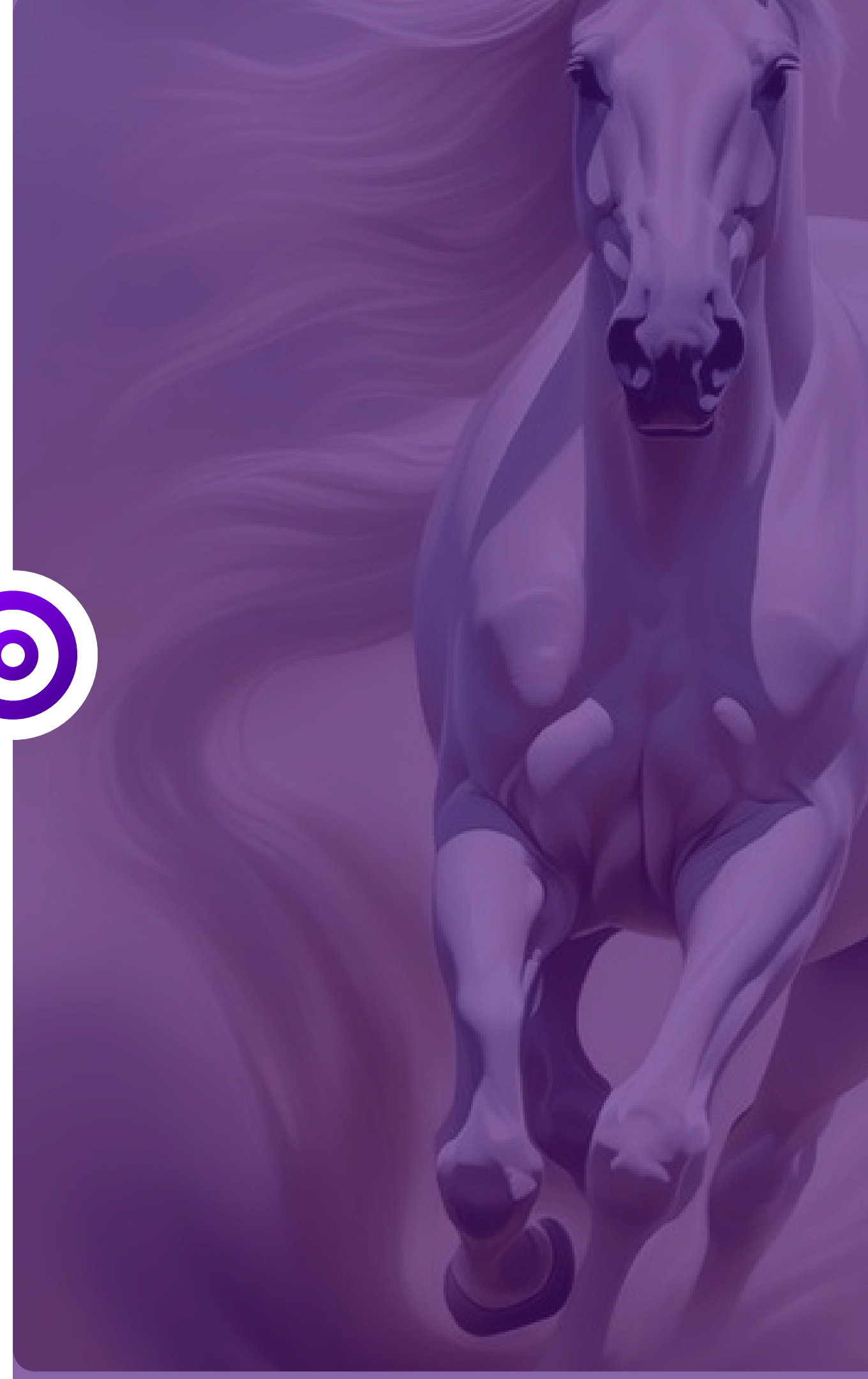


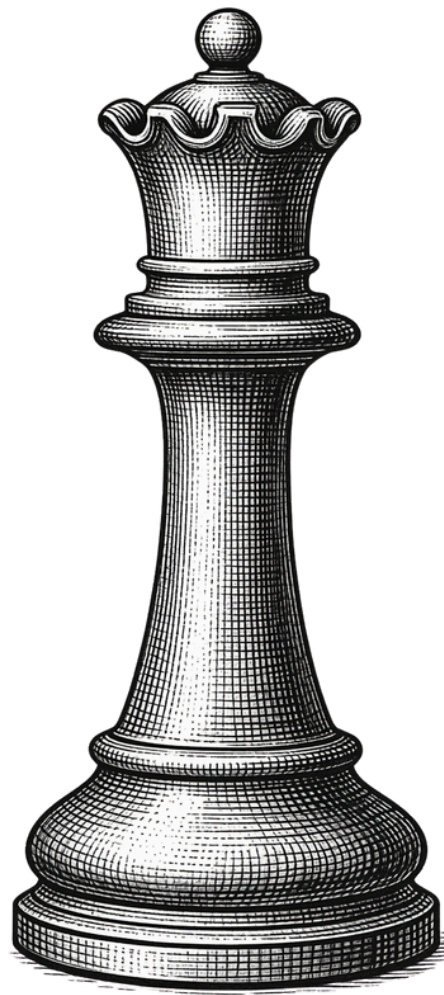
# 'Leading the Digital Revolution'

This positioning reflects the Company's evolving global focus across:

- Digital advertising ecosystems
- Programmatic marketplace expansion
- AI-enabled technologies
- Digital infrastructure opportunities
- Data-centric platforms
- International monetization ecosystems
- High-performance computing and next-generation digital systems

The positioning also aligns strongly with the Company's diligent efforts toward accelerating the development of the Brightcom Defence division and evaluating future-ready opportunities in strategic digital infrastructure and advanced technology ecosystems.





# KEY HIGHLIGHTS

- All quarterly compliance requirements have been successfully completed and acknowledged.
- Annual audit and consolidation activities are progressing smoothly across global subsidiaries.
- Continued progress on the formation of the Company's four-division operating structure comprising AdTech, Services, Defence, and NextGen businesses.
- Significant operational milestone achieved through large-scale infrastructure deployment and ecosystem expansion with Azerion.
- Strong momentum continues in the Middle East marketplace expansion and strategic ecosystem consolidation initiatives.
- Continued execution of operational and strategic initiatives discussed in prior investor interactions.
- Active engagement with exchanges and regulatory authorities is progressing constructively.
- Strategic evaluation of defence technology, digital infrastructure, data centre, and next-generation computing opportunities progressing as part of long-term expansion

# COMPLIANCE & CORPORATE GOVERNANCE

## Strengthening Governance & Reporting Frameworks

### Compliance Milestones Successfully Achieved

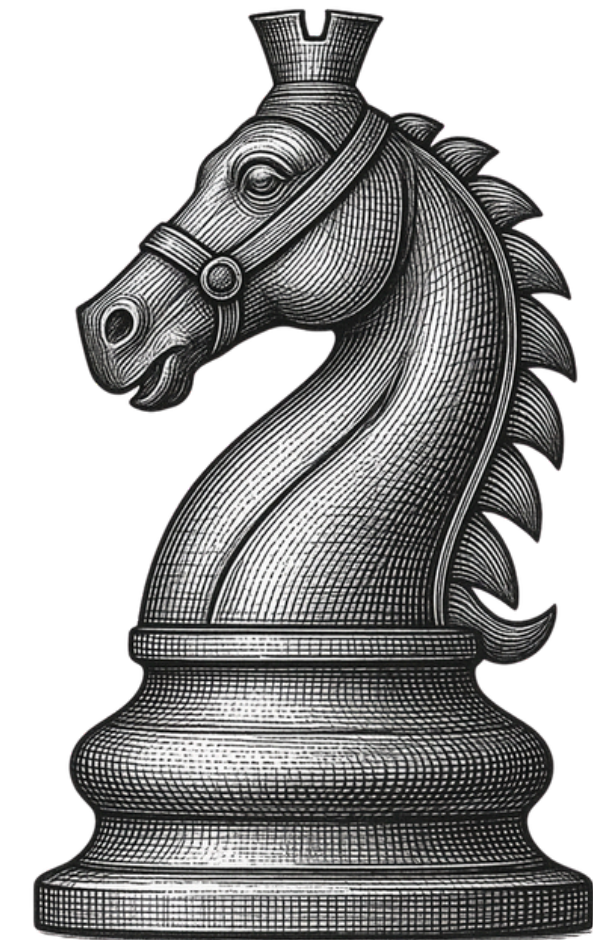
Brightcom successfully completed and submitted all mandatory compliances under SEBI and Exchange regulations for the quarter ended 31 March 2026.

### Key Regulatory Filings Completed

- The Company submitted, verified, and received acknowledgement for the following LODR filings :
- Regulation 76 – Reconciliation of Share Capital Aud
- Regulation 13(3) – Statement of Investor Complaints integrated with the Corporate Governance Report (Regulation 27 (2) )
- Shareholding Pattern as of 31 March 2026
- Regulation 74(5) certification received from the Registrar and Share Transfer Agent for the quarter ended 31 March 2026

### Annual Reporting Progress

- Annual compliance preparation activities are progressing in line with planned schedules.
- Finance, legal, and audit teams across geographies continue to work in close coordination toward the timely completion of annual reporting requirements.



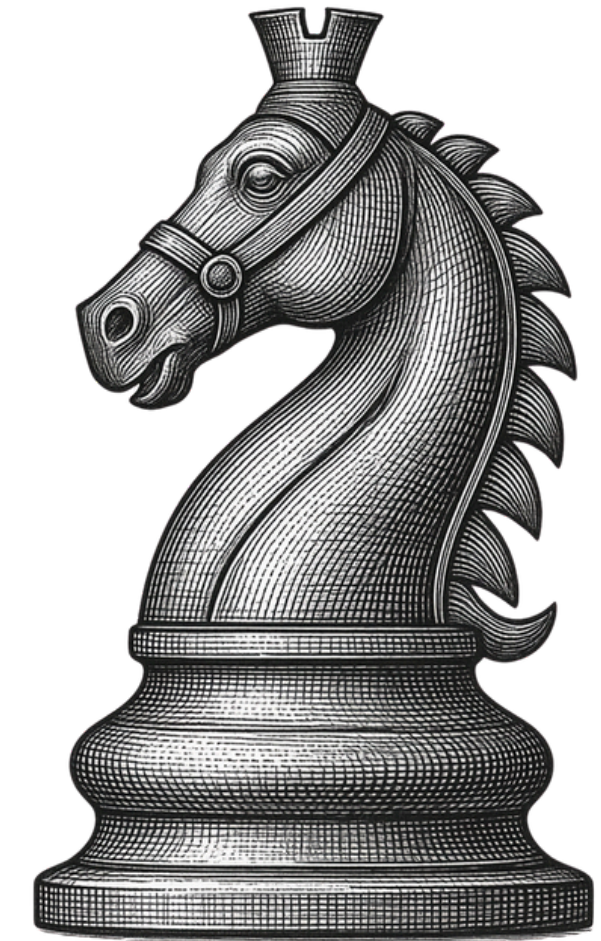
# COMPLIANCE & CORPORATE GOVERNANCE

## Long-Term Focus

### **Management remains committed to building:**

- A stronger institutional framework
- Operational discipline
- Sustainable compliance infrastructure aligned with global business expansion

The Company continues maintaining a strong focus on governance standards, compliance discipline, and timely regulatory reporting across all operational and corporate functions.





# FOUR DIVISION OPERATING STRUCTURE

Strengthening Organizational Scale & Strategic Focus

**1**

**AdTech Division**

**2**

**Services Division**

**3**

**Brightcom Defense Division**

**4**

**NextGen Businesses Division**



# FOUR DIVISION OPERATING STRUCTURE

## Strengthening Organizational Scale & Strategic Focus

### Progress on Organizational Structuring

During April 2026, Brightcom Group continued advancing the formation of its four-division operating structure designed to create sharper business focus, stronger operational alignment, and scalable long-term growth platforms.

The Company's evolving structure comprises the following strategic divisions:

### AdTech Division

Focused on:

- Programmatic advertising ecosystems
- Global advertiser demand platforms
- Publisher monetization
- Marketplace technologies
- Performance advertising solutions

The AdTech division continues to represent the Company's core digital growth engine and international monetization platform.

# FOUR DIVISION OPERATING STRUCTURE

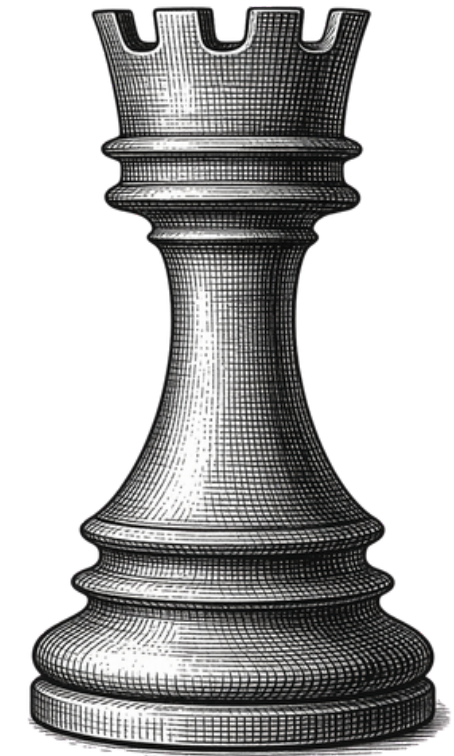
Strengthening Organizational Scale & Strategic Focus

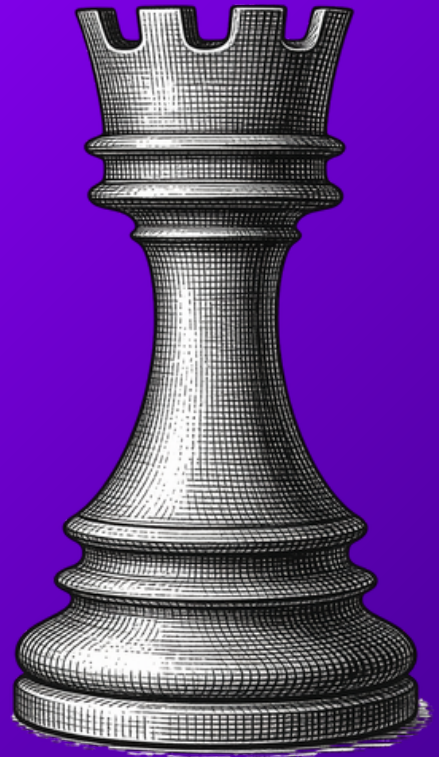
## Services Division

Focused on:

- Digital technology services
- Enterprise solutions
- Platform support capabilities
- Strategic client servicing
- Scalable operational support infrastructure

This division is intended to strengthen customer engagement capabilities and support long-term enterprise relationships globally.





# FOUR DIVISION OPERATING STRUCTURE

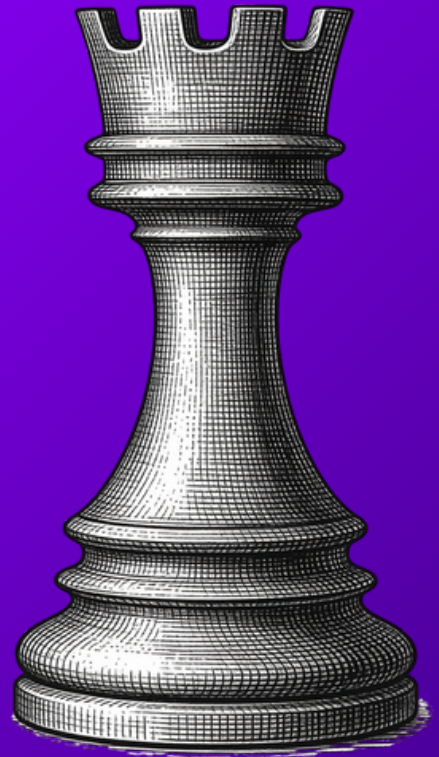
Strengthening Organizational Scale & Strategic Focus

## Brightcom Defense Division

Focused on:

- Evaluating opportunities across:
- Strategic technology ecosystems
- Secure digital infrastructure
- Defence-oriented digital modernization initiatives
- Advanced communications platforms
- AI-enabled intelligence systems

Management continues accelerating efforts associated with the Brightcom Defence initiative as part of the Company's broader long-term technology vision.



# FOUR DIVISION OPERATING STRUCTURE

Strengthening Organizational Scale & Strategic Focus

## NextGen Businesses Division

Focused on:

- Emerging opportunities in:
- AI-enabled ecosystems
- Digital infrastructure platforms
- Data center opportunities
- Cloud and high-performance computing environments
- Quantum computing ecosystems
- Future-oriented scalable technology initiatives

This division reflects Brightcom's focus on participating in next-generation global digital transformation opportunities.



# INDEPENDENT DIVISION-LEVEL AUDIT FRAMEWORK

As part of this evolving organizational structure:

- The process for appointing independent auditors for each division is in the works.

## Strategic Vision

Management believes the four-division structure positions Brightcom to:

- Strengthen execution efficiency
- Improve strategic focus
- Build scalable business platforms
- Accelerate long-term value creation opportunities



# BUSINESS EXECUTION & STRATEGIC EXPANSION

## Delivering on Growth & Future Opportunities

### Continued Execution Momentum

Brightcom continued advancing several strategic initiatives communicated during earlier investor interactions and management discussions.

### Core Business Progress Areas

- Expansion of marketplace relationships
- Growth in advertiser engagement
- Strengthening publisher partnerships
- Enhancement of monetization capabilities
- Platform and operational optimization initiatives
- International business development efforts

### Emerging Strategic Initiatives

Alongside its core digital advertising operations, the Company continues accelerating initiatives associated with the Brightcom Defence division while evaluating long-term opportunities across strategic technology and digital infrastructure ecosystems.

Focus Areas Under development

- Defence and strategic technology ecosystems
- AI-enabled digital infrastructure
- Data center and high-capacity computing infrastructure
- Advanced data and intelligence-driven platforms

### Strategic Rationale

The rapid global growth in:

- Artificial Intelligence
- Quantum computing research
- Secure digital systems
- Cloud and data infrastructure
- High-performance computing
- Defence-oriented technology modernization

continues to create significant long-term opportunities across interconnected digital ecosystems.

# OUR CORE STRENGTHS

Brightcom believes its:

- Global technology expertise
  - International operational footprint
  - Digital ecosystem capabilities
  - Programmatic infrastructure experience
- provide a strong strategic foundation while accelerating initiatives associated with Brightcom Defence and future digital infrastructure opportunities.



# AZERION STRATEGIC MILESTONE & MIDDLE EAST EXPANSION

## Infrastructure-Led Scaling & Global Programmatic Expansion

### Major Operational Milestone Achieved

During April 2026, OMS, a subsidiary within the Brightcom Group ecosystem, successfully executed a large-scale programmatic infrastructure deployment in partnership with Azerion, representing a significant strategic milestone in the Company's international expansion efforts.

The engagement involved scaling Azerion's publisher ecosystem from approximately 11 domains to more than 100+ domains within a six-month period while maintaining strong monetization efficiency, operational precision, and platform stability.



# AZERION STRATEGIC MILESTONE & MIDDLE EAST EXPANSION

## Infrastructure-Led Scalability

We leveraged its proprietary infrastructure capabilities, including:

- Independently managed infrastructure environments
- AI-driven operational systems
- High-throughput traffic management architecture
- Automated performance optimization frameworks

This enabled:

- Large-scale query handling without performance degradation
- Seamless onboarding and activation of multiple domains in parallel
- Stable monetization performance across scaled publisher assets
- Efficient handling of high-volume programmatic demand environments

## Strategic Advantage

Management believes Brightcom's infrastructure-led operating model creates a differentiated capability compared to traditional third-party cloud dependent ecosystems.

### AI-Driven Programmatic Optimization

Deployed advanced AI-powered systems to:

- Continuously monitor campaign performance
- Detect anomalies in real time
- Optimize publisher yield dynamically
- Improve inventory monetization efficiency
- Enhance targeting and audience alignment

## Structured "Triple-A" Scaling Framework

The deployment was executed through a systematic scaling framework involving:

- Automated real-time campaign health monitoring
- Precision inventory and audience mapping
- Accelerated domain activation workflows
- Continuous optimization and yield enhancement mechanisms

This framework enabled rapid scaling while maintaining operational efficiency and monetization consistency.

# STRATEGIC IMPORTANCE OF THE MIDDLE EAST ECOSYSTEM

## Strategic Importance of the Middle East Ecosystem

The Middle East continues emerging as one of the fastest growing digital advertising and programmatic expansion markets globally, driven by:

- Rapid digital transformation
- Rising mobile-first consumption
- Increasing advertiser sophistication
- Accelerating programmatic adoption
- Expanding premium publisher ecosystems

Brightcom's growing participation in this ecosystem reflects the Company's broader strategy of building scalable international monetization platforms.



## Infrastructure Ownership & Margin Efficiency

TBy operating and optimizing its own infrastructure stack, we were able to:

- Reduce dependency on third-party infrastructure environments
- Improve operational flexibility
- Optimize cost structures
- Enhance scalability economics
- Improve long-term operational margins

Management believes this model supports the Company's broader strategy of building infrastructure-led competitive advantages across digital ecosystems.

# STRATEGIC IMPORTANCE OF THE MIDDLE EAST ECOSYSTEM

## Strategic Significance for Brightcom Group

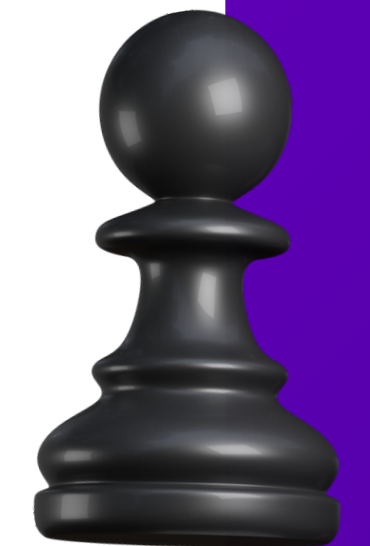
This milestone reinforces Brightcom Group's continued focus on:

- Infrastructure-led scalability
- AI-driven programmatic ecosystems
- Global publisher monetization expansion
- Strategic international partnerships
- Data-centric digital infrastructure capabilities
- Long-term scalable technology platforms

## Broader Strategic Alignment

Management believes capabilities demonstrated through this deployment position OMS and the broader Brightcom ecosystem favorably to capitalize on increasing global demand for:

- Performance-driven digital infrastructure
- AI-enabled advertising ecosystems
- Scalable monetization platforms
- High-performance data and computing environments
- Next-generation digital transformation opportunities



# REGULATORY & EXCHANGE PROGRESS

## Constructive Engagement & Operational Advancement



### **Ongoing Regulatory Coordination**

Brightcom remains engaged with regulators and exchanges on all pending procedural and operational matters.

### **Positive Progress Areas**

#### **During April 2026:**

- Multiple discussions and review processes continued advancing.
- Coordination with exchanges regarding certain in-principle approvals and regulatory processes remained active and constructive.

# OUTLOOK & STRATEGIC VISION

Building the Next Phase of Growth – Key Priorities Ahead



## Business Growth

- Expanding international marketplace opportunities
- Scaling Middle East operations
- Strengthening advertiser and publisher ecosystems
- Enhancing monetization capabilities

## Strategic Technology & Infrastructure

- Accelerating Brightcom Defence initiatives
- Evaluating selective defence technology opportunities
- Exploring AI-driven infrastructure ecosystems
- Assessing scalable data center opportunities
- Evaluating long-term quantum computing ecosystems
- Building strategic next-generation technology partnerships

## Operational Strengthening

- Continued governance enhancement
- Greater process efficiency
- Improved reporting scalability
- Stronger global operational integration

# MANAGEMENT OUTLOOK

Brightcom Group remains focused on building:

- **A stronger global digital advertising platform**
- **Sustainable and scalable growth engines**
- **Future-ready infrastructure capabilities**
- **Enhanced operational capabilities**
- **Greater long-term shareholder confidence**

Under its strategic positioning:



# 'LEADING THE DIGITAL REVOLUTION'

The Company continues advancing toward broader participation across global digital ecosystems, infrastructure platforms, AI-enabled technologies, and strategic future-oriented opportunities.



A chessboard with several pieces, including a king and a queen, set against a purple background. The pieces are arranged on a checkered board, with a king and queen on the left and a king and queen on the right. The background is a solid purple color.

# *Closing Note*

**The Company appreciates the continued support of shareholders, employees, partners, advertisers, publishers, and stakeholders as Brightcom progresses into its next phase of strategic, operational, and infrastructure-led growth.**



brightcom  
group  
Connecting dots

*Thank you!*

