



Date: 20th July 2025

To

The Manager – Listing Compliance
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400001
Scrip Code: 532368

To

The Manager – Listing Compliance
National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex, Bandra (E),
Mumbai – 400051
Symbol: BCG

Subject: Submission of Investor Presentation – July 2025

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the latest Investor Presentation of Brightcom Group Limited.

This presentation has been prepared with the objective of making a compelling investment case for prospective investors and stakeholders. It outlines the Company's business model, market opportunity, historical performance, strategic direction, and value creation initiatives. The document reflects our renewed focus on transparency, global expansion, technology innovation, and financial resilience. It is intended to provide a consolidated view of Brightcom's journey and its prospects as we look ahead in FY 26.

The same is also being uploaded on the Company's website and shared with interested stakeholders as part of our ongoing strategic investor engagement efforts. You are requested to kindly take the above on record and disseminate the enclosed presentation to the stakeholders through your website/Exchange Main Board.

Thanking you.

For Brightcom Group Limited

Raghunath Allamsetty

Executive Director

DIN: 00060018

Encl: Investor Presentation - July 2025





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Brightcom Group

Investor Presentation

25+ years in digital advertising



Disclaimer

Certain Statements in this release reflecting our future growth prospects are forward – looking statements which involve a number of risks and uncertainties that could cause result to differ materially from those in such forwarding looking statements. The risks and uncertainties relating to these statements include but are not limited to risks and uncertainties with respect to fluctuation in earnings, our ability to manage growth, intense competition in online advertising including these factors which may affect our cost advantage, cost of resources and introduction of regulations that might impact the prospects, our ability to successfully complete the planned projects, general economic conditions affecting our industry. The company does not undertake to update any forward looking statements that may be made from time to time by or on behalf of the company.

25+ years in digital advertising

Resilient, multi-stream business model poised for solid turnaround

- Operations across 30+ countries.
- Serving Fortune 500 clients through widely distributed platforms.
- Shareholder base of over 6 lakh investors
- Book Value: ₹43.05 | EPS: ₹3.52.
- Currently trading at a very low P/E.



25+ years in digital advertising

Global Presence & Proven Legacy



Headquartered in India with active presence across 30+ countries

- Operational hubs in US, Israel, Europe, APAC, and LATAM via Argentina.
- Trusted by global brands: Amazon, Visa, Samsung, Coca-Cola, Microsoft

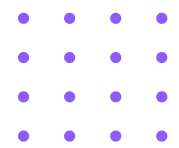


Over 250 Ad Agency relationships across

- US, Europe, LATAM, and Asia including Ogilvy, Havas Media, Zenith Optimedia, Mediacom
- Publisher inventory includes: Google, Meta, YouTube, TikTok, Twitter, Taboola
- More than 3,000 publisher partners, enabling wide-scale programmatic reach



- Business continuity ensured through focused execution
- Recovery in key geographies (US, EU, APAC) backed by dedicated leadership and strategic expansion through new regional subsidiaries
- Actively working on cost optimization and receivables recovery to strengthen cash flows



25+ years in digital advertising

Revenue & Turnaround Momentum

→ FY22: ₹5,020Cr

→ FY23: ₹7,397Cr

→ FY24: ₹4,662Cr

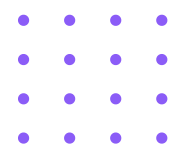
(Impacted by unforeseen leadership and market disruptions, including conflict in Israel.)

→ FY25: ₹5,147Cr

25+ years in digital advertising

Revenue Distribution by Geography (FY25)

- Our revenues are fairly diversified across key global geographies.
- This balanced distribution reduces dependence on single market.
- It brings stability and resilience through shifting regional cycles.



North America: 41%
Europe: 28%
LATAM: 15%

Asia-Pacific: 10%
India & Others: 6%

25+ years in digital advertising

Industry Tailwinds

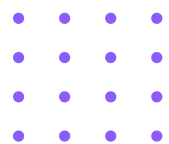
Global digital ad spend was \$659 billion by 2024 (Magna Report)

Brightcom is well-positioned with:

- Global reach
- End-to-end programmatic stack
- Deep publisher and agency ecosystem

Key drivers of growth

- AI/ML-driven targeting and real-time personalization
- Rise of CTV (Connected TV), video advertising and commerce-led ad platforms
- Cookieless, privacy-first advertising framework gaining traction
- Advertisers shifting budgets from traditional to data-driven digital campaigns.



25+ years in digital advertising

M&A-Led Growth: Track Record (2006–2010)

- Transitioned from back-end tech provider to a full-stack digital marketing firm
- Executed 10+ acquisitions across Display, Email, Search & Social

- Focused on gaining global presence and full-service capabilities
- Scaled from <\$10M backend in 2006 to \$100M digital marketing group by 2010

- Funded through staggered private equity raises across Series A–D
- PE Players: Sansar Capital, Passport Capital, Oak Investments, ICICI, Asia Pacific Capital

25+ years in digital advertising

Key Strategic Acquisitions



- **AdDynamix (2007, US):**
Display | Clients incl. Disney, Sony, AT&T | \$10M buy | \$8M rev
- **Oridian (2008, Israel):**
Display | Global inventory | \$16M buy | \$20M rev
- **MediosOne (2007, US/South America):**
Display/Search | \$4.5M buy | \$6M rev



- **DreamAd (2008, LATAM):**
Microsoft rep in region | \$8.5M buy | \$7M rev
- **Max Interactive (2008, Australia):**
Display/Email | Brands incl. Visa, HP, Qantas
- **Lycos (2010, Global):**
Search/Publisher | Legacy web asset | \$36M buy | \$30M rev

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Competitive Landscape - How Brightcom Stands Out

- Vertically integrated ad stack with both SSP and DSP capabilities
- Owns delivery layer, unlike most players who rely on 3rd-party pipes

- Strong presence in emerging markets (LATAM, Asia) where many global peers are under-penetrated
- Cost efficiency and profitability in past years vs. high-burn peers

- Trusted by 250+ ad agencies and global brands
- Peers/Competitors: The Trade Desk, Magnite, PubMatic, Taboola, Criteo, InMobi

25+ years in digital advertising

Brightcom – Strategic Revamp in Motion

Reorganizing

business units to support expansion beyond digital advertising – into AI/ML applications and new monetization formats

Creation

of dedicated international entities in key hubs to expedite EU and APAC expansion

Strengthening

internal controls, leadership enhancements, and governance frameworks

Revitalizing

client confidence and partner relationships across major regions



Strong performance in Pixalate's Seller Trust Index (Mobile SSP category) — ranked in China, Spain, Japan, France, Ireland, Switzerland

Technology & Innovation – Scaling with Intelligence

- Brightcom's proprietary tech stack delivers over 5 billion ad impressions per day
- Unified delivery across web, mobile, video, CTV, and emerging formats
- Real-time integration of fraud detection, brand safety, and ad quality assurance
- AI-powered optimization engine for yield, viewability, and engagement
- Cookieless, privacy-compliant by design
- Integrated with top marketplaces: Google, Meta, SpotX, Rubicon, Freewheel, Mobfox, Verizon
- Ongoing innovation for identity-based targeting and predictive monetization
- Supports Real-Time Bidding (RTB), header bidding, and dynamic floor pricing

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Brightcom in the AdTech Ecosystem

Supply-Side Platform (SSP):

Manages publisher inventory and optimizes yield

Demand-Side Platform (DSP):

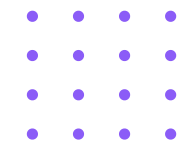
Interfaces with advertisers and agencies to buy impressions

Data Management Platform (DMP):

Ingests and segments data for targeting

Real-Time Bidding (RTB):

Supports auctions across multiple exchanges



- **Delivery Engine:**

Unified across web, mobile, video, and CTV

- **Integration:**

Connected to Google, Meta, SpotX, Rubicon, Verizon, and more

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Market Validation & Trust

Trusted by global brands:

Amazon, Visa, Samsung, Coca-Cola, Microsoft

250+ agency relationships

across US, Europe, LATAM, and Asia –
Ogilvy, Havas Media, Zenith Optimedia,
Mediacom

Publisher presence

across Google Ads, Meta, YouTube,
TikTok, Twitter, Taboola

Connected to top marketplaces:

SpotX, Rubicon,
Freewheel, Mobfox, Verizon

Consistently ranked in
Pixalate's Seller Trust Index
for transparency and quality.



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Value Creation Potential

- ⇒ Book Value per share: ₹43.05
- ⇒ Earnings Per Share (EPS): ₹3.52
- ⇒ Strong operating leverage: scalable model with low incremental cost

Future drivers:

- Operational momentum builds
- Strategic expansion into new technology areas beyond core digital advertising
- Well-positioned in a global shift toward data-driven, programmatic advertising



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What set's us Apart?



- **Global footprint with presence in 30+ countries directly and indirectly**
- **Trusted by leading brands, agencies, and publishers**
- **5+ billion daily ad impressions via scalable ad-tech platform**
- **Focused on AI/ML, privacy-first advertising, and emerging technology areas**
- **Proven ability to scale efficiently**
- **Pixalate-ranked platform ensures trust and inventory quality**
- **Strategic revamp unlocking new geographies and business opportunities**
- **Operating in a \$650B+ global digital ad market**

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Closing Message

- Brightcom has been in business since 1998, navigating two and half decades of global digital evolution.
- With a strong foundation, deep partner relationships, and the ability to adapt through change, the company continues to demonstrate its resilience and relevance.

Global scale and client trust

Scalable, tech-led infrastructure

Strategic expansion into new technology areas

Proven history of recovery and reinvention

The foundation is strong. The momentum is real.



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thank you