



August 13, 2021

**BSE Limited**

P. J. Towers, 25<sup>th</sup> 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 take note of the attached Press Release which is going to be published.

This is for your information only.

Thanking you,

Yours faithfully,

**For BRIGHTCOM GROUP LIMITED**

**Manohar Mollama**  
**Company Secretary & Compliance Officer**  
**ACS - 39254**

Encl.: A/a





## BRIGHTCOM GROUP ANNOUNCES STRONG Q1 RESULTS

Hyderabad, August 13, 2021

Brightcom Group (NSE: BCG | BSE: 532368), the global Internet brand, announced its unaudited financial results for the quarter ended 30th June 2021, the first quarter of the financial year 2021-22.

### THE HIGHLIGHTS

The highlights:

- Q1 consolidated revenue of Rs. 654.05 Crores, up 2.27% Y-o-Y.
- Q1 consolidated EBITDA of Rs. 203.96 Crores and PAT of Rs.105.55 Crores.
- Q1 consolidated earnings per share (EPS) of Rs. 2.08.

Group Revenue for Q1 FY2021-22 was Rs. 654.05 Crores, an increase of 2.27% Y-o-Y. EBITDA for Q1 FY2021-22 was Rs.203.96 Crores, an increase of 6.40% Y-o-Y. PAT for Q1 FY2021-22 was Rs. 105.55 Crores, an increase of 4.11% Y-o-Y.

Revenue from Digital Marketing Segment for Q1 FY2021-22 was Rs.566.07 Crores, increasing 7.89% Y-o-Y. PBT from Digital Marketing Segment for Q1 FY2021-22 was Rs.142.79. Crores, an increase of 3.18% Y-o-Y.

### BUSINESS HIGHLIGHTS

- Brought in a new head of publisher acquisition team
- Launched B-local Exchange, which is an Ad Exchange specifically centered around online news media for the US geography.
- Brightcom is now the new MCM partner of Google Advertising
- Work in progress on the due diligence of the acquisition target.
  - EY conducting financial and accounting diligence.
  - Tempus Legal doing the legal DD.
  - Their business seems to **be** growing as the diligence is in process.





## CORPORATE HIGHLIGHTS

- 98% of the preferential warrants issued in April have been fully paid up thus far, and the company has already issued equity shares against them.
- The preferential issue of equity shares has been approved by the general body of shareholders and is awaiting approvals from the exchanges.
- The general body has also approved the bonus issue of the shareholders, and exchange approval from NSE has been received thus far.
- The company has announced record date of 20th August 2021 to receive the bonus shares.

## CONFERENCE CALL DETAILS

Brightcom will announce a date and time for conference call in the coming few days 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 CONSOLIDATES AD-TECH , NEW MEDIA AND IOT BASED BUSINESSES ACROSS THE GLOBE, PRIMARILY IN THE DIGITAL ECO-SYSTEM.

Brightcom Media, enables businesses, agencies, and online publishers worldwide in meeting their digital marketing needs, serving 40 billion impressions every month. Clients include leading blue chip advertisers like Airtel, British Airways, Coca-Cola, Hyundai Motors, ICICI Bank, ITC, ING, Lenovo, LIC, Maruti Suzuki, MTV, P&G, Qatar Airways, Samsung, Viacom, Sony, Star India, Vodafone, Titan, and Unilever. Publishers include Facebook, LinkedIn, MSN, Yahoo! and Twitter. Brightcom works with agencies like Havas Digital, JWT, Mediacom, Mindshare, Neo@Ogilvy, Ogilvy One, OMD, Satchi&Satchi, TBWA, and ZenithOptiMedia.

Brightcom consumer products division is focused on IoT. Our LIFE product is dedicated to the future of communication and information management in which everyday objects will be connected to the internet, also known as the "Internet of Things" (IoT).

Brightcom Group's renowned 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](http://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.

