



November 13, 2021

BSE Limited

P. J. Towers, 25th 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**

M Suresh Kumar Reddy
Chairman & Managing Director
DIN: 00140515

Encl.: A/a





BRIGHTCOM GROUP PUTS FORTH IMPRESSIVE QUARTER 2 RESULTS

Hyderabad, November 13, 2021

Brightcom Group (NSE: BCG | BSE: 532368), the AdTech major, has put forward impressive performance in its Second Quarter Financial Results Q2FY22.

THE HIGHLIGHTS

- The company reported a strong quarter, with consolidated revenues rising 73% YOY and PAT rising 106% YOY.
- The company's Return on Equity (ROE), on an annualized basis, has reached 16.45% approximately. We are focused on improving this key ratio substantially.
- The company's consolidated tax rate across all geographies in this quarter was 27.06%.
- The Revenues of Brightcom saw a surge by 73% at Rs 1103.86 crore in Q2FY22 as against Rs 639.66 crore in Q2 last year, owing to increased consumer usage of digital media and digital channels to conduct commerce across the world, post the pandemic. Higher online sales led to much better eCPMs (effective Cost per Impression) for digital marketers.
- The PAT for the quarter more than doubled to Rs 212.15 crores from Rs 103 crores in Q2 last year.
- Filtering technologies across the industry have reached a steady-state, cutting down the spurious traffic. This has contributed to the improvement of eCPMs as well.
- On the demand side, Brightcom has direct relationships with over 200 Ad Agencies across the world. The Company's network size has increased to more than 60 billion impressions a month.

OUTLOOK

- The Outlook for the Adtech business has improved dramatically in the past 12 months and continues to remain very strong for the next period.
- Brightcom's principle of 'Leading through Technology and Winning through People' is more relevant to its outlook now more than ever before.
- Brightcom will continue to develop platforms and technologies to address critical challenges in the AdTech industry.





- Brightcom's focus is singularly on creating significant stakeholder value, and focus on improving Free Cash generation, and increasing Return on Equity (RoE). The company remains deeply committed to the highest & improving standards of governance, accounting and transparency in our operations, for the benefit of all stakeholders.

CONFERENCE CALL DETAILS

Brightcom will host a conference call on 16th November, 2021, at 4.00 pm Indian Standard Time 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 is a leading global provider of comprehensive online or digital marketing services to direct marketers, brand advertisers, and marketing agencies. The Company is divided into three major divisions: (i) Media (Ad-Tech and digital marketing), (ii) Software services, and (iii) Future technologies. The Company's primary clients are end advertisers, agencies and publishers, but also include ad exchanges & networks.

The Company has 22 office locations and has 463 employees and consultants worldwide. Brightcom client list contains some of the biggest names, i.e. 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. Brightcom works with agencies like Havas Digital, JWT, Mediacom, Mindshare, Neo@Ogilvy, Ogilvy One, OMD, Satchi&Satchi, TBWA, and ZenithOptimedia, to name a few. Brightcom Group ranks at 400 among Fortune 500 India companies.

Brightcom Group's 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

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.

