



June 1, 2020

BSE Limited

P. J. Towers, Dalal Street,
MUMBAI – 400 001.

National Stock Exchange of India Limited

Exchange Plaza, Bandra Kurla Complex,
Bandra East, Mumbai-400051.

Scrip Code: BSE: 532368 & NSE: BCG

Dear Madam/Sir,

Sub: Investor Presentation on Ad-tech business

We are enclosing a copy of the presentation on the Ad-tech business and the way it works. The same is proposed to be made available to the investor and analyst community.

This presentation is also uploaded on the website of the company at www.brightcomgroup.com under the investor's section.

We request you to take note of this and disseminate this presentation to the shareholder community.

Yours faithfully,

Thanking you,

For Brightcom Group Limited

M. Suresh Kumar Reddy
Chairman & Managing Director
DIN: 00140515





brightcom
group

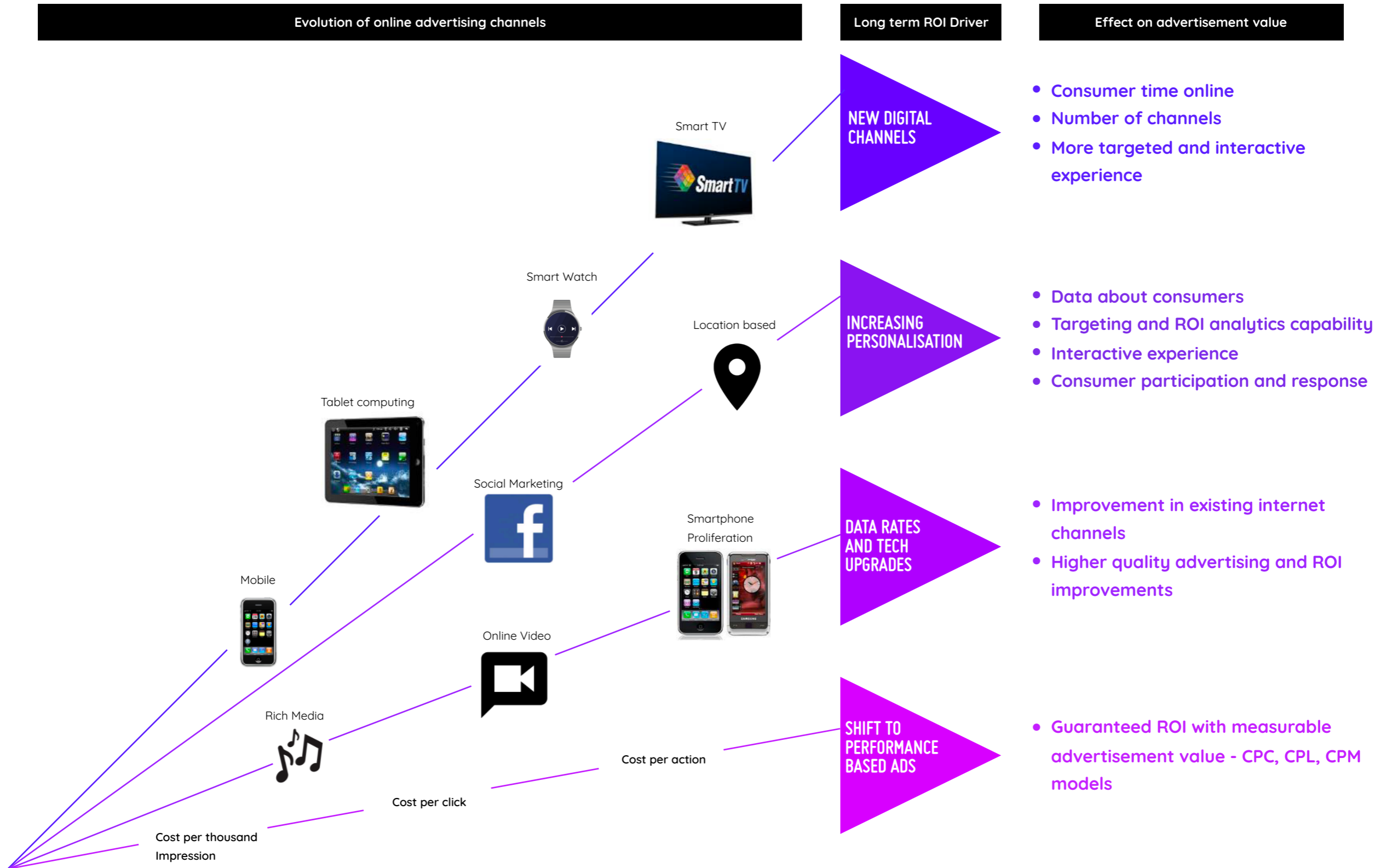
AD-TECH BUSINESS

" Adtech is what makes of the Internet tick. Ads are the lifeblood of the internet, the source of funding for just about everything you read, watch and hear online. We put the tech in Adtech.

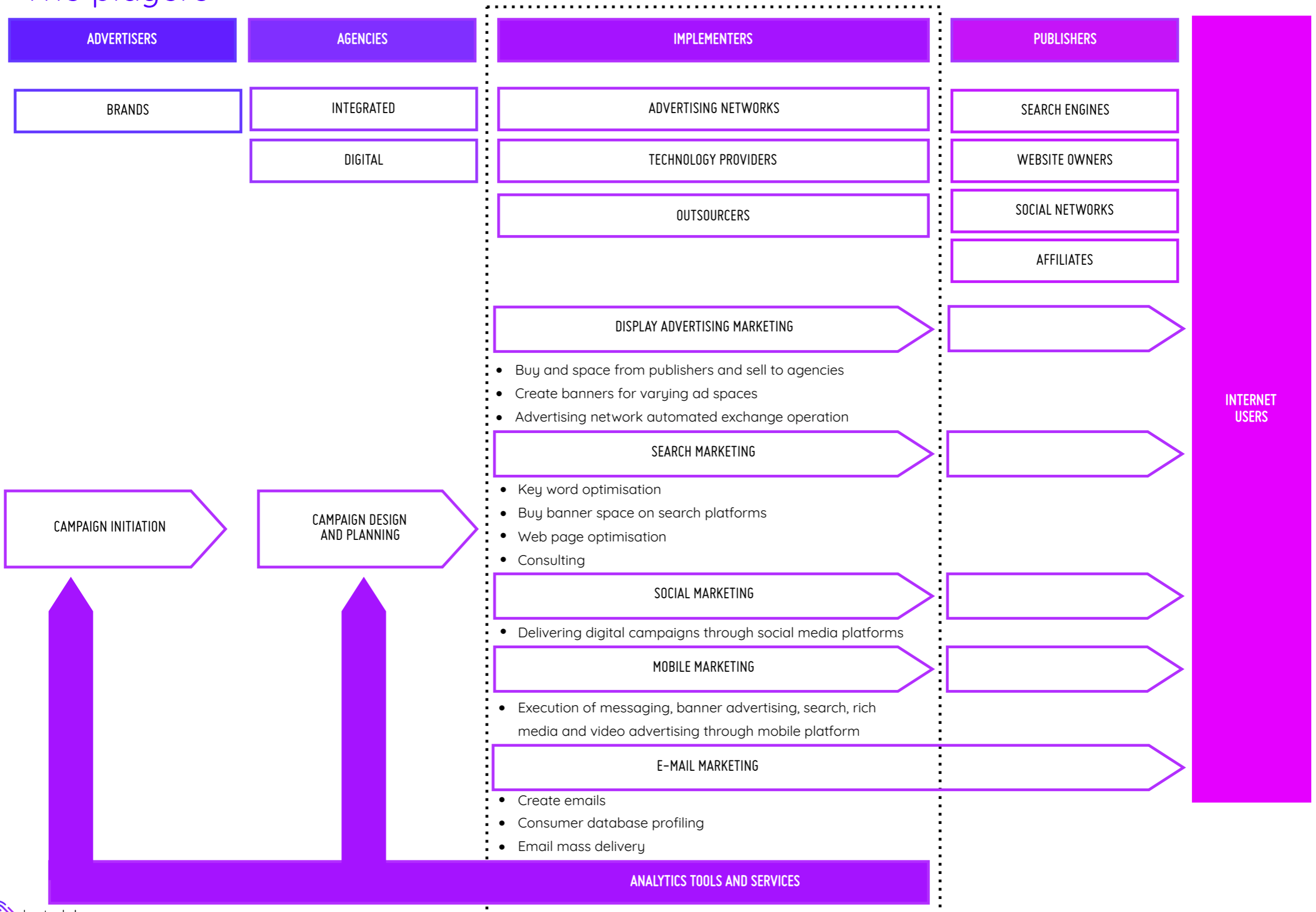
Brightcom's mission is to make it easier for our partners to maximize yield and gain exposure across video, contextual, display and mobile channels. Our offering is based on a strong technological foundation, deep consumer reach, years of market experience and a winning attitude."

HOW IT WORKS

The evolution

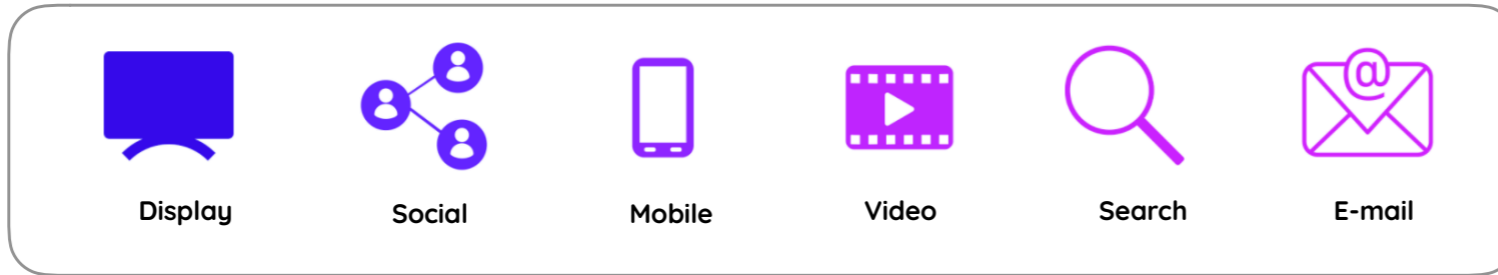


The players



The nuts and bolts

1



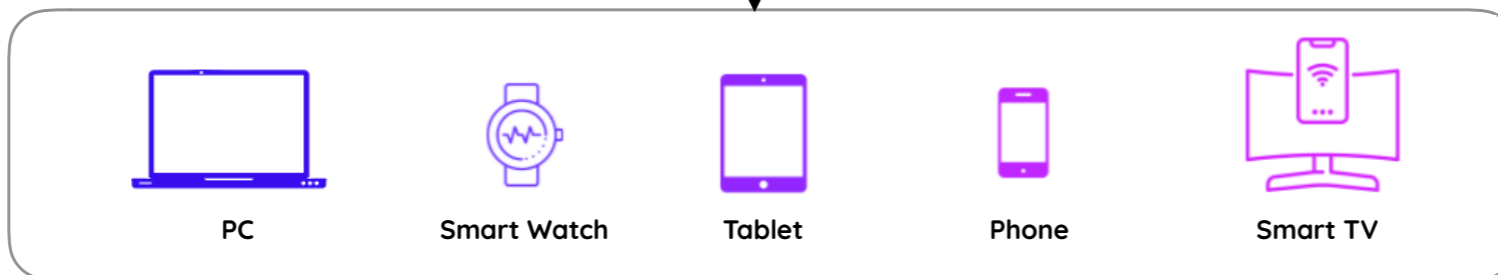
SELECT CHANNELS

2



OPTIMIZE WITH TECHNOLOGY

3



SHOW ON ALL DEVICES

4

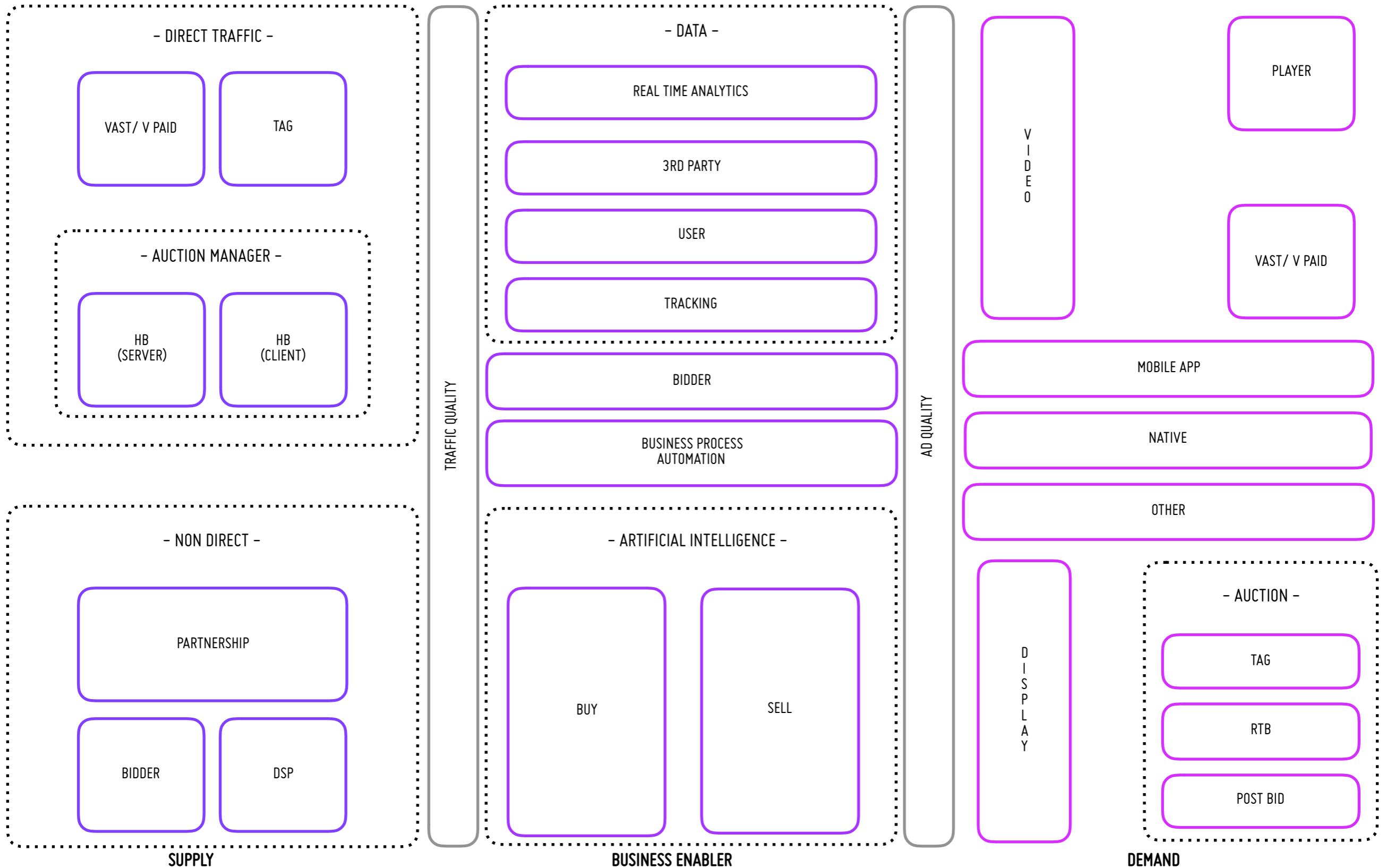


FIND YOUR AUDIENCE

PLATFORMS

Brightcom platform

Brightcom Featured amongst eDigital's "Best 72 SSP for 2020" alongside AOL, AppNexus, Salesforce DMP and the TradeDesk.



Compass platform

Technology drives our operation, be it through our campaigns' dashboard with its real-time analytics or our proprietary Compass platform. The latter being one of the few platforms out there that can handle mobile, video, display and almost every other channel all in one place



- Compass named finalist for **Best AD Tech Tool** at Cynopsis Digital Model D Awards 2016.
- Launched a new version of our core platform called Compass 2.0.



Other platforms



Facebook Marketing

Leading ad-optimisation system for Facebook leveraging API connections to enhance campaign results



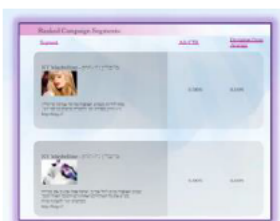
OMS AdCenter

24/7 online access centralized campaign reporting and management console for client activity on all digital platforms



Web Site Creator

Website building tool with intuitive interface allowing the placement of content or media anywhere on the website



Campaign Analytics Report

Automatically-generated digital campaign summaries providing stats, highlights, strengths and weaknesses, and future insights



Bank of Creatives

An easily browsed and managed database of visual creative, arranged according to the attached performance capabilities



Mobile Ad Server

A proprietary server for mobile ads of all available formats, able to centrally control and prioritize global mobile ad serving



Eureka Search Service

Full Search-on-Site solution for publishers with customisable search features and content monetization tools



| Ad | Imp | Click | Conv | Cost | CPA | ROI |
|------|------|-------|------|-------|-------|------|
| Ad 1 | 1000 | 50 | 5% | \$100 | \$20 | 100% |
| Ad 2 | 2000 | 100 | 5% | \$200 | \$40 | 100% |
| Ad 3 | 3000 | 150 | 5% | \$300 | \$60 | 100% |
| Ad 4 | 4000 | 200 | 5% | \$400 | \$80 | 100% |
| Ad 5 | 5000 | 250 | 5% | \$500 | \$100 | 100% |

Auto-OptimisationTools

Automatic optimisation tools for online campaigns which learn, mimic and multiply the best practices of campaign management



Publisher One-Tag

Single piece of code for websites which presents, monitors and optimizes the advertising feed from all media sources

Tageting capabilities

Exclusive brands can gain direct access to some of the most premium inventory available in the programmatic ecosystem with in-depth segmentation



CONTEXTUAL



GEO



DEVICE



DEMOGRAPHIC



CARRIER



PREFERENCE



OPERATING
SYSTEM



AUDIENCE
SEGMENTATION

COMPASS

- Real time analysis
- Cross platform yield management
- Best Ad Tech tool finalist for 2017

HEADER BIDDING

- pre-bid/ post-bid

MEDIA FORMATS

Display Ads

Our legacy display units utilise our in-house ad-serving and SSP technology to allow a tailored cross-screen solution for display advertising on Mobile and Desktop. Providing unique international supply, recruited by our many locales, the display unit can be used for all IAB-approved sizes.

Mobile - Available Sizes:
300x250, 728x90, 320x50



Display - Available Sizes:
300x250, 728x90, 300x600,
160x600

Anchored Ads

There high impact ads remain visible even as users scroll up or down



Incremental revenue - not at the expense of existing ad space



Available in all IAB standard sizes for both desktop and mobile



70-80% viewability guaranteed



Full control over user targeting frequency capping, volume caps and more



User friendly - visible "x" closes ad



Header Bidding

Our header bidding technology allows buyers to compete for your inventory and maximise your yield, We will provide you with a platform which will give you, the publisher, full control of every impression said whether it's direct, RTB or network demand sources.



Direct integrations with
largest programmatic
buyers



Minimize latency



Maximize your yield



Open and
transparent platform

Native Ads - Video Unit

The In-Article format creates new video as inventory within article pages in premium media environments. It's a high impact video format that spans the whole width of the content well. It's available across a number of different formats, including vertical video.

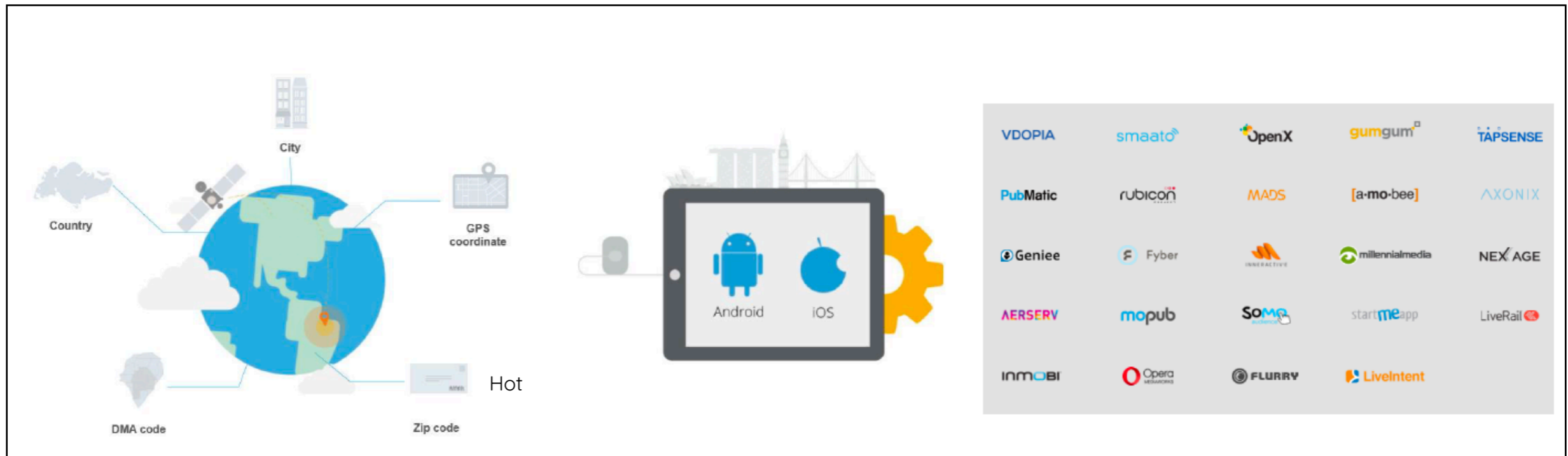
The format is fully integrated with an insight engine for real-time optimisation and brand safety and anti-fraud system.

Native Video with Mobile-First Approach

The In Feed format offers seamless support for mobile, tablet and desktop devices using HTML5 video playback.

The format is fully integrated with the insight engine for real-time optimisation and reporting, and Shield brand safety and anti-fraud systems

Mobile Ads



Geo Targeting

Device Targeting

Partnership Powerhouse

Video Ads

Video advertising across mobile, desktop and connected devices. Maximum monetization and advances targeting for consistent, successful results. Delivered through our top notch programmatic engines.

- Large + Medium player in-stream video
- Large player (pre/ mid/ post roll Ads)
- Small player in-stream video desktop
- Out-stream units
- In-app video
- High-impact Ads



Seller Trust Index (Traffic Quality)

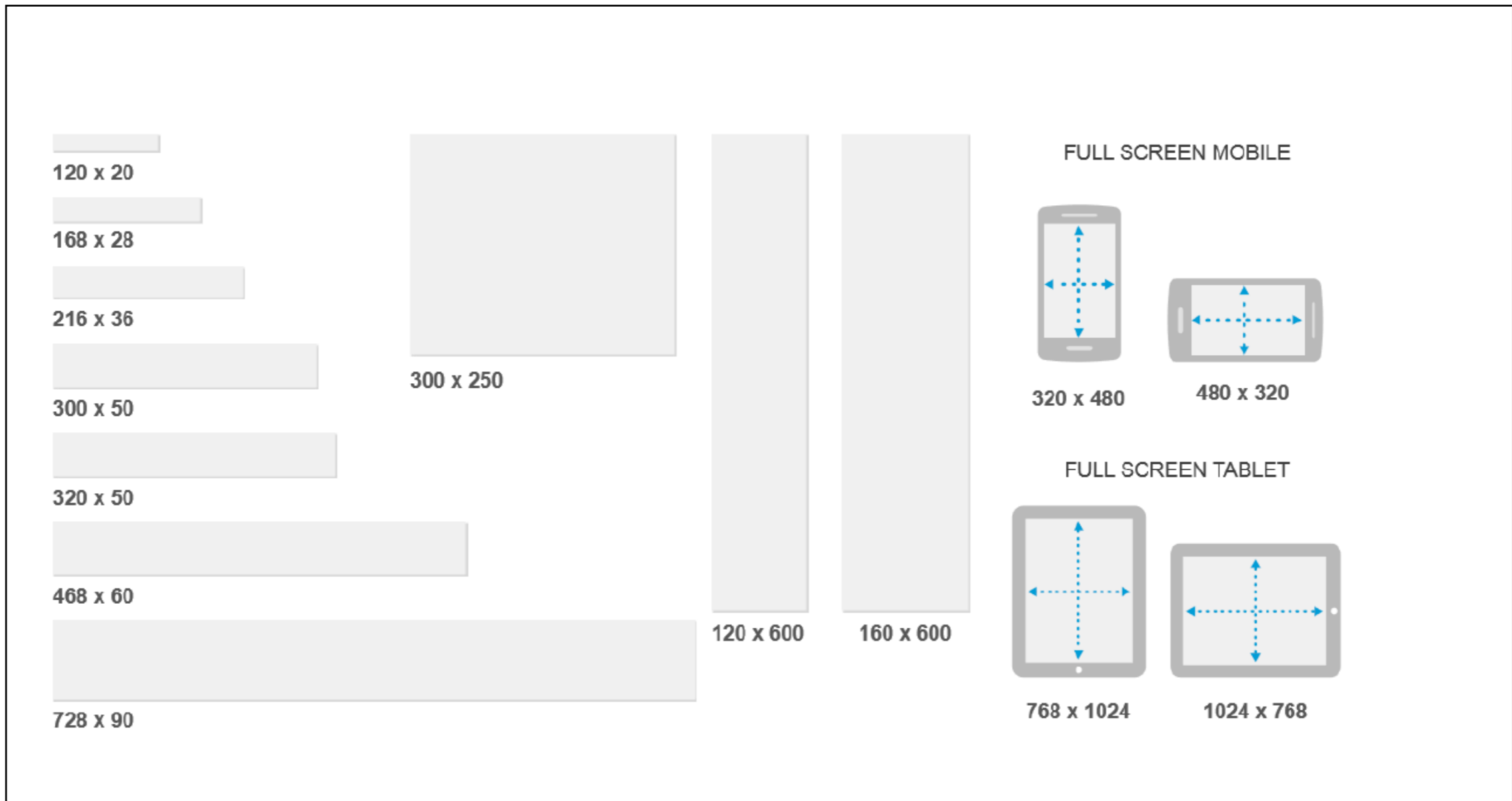
In March 2017 Brightcom was rated number 1 by pixelate for Video Seller Trust Index (International)



| VIDEO SELLER TRUST INDEX 1-10 | | REGION: INTERNATIONAL (NON-US) | | | | | | |
|---------------------------------|-------------------|--------------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| RANK | SELLER NAME | FINAL SCORE | SIVT SCORE | GIVT SCORE | xGRP SCORE | xREACH SCORE | ENGAGEMENT SCORE | PLAYER SIZE SCORE |
| 1 | Brightcom | 84 B | 82 B | 97 A | 84 B | 83 B | 84 B | 69 C |
| 2 | Google AdExchange | 83 B | 91 A | 91 A | 69 C | 78 B | 77 B | 88 A |
| 3 | SpotX | 82 B | 87 A | 94 A | 64 C | 68 C | 91 A | 94 A |
| 4 | Rubicon Project | 81 B | 95 A | 91 A | 69 C | 76 B | 46 D | 92 A |
| 5 | Adman Media | 81 B | 86 A | 90 A | 75 B | 77 B | 80 B | 68 C |
| 6 | Ooyala | 80 B | 80 B | 96 A | 85 A | 71 B | 86 A | 50 D |
| 7 | Teads | 78 B | 92 A | 97 A | 54 D | 62 C | 65 C | 91 A |
| 8 | Dashbid | 77 B | 72 B | 71 B | 99 A | 96 A | 64 C | 52 D |
| 9 | Publicidad.net | 77 B | 80 B | 89 A | 64 C | 69 C | 80 B | 83 B |
| 10 | appalgo | 76 B | 81 B | 89 A | 73 B | 60 C | 76 B | 77 B |

The Quality Ratings Standard For Programmatic Advertising
 THE PIXELATE SELLER TRUST INDEX, MARCH 2017 ©2017 PIXELATE, INC. 20

Banner Ad sizes



Brand Safety

Control & data transparency

- Detailed reporting gives a clarity to exactly where impressions are being served
- Pick and choose which publishers to target and which to blacklist
- PMP Deals ensure ads appear on select list of publishers

Fraud detection

Brightcom uses IP black-listing to block fraudulent traffic.

Integrated with all leading mobile tracking solutions to enable fast and easy setup and execution.



CASE STUDY

Case Study –Hyundai (Italy)



Type: Social Ads CPC

- Clicks: 21,923
- Unique Clicks: 98%
- Primary demographic: Ages 18+
- The campaign offered a revolutionary approach to car buying, where you can return the car if not satisfied
- The Campaign began with a broad demographic. We quickly discovered the best response (over50%) came from people ages 17-24, with good response also from ages 45-64
- The relevant audience showed interest in House Music, football, action movies and books

PARTNERS

Clients and Partners

AGENCIES



BRANDS



PUBLISHERS

The image displays a collection of publisher logos arranged in a grid. The logos include: 5D (a red circle with a white '5' and a white 'D'), Philly.com (the text 'philly.com' with a red dot over the 'i'), GSN games (a red shield with a yellow 'G' and 'SN' in red, with 'games' in orange below), Vayama (a location pin icon above the text 'Vayama'), TENNIS (the word 'TENNIS' in bold black), Little Things.com (a sun icon above the text 'Little Things.com'), Skyscanner (a blue cloud icon above the text 'skyscanner'), Creaders.net (a red flame icon above the text 'Creaders.net' and Chinese characters '萬維讀者'), COX MEDIA GROUP (the text 'COX MEDIA' in blue with a red swoosh above 'GROUP'), AP (the letters 'AP' in black above a red horizontal bar), publr (the word 'publr' in green), eBaum's WORLD (the text 'eBaum's' above 'WORLD' in bold black), lastminute.com (the text 'lastminute.com' in pink), WND (the text 'WND' in white on a dark blue rectangle), and IBT (the text 'IBT.' in white on a black square).

PROGRAMATIC PARTNERS

The image displays a collection of logos for various programmatic advertising partners, arranged in a grid. The logos include:

- appnexus
- spotXchange
- BrightRoll SMART VIDEO ADVERTISING
- MediaMath
- pocketmath
- TURN
- TREMOR VIDEO
- PubMatic Make every impression count
- AOL
- KIOSKED
- DoubleClick Bid Manager
- ZINC by ZEDO
- YAHOO! GEMINI



52
GLOBAL MARKETS



> 5000
DIRECT ADVERTISERS



22
GLOBAL OFFICES



2 BILLION
IMPS PER DAY



100 MILLION
UNIQUE USERS



> 179
AGENCIES



> 5000
PUBLISHERS

THANK YOU!