



March 16, 2020.

BSE Limited

P. J. Towers, Dalal Street,
MUMBAI – 400 001.
Scrip Code: **532368**

National Stock Exchange of India Ltd.

Exchange Plaza, Bandra Kurla Complex,
Bandra East, Mumbai-400051.
Symbol: **BCG**

Dear Madam/Sir,

Sub: Investor Presentation.

Please take note of the attached updated Investor Presentation which is going to be sent to the investor community.

Thanking you,

Yours faithfully,

for **BRIGHTCOM GROUP LIMITED**
(formerly Lycos Internet Limited)

M. SURESH KUMAR REDDY
CHAIRMAN & MANAGING DIRECTOR
DIN: 00140515

Encl.: as above





brightcom
group

INVESTOR PRESENTATION

March 16, 2020

www.brightcomgroup.com

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.

ABOUT US

Brightcom Group consolidates Ad-tech, New Media and AI and IOT based businesses across the globe, primarily in the digital eco-system.

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.

We enable businesses, agencies, and online publishers worldwide in meeting their digital marketing needs, serving about 40 billion impressions every month.



brightcom group

LEADING THRU TECHNOLOGY.
WINNING THROUGH PEOPLE.

- Over 40 Billion Impressions per month across the world
- Rated #1 in the world in March 2017 by Pixelate on Consumer Trust Index
- Ranked 442 in Fortune 500 India list of 2019.
- Featured by eDigital amongst “Best 72 SSP in 2020” across the world
- Digital Media market to cross \$335 billion in 2020

SNAPSHOT



- Global Digital Marketing Leader
- Servicing more than 30 countries through 16 subsidiaries
- Raised \$100 million, PE money, to grow through ten acquisitions globally
- Rs. 2577 crores Revenue and

AGENCIES



ADVERTISERS



COMPANY TIMELINE



In 1998, the founders, Suresh Reddy and Vijay Kancharia, formed USA Greetings in USA and renamed it Ybrant Technologies in 2000.

Acquired Email Marketing platform VoloMP for \$2.25 million

Acquired MediosOne in US for \$5 million, thereby entering into from end digital marketing space

Acquired Online Media Solutions in Israel for \$13 million giving a foothold in European digital markets.

Raises \$18 million from Oak India and Batterymarch. Acquired LYCOS from Daum Communications for \$36 million

Ybrant Digital and LGSGlobal propose to merge

Acquire stake in Web 3.0

Facebook chooses Ybrant Digital as an official marketing APO partner

LYCOS gets listed on the National Stock Exchange of India. Announces New Hard Goods Divisions

Tops Pixelate's Video Trust Index(International)

Launched Israeli Ad-Tech map

Ranked #345 in Business world Real 500 List

Expanded Offerings in Artificial Intelligence and Machine Learning

Launched Compass 2.0 to improve ROI of the clients

Featured amongst eDigital's "Best 72 SSP for 2020"

Lycos Internet Limited changes to Brightcom group Limited

1998-2000

2004

2005

2006

2007

2008

2009

2010

2011

2014

2015

2016

2017

2018

2019

Changed name to Ybrant Digital and started offering tools and services to digital ad networks

Raised \$20 million from several private equity firms.

Acquired AdDynamix in US for \$10 million

Raised \$20 million from Everast Capital.

Acquired Dream as based in Argentina for \$11.5 million

Acquired Max Interactive based in Australia for \$8.3 million

Changed name to Lycos Internet Limited.

Agrees to acquire minority stake in Jobokit holdings Ltd.

Lycos TV adds cool new content to its Entertainment channel.

Brightcom, Apollo Lycos JV and LIFE fitness band launched. Ranked #4 in Video Seller Trust Index.

Chosen as MonetizeMore 2016 roundup.

Compass platform nominated as finalist for Best Ad Tech Tool at Cynopsis Model D Awards 2016.

LYCOS Life band features in '10 best fitness bands in India - 2016'.



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DIGITAL MARKETING



video



mobile



display



software



exclusive media



ad tech



social



connected tv

LEADING THROUGH TECHNOLOGY,
WINNING THROUGH PEOPLE



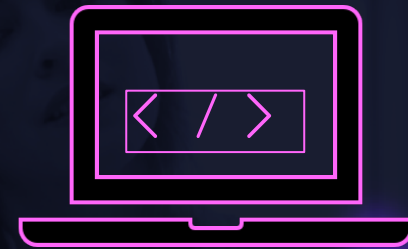
brightcom group

LEADING THROUGH TECHNOLOGY,
WINNING THROUGH PEOPLE

SOFTWARE



artificial
intelligence &
machine learning



software
development &
services

GROUP COMPANIES

Brightcom media - enables businesses, agencies, and online publishers worldwide, serving 40 billion impressions every month.

VoloMP - VoloMP is a bulk email platform that provides clients with scalable mass mailing solutions with features including reporting, tracking and list maintenance.

Dyomo - offers Business Solutions to meet the Enterprise IT needs.

Consumer Products - 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).



PLATFORMS

Compass (OneTag) - Compass is the big data/CouchBase based scalable tag management and revenue optimization tool for our publishers.

Pangea - Special tool to manage Facebook and other social campaigns at the next level of granularity.

Business Intelligence - We completed our first BI integration platform for its Display and Video divisions using cutting edge technology and end-to-end solution on Google eco system.

Yield optimization platform (Waterfall) - A new- generation platform that open the doors to premium marketplaces (including tier 1 & tier 2 worldwide publishers).

Programmatic video buying - We engaged with platforms like BrightRoll, AdapTV, LiveRail, Tremor Media amongst others to actively participate in online video advertising revolution.



brightcom group

SOME OF OUR PUBLISHERS



philly.com



publir

eBaum's
WORLD

lastminute.com

Vayama

TENNIS



COX MEDIA
GROUP

AP



Little Things.com

skyscanner

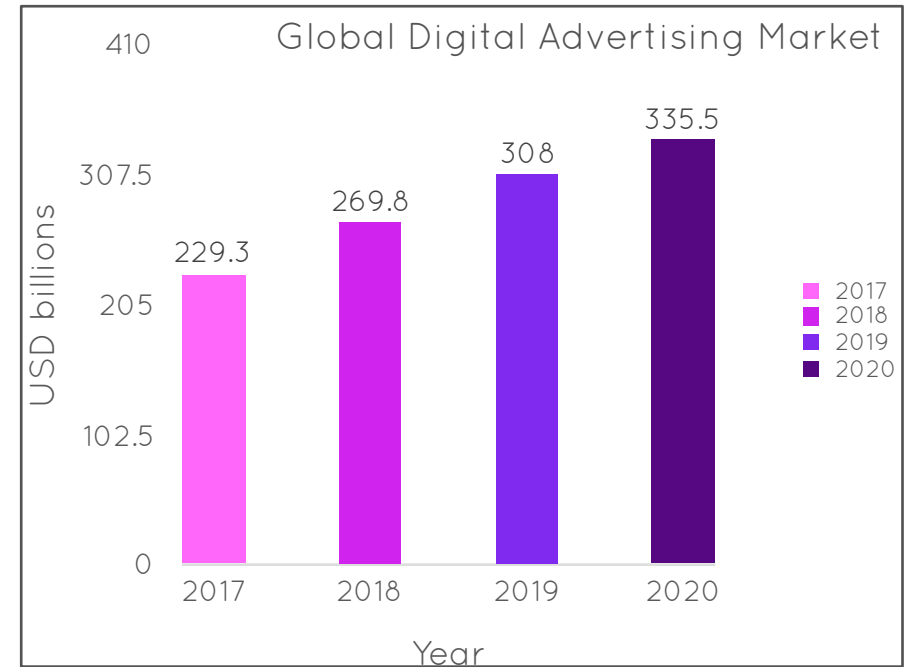
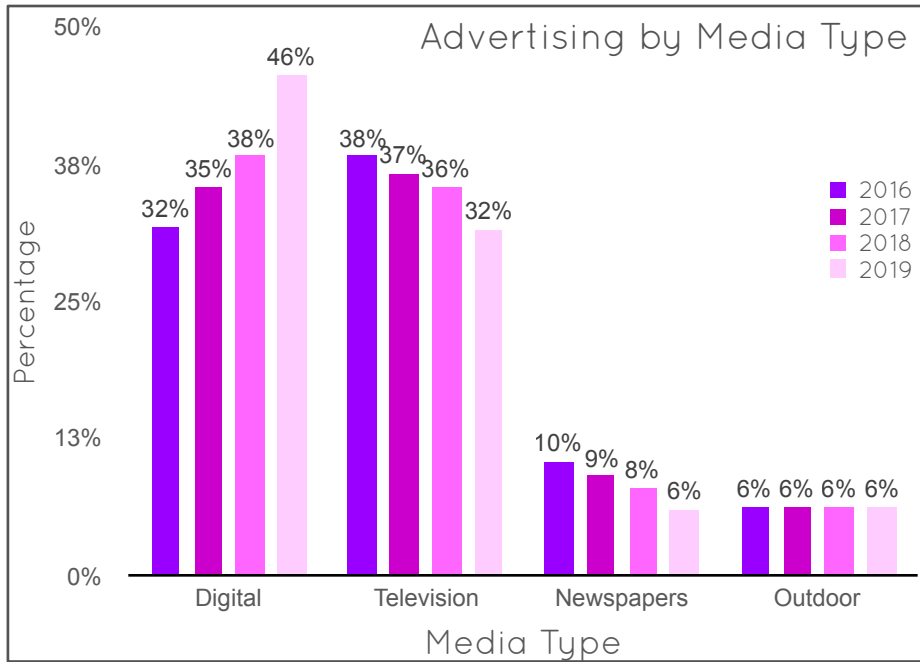
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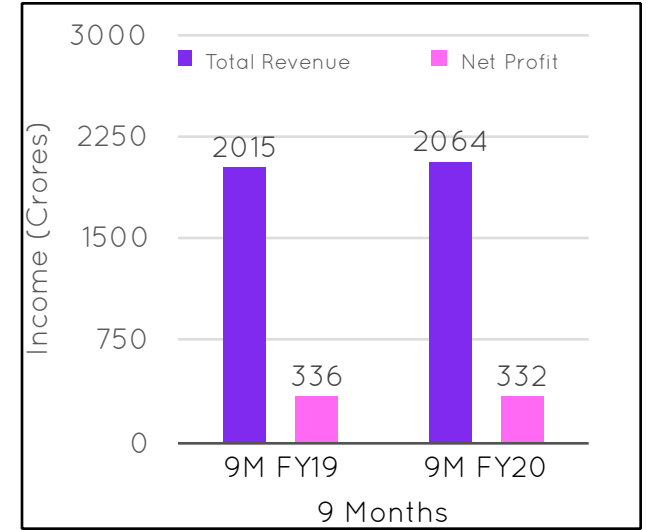
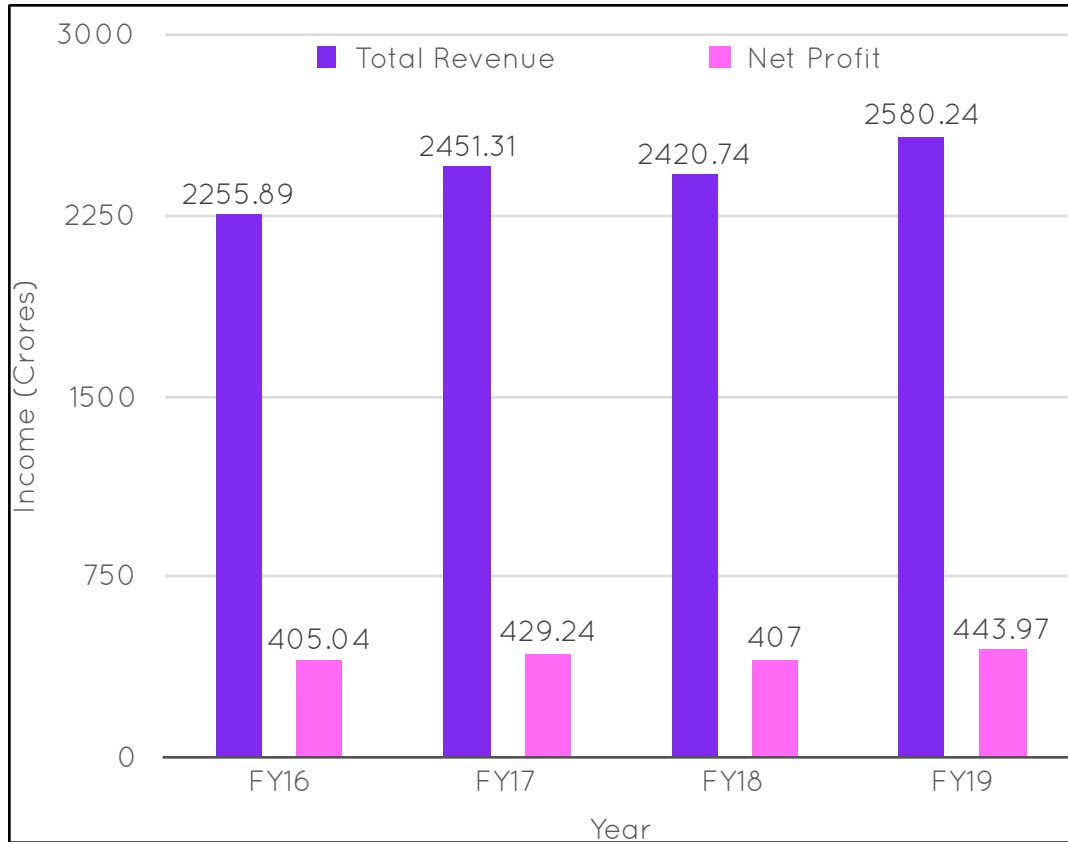
SOME OF OUR ADVERTISERS



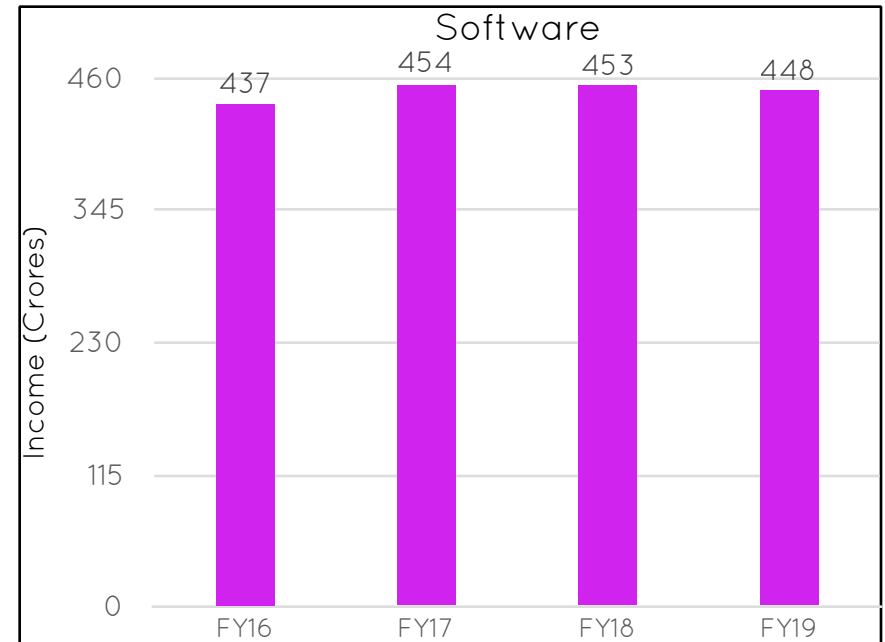
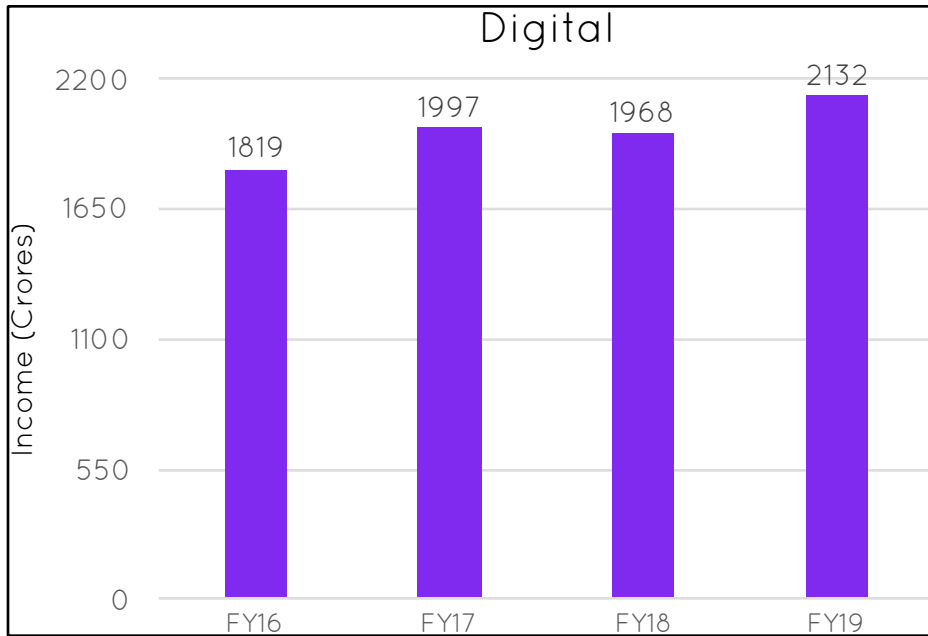
INDUSTRY



FINANCIALS



REVENUE FROM SEGMENTS



P&L DETAILS

In Crores (Rs.)

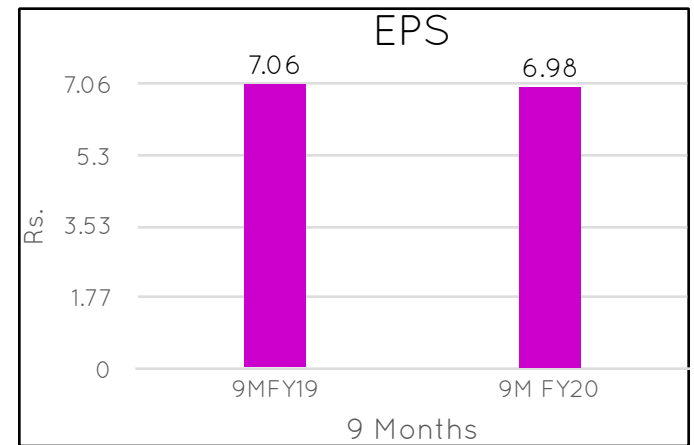
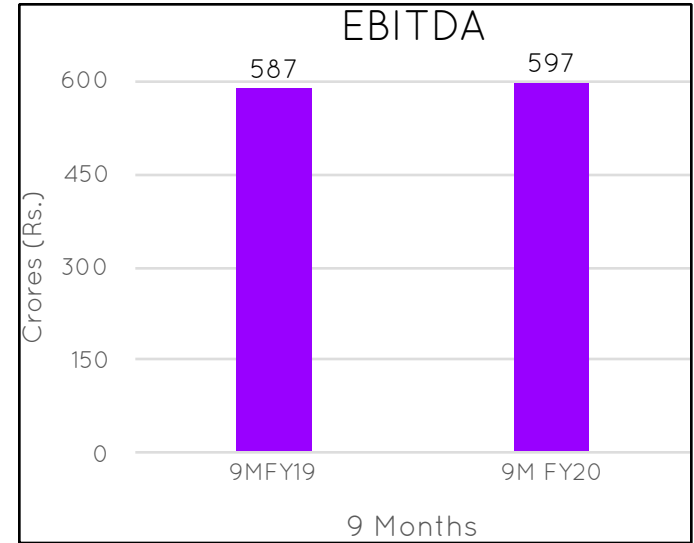
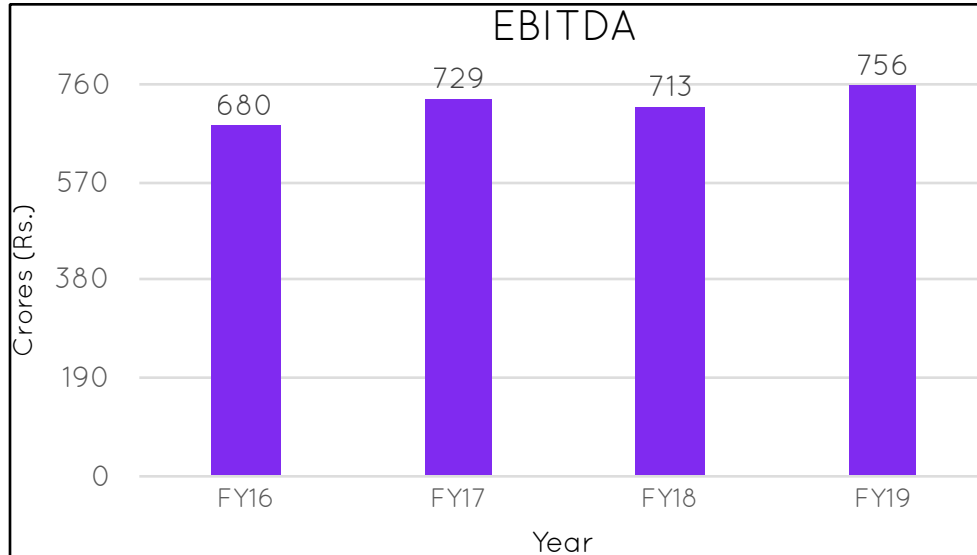
| Sr no. | Particulars | Dec'19 Quarter | Sep'19 Quarter | Dec'18 Quarter | 9 M FY 20 | 9 M FY 19 | FY 19 |
|-----------|--|-------------------|-------------------|-------------------|-----------|-----------|---------|
| 1 | Digital Marketing Segment Income | 749.34 | 516.46 | 740.99 | 1729.11 | 1683.54 | 2132.06 |
| 2 | Software Development Segment Income | 110.17 | 113.10 | 108.85 | 334.94 | 331.76 | 448.17 |
| 3 | Other income | 11.50 | (2.48) | 2.10 | 9.28 | (4.60) | (2.51) |
| 4 (1+2+3) | Total Income | 871.02 | 627.08 | 851.96 | 2073.35 | 2010.69 | 2580.24 |
| | Expenses | | | | | | |
| 5 | Cost of sales/services | 508.48 | 348.63 | 504.61 | 1171.78 | 1152.26 | 1454.30 |
| 6 | Employee benefits Expense | 52.55 | 40.04 | 51.89 | 128.33 | 126.09 | 158.51 |
| 7 | Other Expenses | 69.38 | 43.20 | 66.08 | 176.02 | 144.77 | 208.07 |
| 8 (5+6+7) | Total Operating expenses | 630.41 | 431.87 | 622.35 | 1476.13 | 1423.12 | 1820.88 |
| 9 (4-8) | EBITDA | 240.58 | 195.20 | 229.36 | 597.22 | 587.54 | 756.00 |
| 10 | EBITDA Margin | 27.62% | 31.12% | 26.92% | 30.03% | 29.22% | 29.29% |

P&L DETAILS

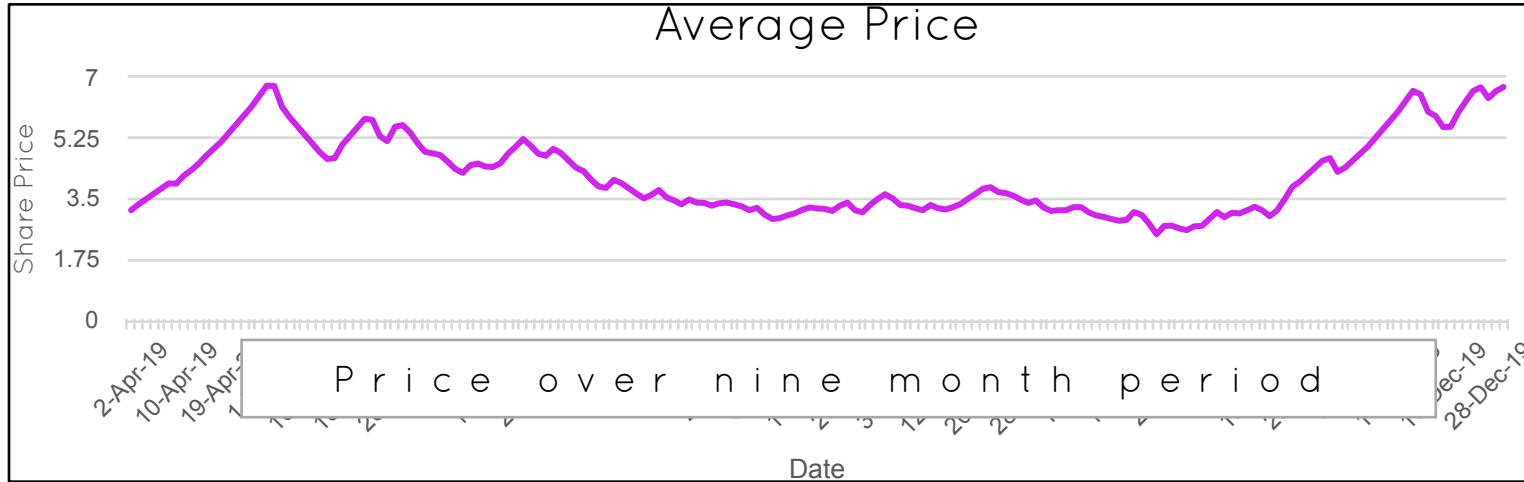
In Crores (Rs.)

| | Particulars | Dec'19 Quarter | Sep'19 Quarter | Dec'18 Quarter | 9 M FY 20 | 9 M FY 19 | FY 19 |
|--------------|-----------------------------|-------------------|-------------------|-------------------|-----------|-----------|--------|
| 11 | Finance cost | 0.32 | 1.57 | 3.79 | 4.73 | 11.25 | 13.17 |
| 12 | Depreciation & Amortization | 50.64 | 47.14 | 36.07 | 133.52 | 93.38 | 135.10 |
| 13 (9-11-12) | Profit before tax | 189.61 | 146.47 | 189.49 | 458.94 | 482.91 | 608.55 |
| 14 | Total Tax Expenses | 45.78 | 41.01 | 51.19 | 126.49 | 146.45 | 164.57 |
| 15 (13-14) | Net profit after tax | 143.83 | 105.46 | 138.30 | 332.45 | 336.45 | 443.97 |
| 16 | Net Profit Margin | 16.51% | 16.8% | 16.23% | 16.03% | 16.73% | 17.20% |
| 17 | EPS | 3.02 | 2.21 | 2.90 | 6.98 | 7.06 | 9.32 |

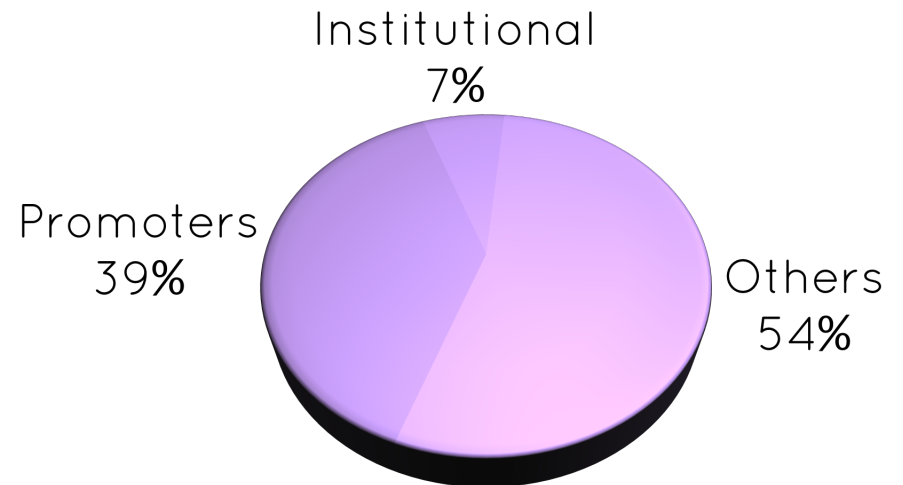
KEY PERFORMANCE INDICATORS



SHARE HOLDING AND PRICE



| Market Data | |
|---|-------------|
| Market Capitalization(Rs Cr) | 226.21 |
| Price(Rs) | 4.75 |
| No of shares outstanding | 476,251,499 |
| Face Value(Rs) | 2.00 |
| EPS | 9.32 |
| P/E Ratio | 0.50 |
| Avg. Qtrly Trading Volume(Million shares) | 5.20 |
| 52 Week High-Low(Rs) | 2.46-7.41 |



OUTSTANDING ISSUES – STATUS

Daum Settlement ‘

Finalized Settlement Agreement

Indian Bank Loans

Paid off SBI and Canara Bank. Axis Bank loan pending

Institutional holding

Share Purchase Agreement to transfer to new Investor

Line of Credit

Receivable financing with large debt fund in process

Consolidation

Consolidating 12 entities under one US subsidiary by BDO Global, a 50-year old globally reputed audit firm.

MANAGEMENT TEAM

SURESH REDDY

Chairman and CEO

VIJAY KANCHARLA

Chief Innovation Officer

JACOB NIZRI

President

BRAD COHEN

Chief Strategy Officer

YANIV BEN ATIA

Chief Technology Officer

SRINIVASA RAO YEPURI

Chief Financial Officer

BOARD OF DIRECTORS

Suresh Reddy

Chairman and CEO

Suresh is the Chairman & CEO of Brightcom Group. An entrepreneur with a commitment to building high value businesses, Suresh is responsible for promoting the success of the group and its worldwide functions and sustainability. With over two decade of online marketing and advertising experience, he has a strong understanding of building effective cross-country and cross-cultural business operations. He directs and supervises the group's strategy and its implementation globally.

Prior to co-founding two successful companies USAGreetings and Ybrant Technologies, he worked in various roles across different industries in Fortune 500 companies, such as Caterpillar, Chrysler, SBC(PacBell) and Charles Schwab.

Suresh holds an M. S. in Engineering from the Iowa State University and a B. Tech. in Mechanical Engineering from the Indian Institute of Technology, Kharagpur, India.

Vijay Kancharla

Chief Innovation Officer

Vijay leads the innovations at Brightcom Group. He is responsible for the company's worldwide technology enhancements and innovations. Vijay has been at the forefront of the internet revolution and has vast experience in building innovative solutions for the online market.

Prior to co-founding USAGreetings and Ybrant Technologies, he worked with Fortune 500 companies, such as Hewlett Packard and Pacific Bell.

Vijay holds an M. S. in Computer Science from the University of Louisville and a B. Tech. from the Jawaharlal Nehru Technological University, Hyderabad, India

BOARD OF DIRECTORS

Raghunath Allamsetty

Independent Director

Raghunath Allamsetty, is one of the veteran IT professionals in the country, who co-founded many US-based technology start-ups in India. Raghu is the co-founder of Platys Communications in India, which is one of the first Fab-less digital high speed ASIC (Chip) design house in Hyderabad that was acquired by Adaptec Inc., CA USA.

Raghu is the Founder and Managing Director of Ivana Foods Pvt. Ltd., a Food Processing Technology company with the vision of being the world's first 100% natural, ready to consume, beverages and foods. His expertise extends into the areas of Management, Operations, R&D, Hardware Engineering, and Software Design & Development.

Dr. K. Jayalakshmi Kumari

Independent Director

Dr. Jayalakshmi Kumari has a Ph D in social sciences, an M.A in Economics, M.A in Political Science, M.Phil. and M.Ed., with years of experience in teaching. With proven ability to constantly challenge and improve existing processes and systems, she has been participating and rendering voluntary services to many social organizations.

With a deep passion for teaching, Dr. Jayalakshmi brings in 15 years of experience from the educational sector having worked for leading schools and colleges in Hyderabad.

Presently,. Dr. Jayalakshmi is also an Independent director in the listed company M/s Cambridge Technology Enterprises Ltd., Hyderabad.

BOARD OF DIRECTORS

Dr. Surabhi Sinha Independent Director

With a Ph D in Mathematics from the Indian Institute of Technology, Kharagpur, and several academic publications to her credit, Dr. Surabhi Sinha started off as a Research Assistant at the Council for Scientific & Industrial Research, India, way back in 1992. She served as Project Associate in the Department of Mathematics – IIT, Kharagpur for around 7 years. Later, she moved on in 2005 to serve as a Faculty in Hyderabad Central University for 2 years.

Dr. Surabhi has published several academic papers in the field of Fuzzy Programming, Multi-level Non-linear Systems, Linear Programming Approaches, and Integer Solutions via Goal Programming.

Dr. Surabhi also holds an M.SC in Mathematics from IIT – Kharagpur, B.SC (Honors) in Mathematics from IIT-Kharagpur, and a Diploma in Information Technology from the National Institute of Information Technology, Delhi. To note, she received a gold Medal for excelling in the course work.



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THANK YOU

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