



June 14, 2022

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: Seasonality of Brightcom Group's Business

We are enclosing a presentation regarding the seasonal nature of Brightcom Group's business, showcasing that the best way to view our quarterly financials is by comparing the quarter a year ago, i.e., YoY numbers.

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

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

Thanking you,

Yours faithfully,

for **BRIGHTCOM GROUP LIMITED**

M Suresh Kumar Reddy
Chairman & Managing Director
DIN: 00140515

Encl.: as above





brightcom group

SEASONALITY OF ADVERTISING BUSINESS



THE SEASONALITY



December is traditionally the highest revenue fetching month whereas January and July are the slowest.

Ad Agencies usually have a fiscal year ending in June or December. They ramp up Ad spends around that time to use annual advertisement allocations from their clients.

The increased spending in December is not just due to the fiscal year end, but more so because of it being the largest shopping month annually.

January and July tend to be the two slowest revenue months for publishers. Coming out of the holidays, people tend to give their wallets a rest.

THE SEASONALITY – BY QUARTER

JANUARY TO MARCH QUARTER (Q4):

Starts slowly in January and starts to pick up slightly around the Super Bowl and Valentine's Day.

APRIL TO JUNE QUARTER (Q1):

Varies month to month. June is typically one of the higher months for RPMs, as the fiscal year is ending for many Ad agencies. Usually content around Summer holidays get more traffic during this quarter

JULY TO SEPTEMBER QUARTER (Q2):

The summer slump continues through July, but steadily gains traction as we move into August and September. Back to School hits in August and advertiser spend begins to pick up. September picks up even more, as advertisers are preparing for holidays.

OCTOBER TO DECEMBER QUARTER (Q3):

There will be a significant jump in RPMs, as Ad spend is at its peak due to all the shopping related events. All three months are filled with big buying activity.

THANKSGIVING:

23rd November

BLACK FRIDAY:

24th November

CYBER MONDAY:

27th November

SUPER SATURDAY:

23rd December

CHRISTMAS EVE:

24th December

CHRISTMAS DAY:

25th December (Yes, Christmas Day! Shoppers are increasingly looking for those last minute bargains!)

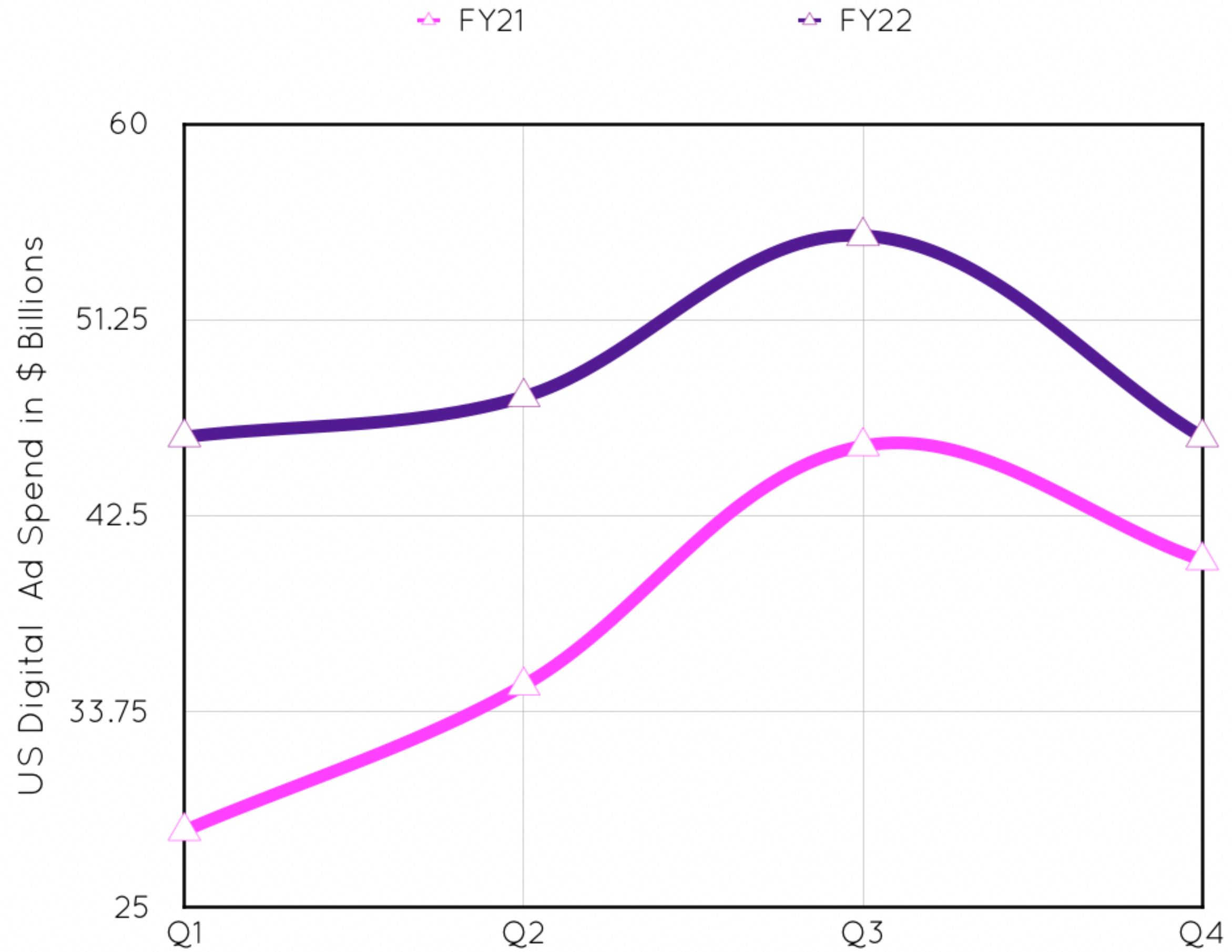
BOXING DAY SALES:

26th December (This often carries on in the week up to New Year)

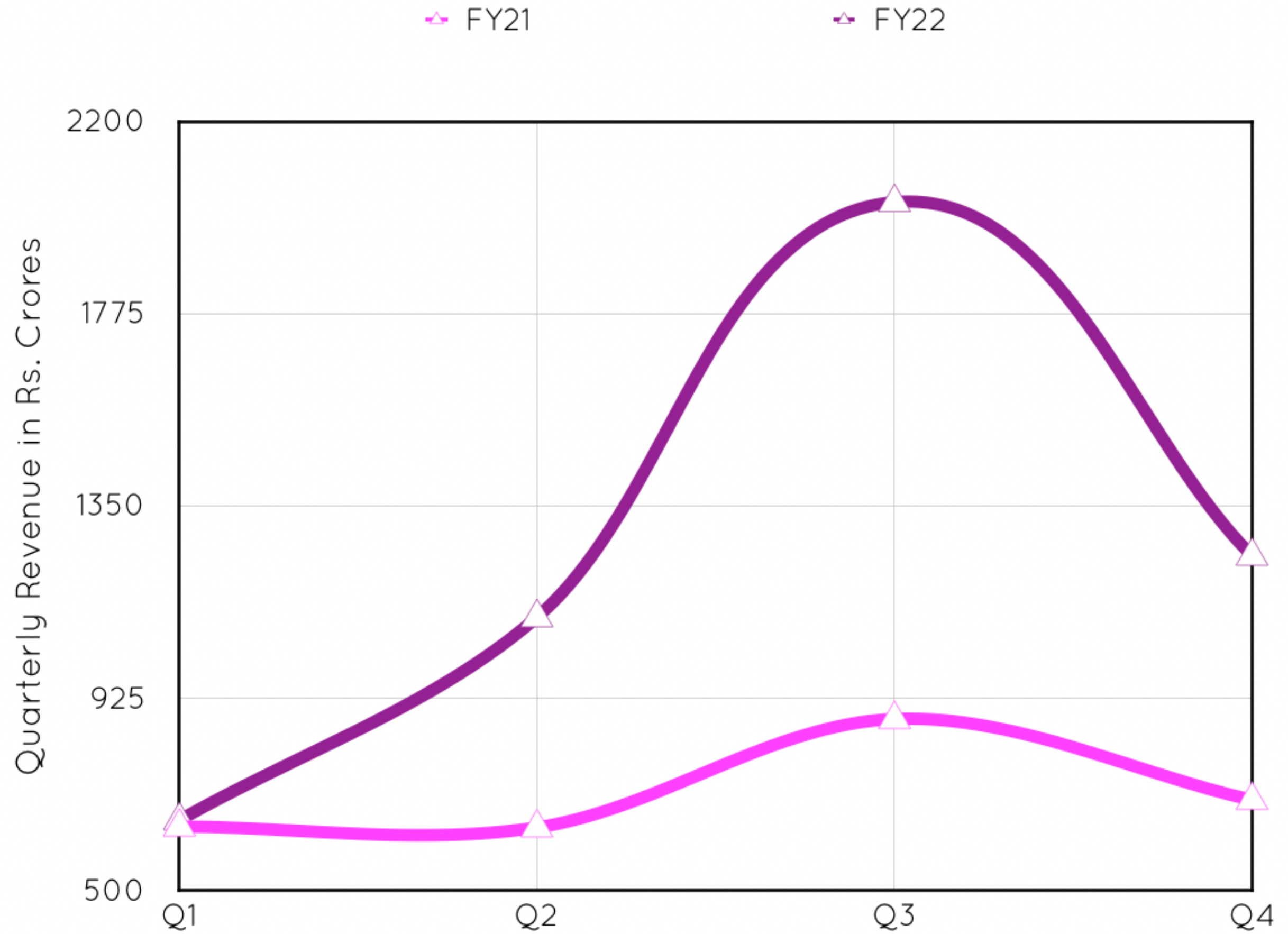


BIGGEST DATES IN Q3

US MARKET TRENDLINES



BCG BUSINESS TRENDLINES



Thank
you

