May 03, 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: Presentation on Company Overview of Brightcom Group Limited ("BCG")

This is in reference to the subject cited above, we are enclosing herewith a copy of presentation of the Company Overview proposed to be made there at, to the analysts and investor community.

The same is also being made available on the website of the Company at www.brightcomgroup.com.

This is for your information only.

Thanking you,

Yours faithfully,

for BRIGHTCOM GROUP LIMITED
(formerly Lycos Internet Limited)

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

brightcom group limited (Formerly Lycos Internet Limited)

FLOOR: 5, FAIRFIELD BY MARRIOTT, ROAD NO: 2, NANAKRAMGUDA, GACHIBOWLI, HYDERABAD – 500032, TELANGANA, INDIA.

EMAIL : IR@BRIGHTCOMGROUP.COM   WEB : WWW.BRIGHTCOMGROUP.COM   CIN : L64203TG1999PLC030996

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COMPANY OVERVIEW

Company Overview

Brightcom Group is a leading global provider of comprehensive online or digital marketing services to: direct marketers, brand advertisers, and marketing agencies. We offer them access to the billions of Internet consumers that visit our network of name brand publishers spread across the world. 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.
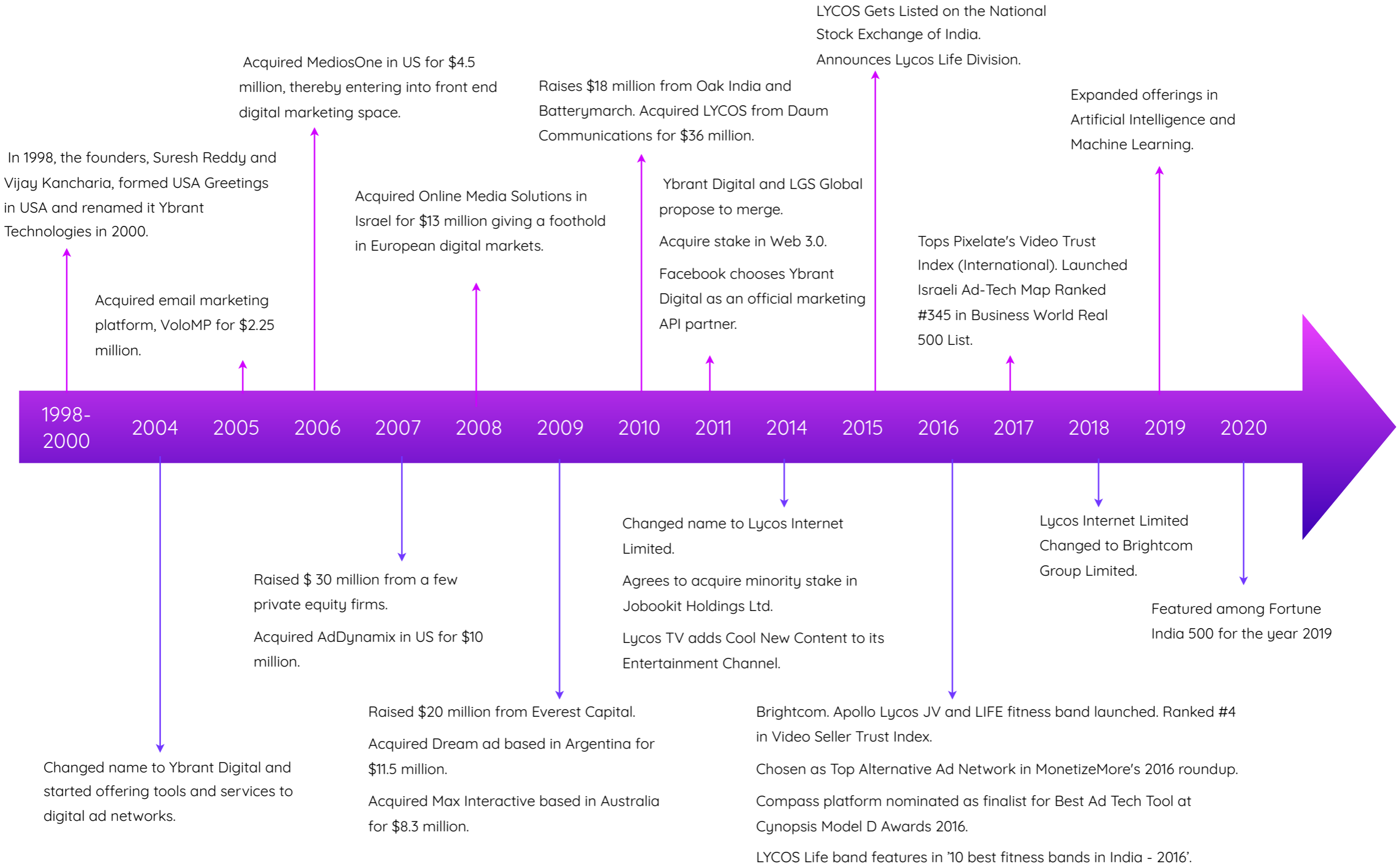
The Company has fourteen operating technology companies which provide services that harness the complexity, interactivity and dynamic nature of the internet with the objective of delivering technology solutions and the most successful advertising campaigns for its clients. The Company achieves this by selling targeted and measurable online advertising campaigns and programs for advertisers and advertising agency clients, generating client leads, online sales and increased brand recognition on their behalf with online consumers. The Company's digital marketing services involve marketing through various methods, including: (i) video ads, (ii) display ads, (iii) search marketing, (iv) email marketing, (v) lead generation, (vi) affiliate marketing, (vii) social media marketing, and (viii) mobile marketing. The Company has 22 office locations and has 463 employees and consultants worldwide. Brightcom Group ranks at 442 among Fortune 500 India companies.
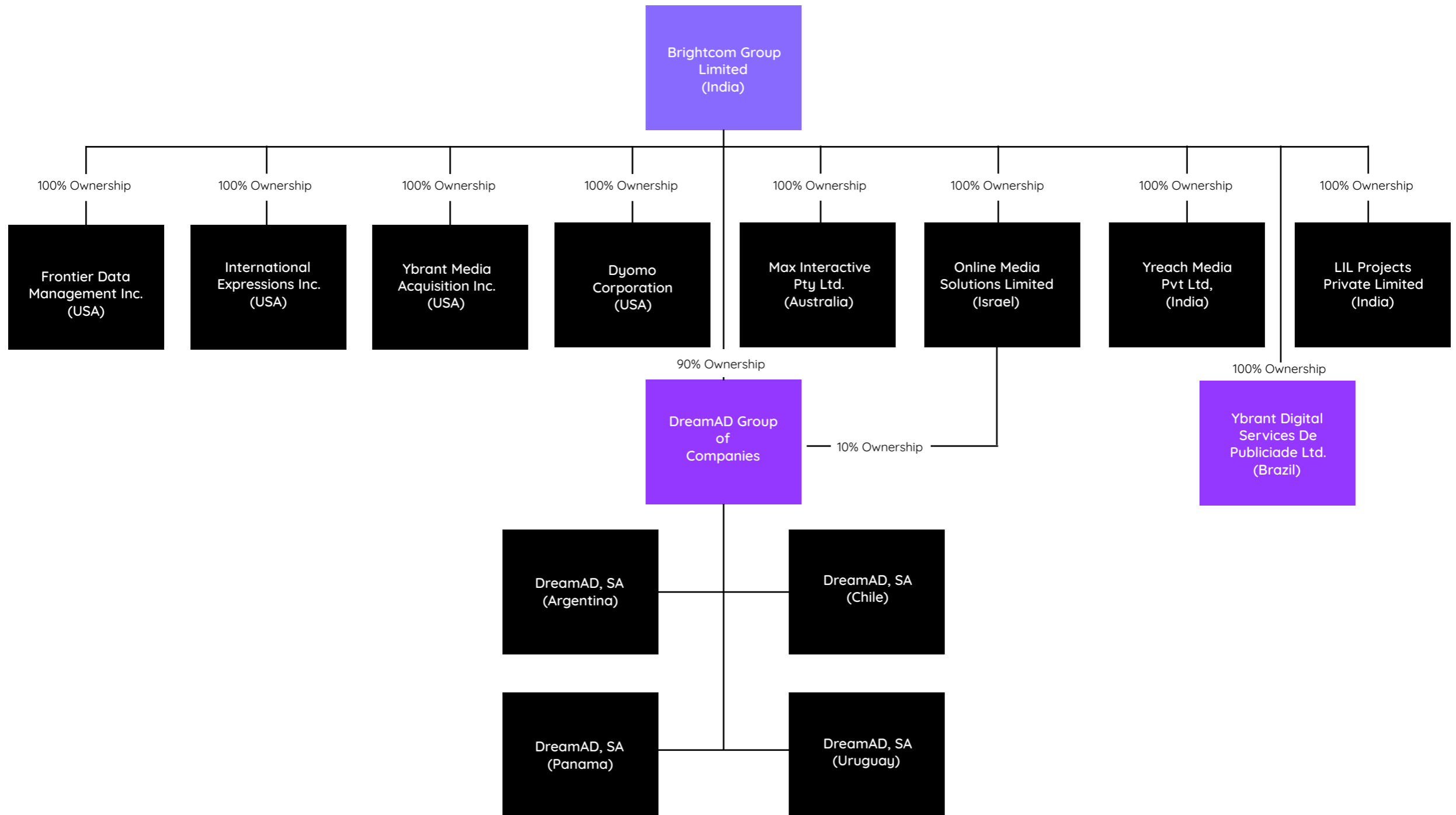

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Historical Overview

- The founders, Suresh Reddy and Vijay Kancharla started USA Greetings in 1998 and renamed the business to Ybrant technologies in 2000. Over the period of next twenty years, the Company became a global player in digital marketing and related platforms by successfully acquiring and integrating 10 acquisitions.

- Lycos Inc., formed in 1995, was spun out of Carnegie Mellon University and was a pioneer in internet search. It led the fastest IPO from inception to listing on NASDAQ in 1996. Lycos was acquired by Terra Networks for $12.5 billion in 2000. Lycos was later sold to Daum Communications for $95 million in 2004.

- Lycos was acquired by Ybrant in 2010 for $36 million and renamed the Company to Lycos Interned Limited.

- In 2016, the Company launched, LYCOS LIFE, Brightcom programmatic video platform and Apollo LYCOS JV.

- The Company ranked #4 in global ranking Video Seller Trust Index for programmatic advertising by Pixelate Inc. Brightcom was chosen as a Top Alternative Ad Network in MonetizeMore's 2016 roundup. In addition, the Company launched Compass to combine programmatic video and display advertising into yield optimization & ad management platform. The Compass platform was nominated as finalist for Best Ad Tech Tool at Cynopsis Model D Awards 2016. LYCOS Life band featured in '10 best fitness bands in India - 2016' by IOTIndiaMag.com.

- In 2017, the Company topped Pixelate's Video Trust Index (International) as per March 2017 report. The Company launched post-bid.com landing page geared to potential demand side partners. The Company relocated to a large new space in Gachibowli, Hyderabad. In addition, LYCOS Media introduced LYCOS Sports app. The Company launched Israeli Ad-Tech Map and signed an agreement with Tinbu.com to expand its news content offerings in the areas of: Lottery, Horoscopes, Celebrity News, Sports, Gas Prices, Weather, Comics, and Today in History. The Company was ranked #345 in Business World Real 500 List.

- In 2018, Lycos Internet Limited was renamed to Brightcom Group Limited. The Company was ready with changes required to the European General Data Protection Regulation ("GDPR").

- The Company increased its service offerings in Artificial Intelligence and Machine Learning.

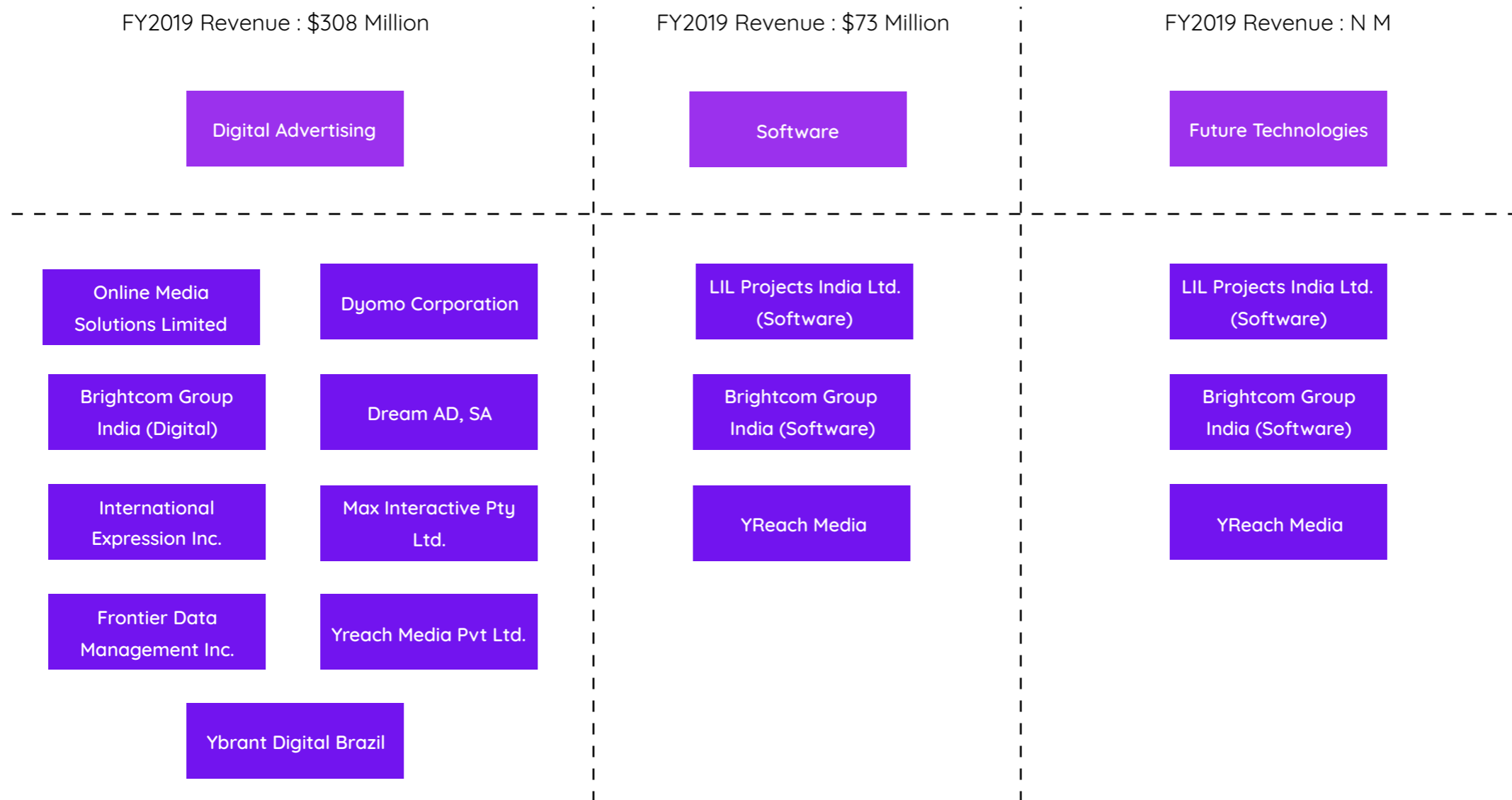- Brightcom Group was featured among Fortune India 500 for the year 2019

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Company Timeline

LYCOS Gets Listed on the National Stock Exchange of India. Announces Lycos Life Division.

Acquired MediosOne in US for $4.5 million, thereby entering into front end digital marketing space.

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

Expanded offerings in Artificial Intelligence and Machine Learning.

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

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

Ybrant Digital and LGS Global propose to merge.

Acquire stake in Web 3.0.

Facebook chooses Ybrant Digital as an official marketing API partner.

Tops Pixelate's Video Trust Index (International). Launched Israeli Ad-Tech Map Ranked #345 in Business World Real 500 List.

Acquired email marketing platform, VoloMP for $2.25 million.

| 1998-2000 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 |

Changed name to Lycos Internet Limited.

Agrees to acquire minority stake in Jobookit Holdings Ltd.

Lycos TV adds Cool New Content to its Entertainment Channel.

Lycos Internet Limited Changed to Brightcom Group Limited.

Raised $ 30 million from a few private equity firms.

Acquired AdDynamix in US for $10 million.

Featured among Fortune India 500 for the year 2019

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

Raised $20 million from Everest Capital.

Acquired Dream ad based in Argentina for $11.5 million.

Acquired Max Interactive based in Australia for $8.3 million.

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

Chosen as Top Alternative Ad Network in MonetizeMore's 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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Company Structure

Brightcom Group Limited (India)

- 100% Ownership → Frontier Data Management Inc. (USA)
- 100% Ownership → International Expressions Inc. (USA)
- 100% Ownership → Ybrant Media Acquisition Inc. (USA)
- 100% Ownership → Dyomo Corporation (USA)
- 100% Ownership → Max Interactive Pty Ltd. (Australia)
- 100% Ownership → Online Media Solutions Limited (Israel)
- 100% Ownership → Yreach Media Pvt Ltd, (India)
- 100% Ownership → LIL Projects Private Limited (India)
- 100% Ownership → Ybrant Digital Services De Publiciade Ltd. (Brazil)

90% Ownership → **DreamAD Group of Companies**

Online Media Solutions Limited (Israel) — 10% Ownership → DreamAD Group of Companies

DreamAD Group of Companies:
- DreamAD, SA (Argentina)
- DreamAD, SA (Chile)
- DreamAD, SA (Panama)
- DreamAD, SA (Uruguay)

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Services Overview

The Company's services can be categorized into three primary divisions: (i) Ad-Tech (digital/ advertising), (ii) software development services / IT services, and (iii) future technologies. The Company's software development services are based in India, while all other subsidiaries provide digital/ advertising services. The Ad-Tech and software development services divisions had revenues of $308.0 million and $73.0 million, respectively, representing 80.8% and 19.2%, respectively of FY2019 revenue. The Company's future technologies division consists primarily of the Company's LIFE product and developments in artificial intelligence, machine learning and Digital Out of Home ("DOOH") advertising.

SERVICES BREAKDOWN BY DIVISION

FY2019 Revenue : $308 Million	FY2019 Revenue : $73 Million	FY2019 Revenue : N M
Digital Advertising	**Software**	**Future Technologies**

Online Media Solutions Limited	Dyomo Corporation	LIL Projects India Ltd. (Software)	LIL Projects India Ltd. (Software)
Brightcom Group India (Digital)	Dream AD, SA	Brightcom Group India (Software)	Brightcom Group India (Software)
International Expression Inc.	Max Interactive Pty Ltd.	YReach Media	YReach Media
Frontier Data Management Inc.	Yreach Media Pvt Ltd.		
Ybrant Digital Brazil			

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Digital Advertising

The Company's services provide advertisers and online publishers with a combination of campaigns, networks, and technologies to engage consumers and maximize their digital marketing reach.

The following provides a summary of Company's services:

Video Advertising: The Company offers video advertising services to advertisers, agencies and DSPs through a programmatic solution called Brightcom. The Company offers the programmatic video advertising solution through its brands: Oridian, DreamAd and Max Interactive

Display Ads Marketing: The Company offers display ads marketing with geographic, demographic, and behavioral targeting through its technology platform, Ad Management System ("AMS"), which tracks and aggregates consumer response to advertisements, allowing the users to adjust targeting if needed. The Company provides tools; such as flash streaming and small applications called "applets," for generating display ads. The Company offers display ads marketing through its brands: MediosOne, AdDynamix, Oridian, DreamAd and Max Interactive.

Performance-based Marketing: The Company offers performance-based marketing to clients that use AMS, affiliate marketing and display marketing, with pricing determined by one or more of the following methods: (i) cost-per-lead ("CPL"), (ii) cost-per-thousand ("CPM"), (iii) cost-per-click ("CPC"), and (iv) cost-per action ("CPA").

Definitions: (i) CPL - charges with a rate determined by each impression, which is a delivery of the advertisement to the consumer, (ii) CPM - charges with a rate determined by every one thousand impressions, (iii) CPC - charges with a rate determined by each instance of a consumer "clicking" on the advertisement, and (iv) CPA - charges with a rate determined by each instance of a consumer performing a specified action, typically completing a form or purchasing a product.

Search Marketing: The Company offers three primary methods of search marketing: (i) contextual search, (ii) paid inclusion, and (iii) site optimization.

Definitions: (i) contextual search - an advertiser pays to have text links appear in an article based on the article's content instead of the consumer's search term, (ii) paid inclusion - an advertiser pays to guarantee its website is indexed by a search engine, and (iii) site optimization - an advertiser pays to ensure its website appears in search engines more often and with better placement.

Email Marketing and Lead Generation: The Company provides an email marketing platform and relevant technology by license through brand, VoloMP, which is a scalable bulk emailing platform capable of sending up to 20,000,000 emails on one server per day with tracking and reporting statistics. The Company also provides clients with three other technology platforms for email marketing, Zentyl, FlatMonk and DataCombine. The Company provides lead generation through its brands Oridian and AdDynamix.

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Affiliate Marketing: The Company offers affiliate marketing where in a publisher joins an advertiser's affiliate marketing program and agrees to distribute the advertiser's advertisements in exchange for commissions on leads or sales generated. One form of affiliate marketing is co-registration, which involves an arrangement between an advertiser and an affiliate for opt-in traffic, typically taking the form of a checkbox for registrants to opt-in to receive future email announcements from the advertiser. Co-registration is a particularly effective way for advertisers to generate business because consumers choose to receive advertising. The Company uses affiliate management software to track high volumes of impressions, clicks or other specified actions that could come from different publishing sources, including websites, emails, search engines, and newsletters.

Social Marketing: The Company offers social marketing through popular sites, such as Facebook, Twitter, or website review sections, to create content that attracts attention, whether through online conversations, reviews or other participation from consumers. The consumers then spread the advertiser's message to other consumers, with the message resonating because it comes from another consumer, who is presumably impartial and has tried the product or service, instead of the advertiser.

Mobile Marketing: The Company offers mobile marketing to advertisers that enable brands to provide location specific advertising to consumers on their mobile devices by using location-tracking technology. Advertisers currently implement mobile marketing through voice, internet, and SMS, and are looking at marketing through other value-added services in the near future. The advertisements used in mobile marketing include discount coupons and advertisements that can expire quickly because of the consumer's proximity to the service or product.

Niche Campaigns: The Company uses various marketing techniques to develop niche campaigns for clients, including campaigns that target consumers by geography, demography or behavior (also known as predictive or psychographic targeting), allowing clients to overlay multiple variables, such as finding customers who speak a certain language, gender and browsing history. The Company's niche campaigns tailor its clients' advertisements in addition to its target consumers.

Campaign Analysis and Optimization: Throughout running client campaigns, the Company provides data to its clients in online, real-time performance reports that evaluate campaigns along several dimensions, including sales, leads, registrations, and downloads. The Company's strategists review the data with its clients to tailor their campaigns as needed. For example, if a website carrying an advertisement is generating unacceptably low response rates, the Company can remove that website from the campaign or negotiate a lower rate.

Digital Traffic Management: The Company offers digital traffic management that involves evaluating the client's objectives, outlining media strategy, developing a media plan and executing the plan by negotiating rates for the desired placements.

Ad Serving: The Company remotely stores and delivers digital advertisements to website visitors. In addition, the Company coordinates and monitors the ad serving process once an advertising campaign commences. The Company's ad serving systems receive several billion advertisement requests each month, processing the majority of these at sub-millisecond speeds. The Company's ad serving system allows clients to adjust their advertising campaigns quickly because it makes the changes on its own ad serving systems and not individual websites.

Record-Keeping for Client Interaction: The Company collects and stores all information generated in client interactions in a data warehouse, which allows users to review and structure campaigns to improve effectiveness of services. The Company reviews all product and service inquiries and orders at both a business and technical level to ensure that requirements are properly understood and to provide the right personnel to serve clients.

Real Time Reporting: The Company generates real time reporting to ensure that its clients can receive information as fast as it is generated. Real time reporting allows the Company to tailor campaigns for its clients with flexibility and efficiency.

Client Responsiveness: The Company engineers its services with failsafe controls and monitors services 24 hours a day and 365 days a year with specialized monitoring systems that can aggregate issues and relay them to a human-staffed network operations center. The Company constantly have engineers available on standby to take corrective action as needed.

Software Services & Future Technologies

The Company's software services include developing customized technology platforms to solve specific needs of clients primarily around digital media and other related offerings. The Company's software services generated revenue of $70.3 million in FY2018 and is expected to increase to $73 million in FY2019. The Company integrates open source and commercially available software to ensure optimum cost-sensitivity. The Company charges its clients for technology platform customization through various means: (i) licensing, (ii) the costs incurred in development method, or (iii) pay per use. The Company uses a standardized development process that includes: (i) planning, (ii) designing inputs, (iii) business critical outputs, (iv) quality assurance, (v) change control, and (vi) knowledge sharing.

Artificial Intelligence & Machine Learning: The Company has deep connections with PhD's at universities and along with industry experts provides artificial intelligence and machine learning services to its customers. The Company has completed millions of data annotations as well as complex synthetic data-sets with custom API's for fast growing start-ups and Fortune 1,000 companies in the field of retail, agriculture, medicine, security, and industry 4.0. The Company has quickly scaled to be the premier provider of synthetic data, data annotation and end product development for small to mid-size businesses and enterprises alike. Through the utilization of its vast annotated data resources, along with machine learning and artificial intelligence services, the Company is uniquely positioned to create groundbreaking applications at an unparalleled speed, affordability, with higher accuracy and precision.

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Products & Brands

Through its various subsidiaries, the Company owns the following products:

Onetag: generates a tag by the One Tag system which is implemented on the publisher's website or ad-server to trigger the banner display from the Company's system every time an impression is called. It is one of the most efficient seller side tracking platforms.

COREG: COREG or Co-Registration allows a consumer to opt-in for multiple offers while registering for one primary offer. For example, while signing up for a newsletter, a consumer might see a checkbox with a sign up for a related newsletter from another company. This checkbox is the opt-in for the co-registration, by checking that box, the consumer's data will be transferred to advertisers presented on the form.

VoloMP: is an email marketing tool used by affiliate marketers with functionality for setting sending limits with an inbuilt Unique tracking algorithm.

ProxyTool: is a Firefox installable tool bar with user authentication and admin functions

Brightcom: is a platform that allows the programmatic trading of ads, primarily video based. It allows for easy integration and maximum yield over video and display, both mobile and desktop. It provides a visual analytics interface and also quality and Ad fraud monitoring mechanism.

Pangea: is a proprietary optimization approach which enables quality conversions with full users funnel tracking to achieve optimum results.

SERVICES BREAKDOWN BY DIVISION

Subsidiary	Brands used by Subsidiary	Products used by Subsidiary
Online Media Solutions	Oridian	Onetag, Pangea, Brightcom
Dyomo		
DreamAD	DreamAD	Onetag, Pangea
International Expressions, Inc		VoloMP
Frontier Data Management	MediosOne	Onetag. Pangea, COREG, ProxyTool
Max Interactive Pty Ltd.	Max Interactive	Onetag, Pangea
Ybrant Brazil		Onetag, Pangea

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Intellectual Property

- The complexity of the Company's products and the know-how incorporated into them make it difficult to copy or replicate specific features. The Company relies on a combination of confidentiality clauses, copyrights and, to a lesser extent, patents, and trademarks to protect its intellectual property and know-how.

- The Company customarily requires employees, clients and third-party collaborators to execute confidentiality agreements or otherwise agree to keep its proprietary information confidential. The Company's employment contracts typically include clauses requiring employees to assign to the Company, all inventions, and intellectual property rights that they develop in the course of their employment and to agree not to disclose confidential information. Because software is stored electronically and thus highly portable, the Company has strict identity access requirements to access servers through the use of closed networks and with physical security systems which prevent their external access. The Company minimizes disclosure of source code to clients and other third parties. As next generation products are developed, the Company intends to pursue patent and other intellectual property rights protection, when practical, for core technologies developed in the Company.

- The digital marketing industry is characterized by ongoing product changes resulting from new technological developments, performance improvements and decreasing costs. The Company believes that its future growth depends to a large extent on its ability to profoundly understand clients and their needs and to be an innovator in the development and application of technology.

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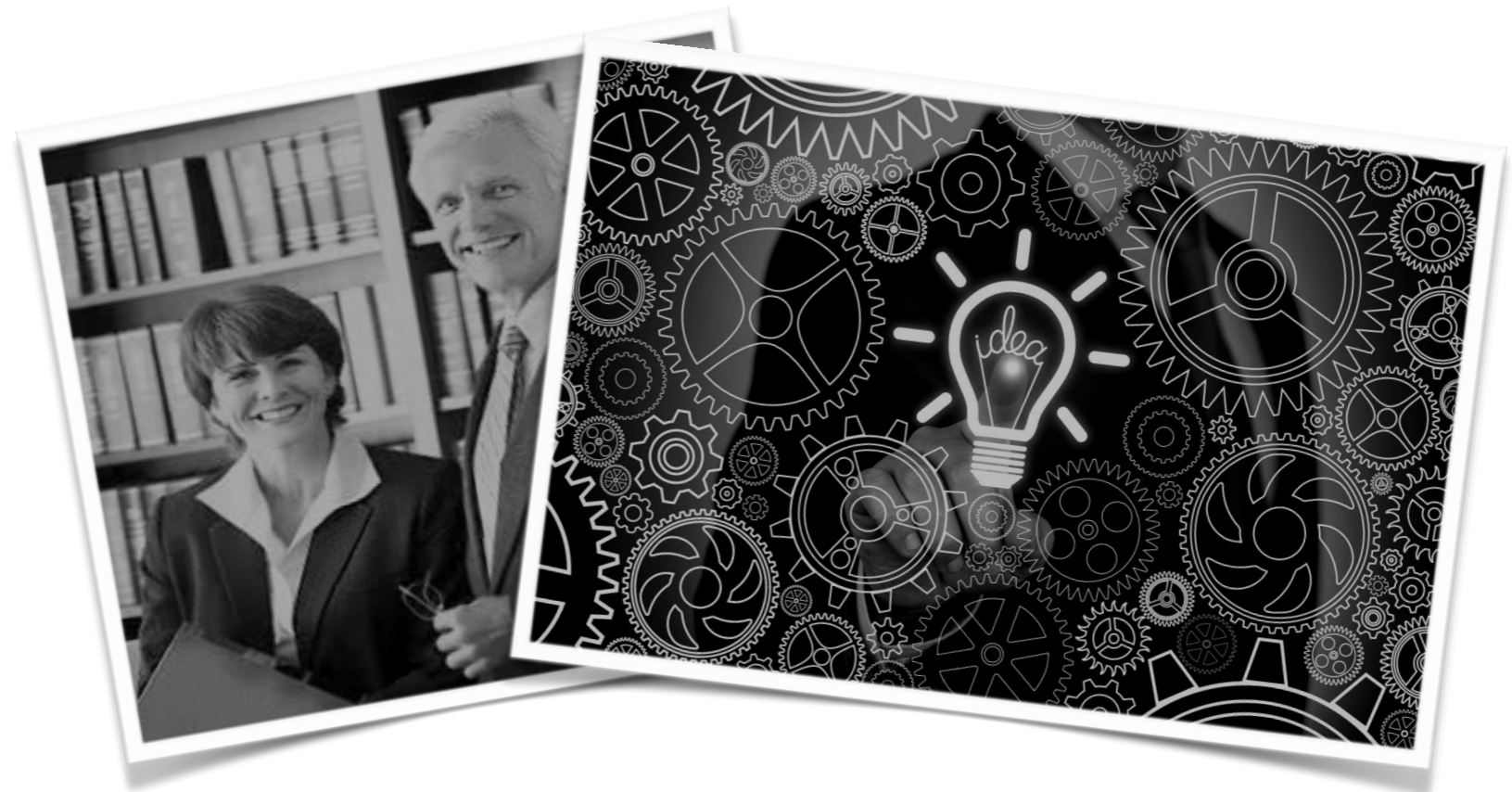
Customer Overview

The Company's customers include Ad agencies, publishers, and direct advertisers that depend on the Company's products to deliver a comprehensive marketing experience to their clients. The following table provides a snapshot of few of the Company's customers:
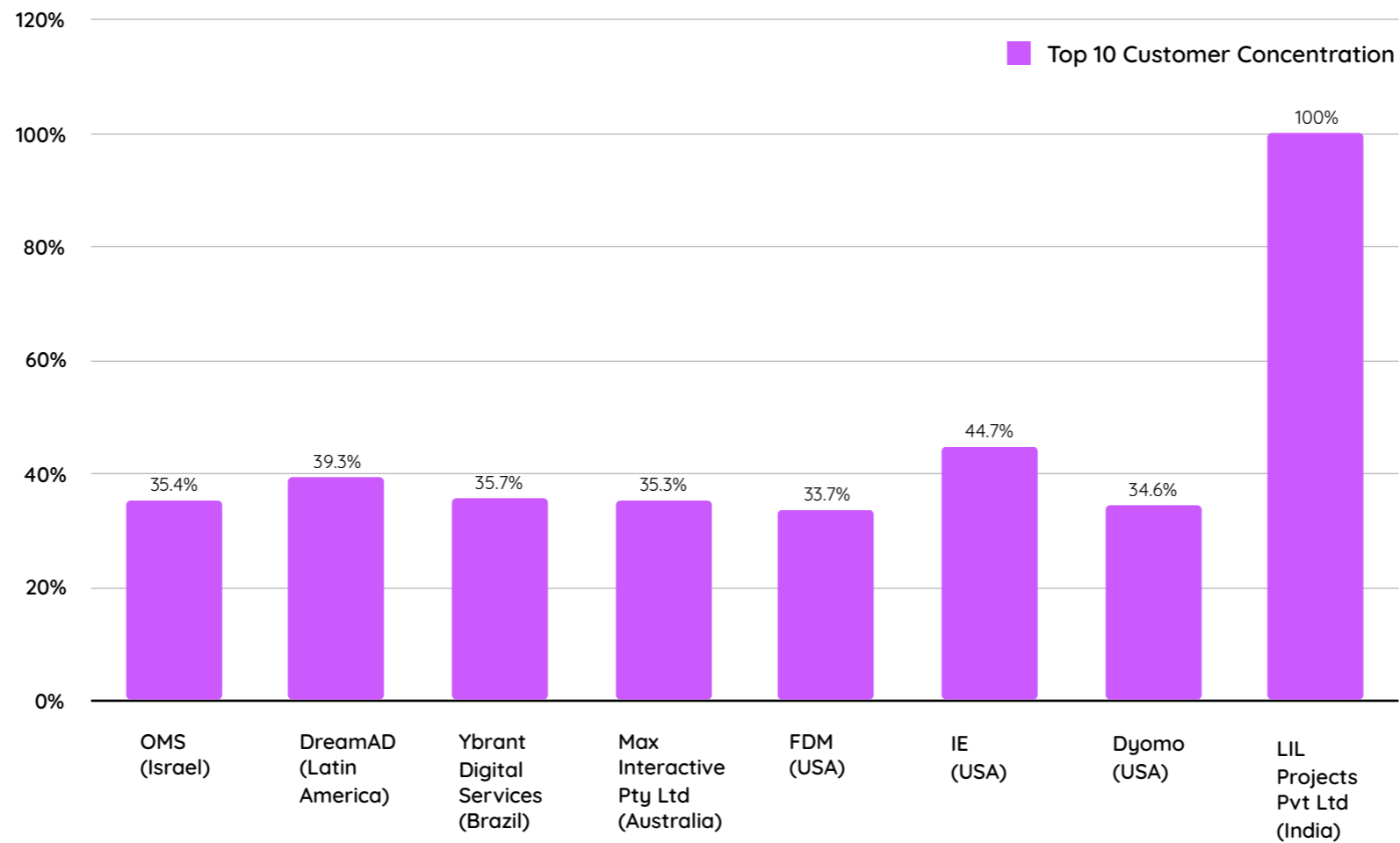
CUSTOMER LOGOS


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Customer Concentration

The Company has a diversified base of customers where the top 10 customers within each subsidiary represent less than 45% of revenue from respective subsidiary, with an exception of LIL Projects Pvt Ltd where 100% of revenues are generated from Top 10 customers:

CUSTOMER CONCENTRATION (FY2019)

■ Top 10 Customer Concentration

Subsidiary	Value
OMS (Israel)	35.4%
DreamAD (Latin America)	39.3%
Ybrant Digital Services (Brazil)	35.7%
Max Interactive Pty Ltd (Australia)	35.3%
FDM (USA)	33.7%
IE (USA)	44.7%
Dyomo (USA)	34.6%
LIL Projects Pvt Ltd (India)	100%

Roadmap

The Company has stayed at the forefront of its sectors by continuing to invest in new technology and expand through select acquisitions. The Company has a deep understanding of digital advertising trends, software and solid track record in acquiring and integrating niche technology companies to further its technical lead among its competitors and expand into up and coming high growth sub-sectors. Over the next 18-24 months the Company plans to expand or invest in the following technologies and sectors:

Roadmap over next 18-24 months
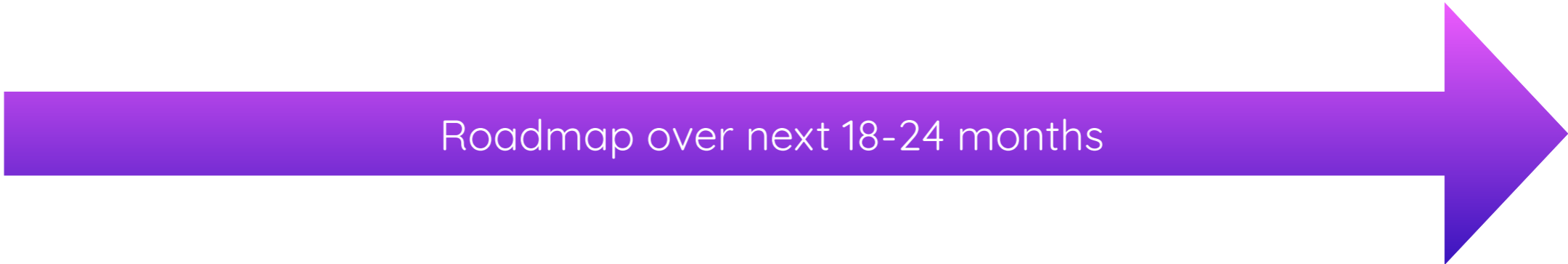
Artificial Intelligence:

The Company will continue to invest in machine learning, heuristic tools and AI systems for programmatic ad buying for our customers to use and implement.

Beyond digital marketing or agriculture or even health care, opportunity exists in every industry and part of society. AI allows us to understand and make sense of the world around us in a deeper way than ever before.

AI is already helping the world with crisis response and prevention, with more precise flood warnings and rainfall forecasting, and predicting earthquake aftershocks.

World has not even scratched the surface of what AI can do. Brightcom Group is closely monitoring the developments and intends to contribute where appropriate.

Internet of Things:

The Company's Lycos LIFE division is focused on simplifying the way people leverage the Internet for their daily use, through various connected devices.

Video Ads:

The Company has built technologies and systems around video ads – provide smarter targeting of relevant ads in both mobile apps and online videos.

Digital Out of Home (DOOH) :

The Company's focus on Digital Out of Home or DOOH refers to digital media used for marketing purposes outside of the home and allows advertisers to change their messaging according to variables such as time, date, weather and sports results and others.

Mobility:

The Company is building significant tools and systems to better serve customers with the greater user information available from mobile users including location, preferences, and one-on-one marketing opportunities versus online platforms where often a family may be using the same computer and hence demographic mix-ups are more likely.

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Legal Matters

The Company has one pending litigation outstanding in the matter Daum Global Holdings Corp. v. Ybrant Digital Limited et al. The dispute between the parties arose out of a certain stock purchase agreement dated as of August 15, 2010 ("SPA") between Daum and Ybrant Media Acquisition, Inc (or "YMA"). In the SPA, YMA agreed to purchase from Daum Communications for certain payments all the shares of Lycos Inc., a Virginia corporation with the principal office in Massachusetts.

(A mutually agreed upon settlement contract to address the dispute has been drafted and the logistics of closing are underway.)

Equity Capitalization

Name	Number Of Shares	% Ownership
Total Promoter Holding	**186427685**	**39.1%**
Public	255309611	53.6%
Foreign Venture Capital Investors	33368913	7.0%
Foreign Portfolio Investor	1145290	0.2%
Total Public Holding	**289823814**	**60.9%**
Grand Total	**476251499**	**100.0%**