



August 09, 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: Presentation on Overview & Consolidated Financials

We are enclosing a copy of the presentation on the analysis of Digital Business based on FY2021 Consolidated Financials of the Company which are excluding the Standalone numbers, India based Companies, Dyomo Corporation and International Expressions Inc (Volo MP). In the interest of full disclosure to our shareholders, we are sharing this presentation as this will be presented to a few investors in next few days.

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.

Thanking you.

Yours faithfully,

For BRIGHTCOM GROUP LIMITED

Manohar Mollama
Company Secretary & Compliance Officer
ACS - 39254

Encl.: A/a



SALES

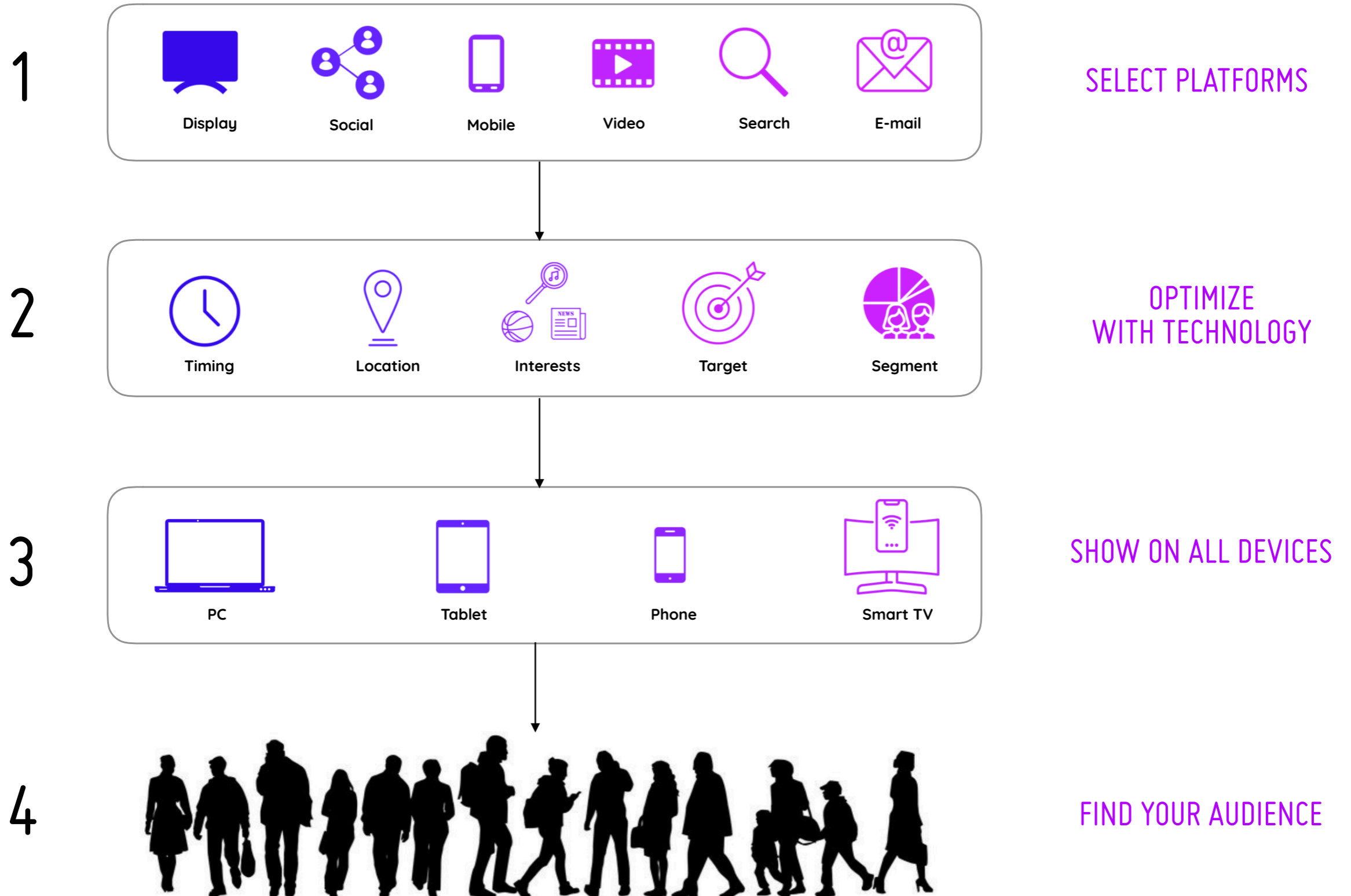


brightcom
group

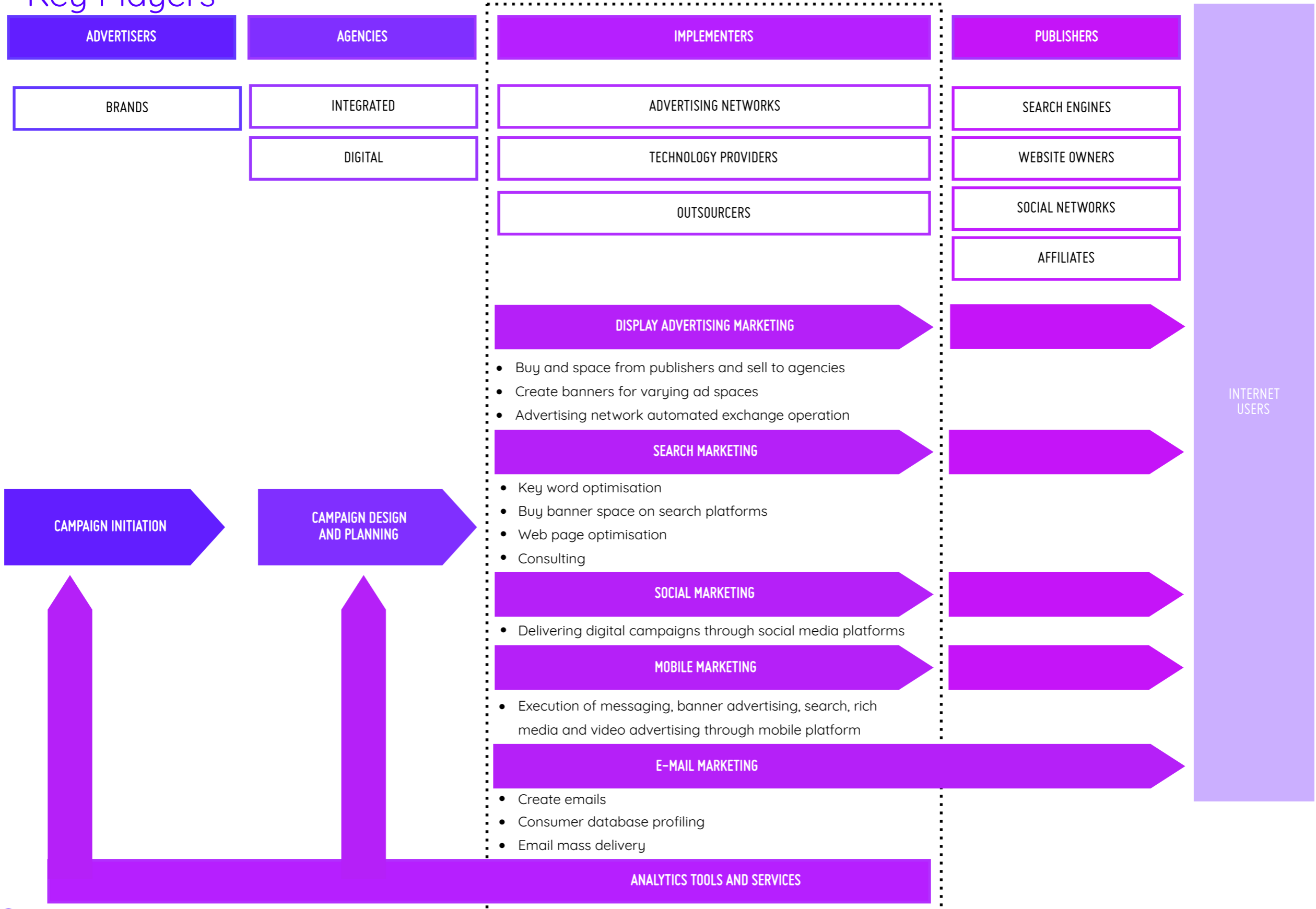
DIGITAL BUSINESS

Adtech is what makes the internet work. We put tech in Adtech. Brightcom is a global media company. Our mission is to make it easier for our partners to maximize yield and gain exposure across video, display and mobile channels. Brightcom's offering is based on a strong technological foundation, years of market experience and a winning attitude.

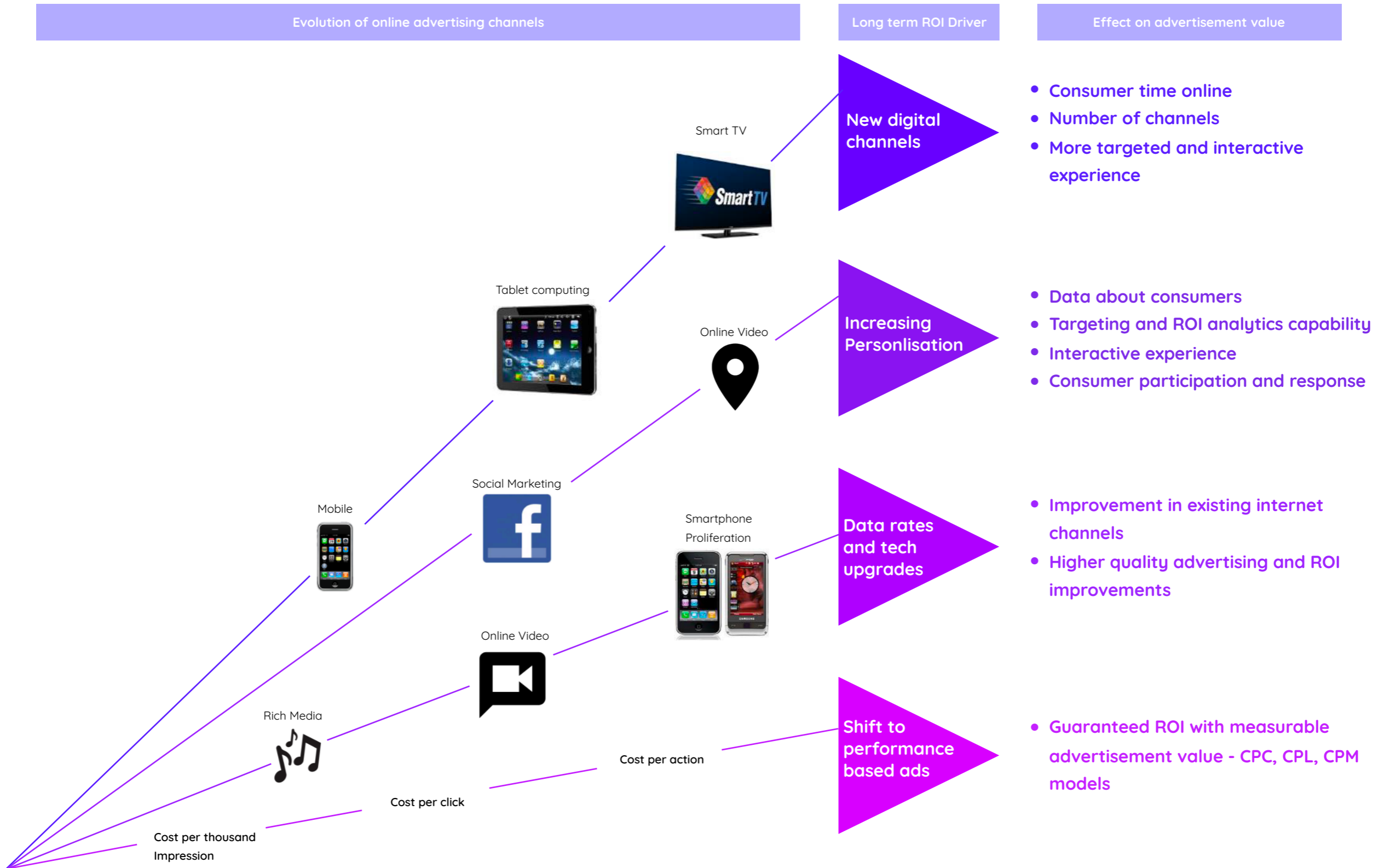
The nuts and bolts



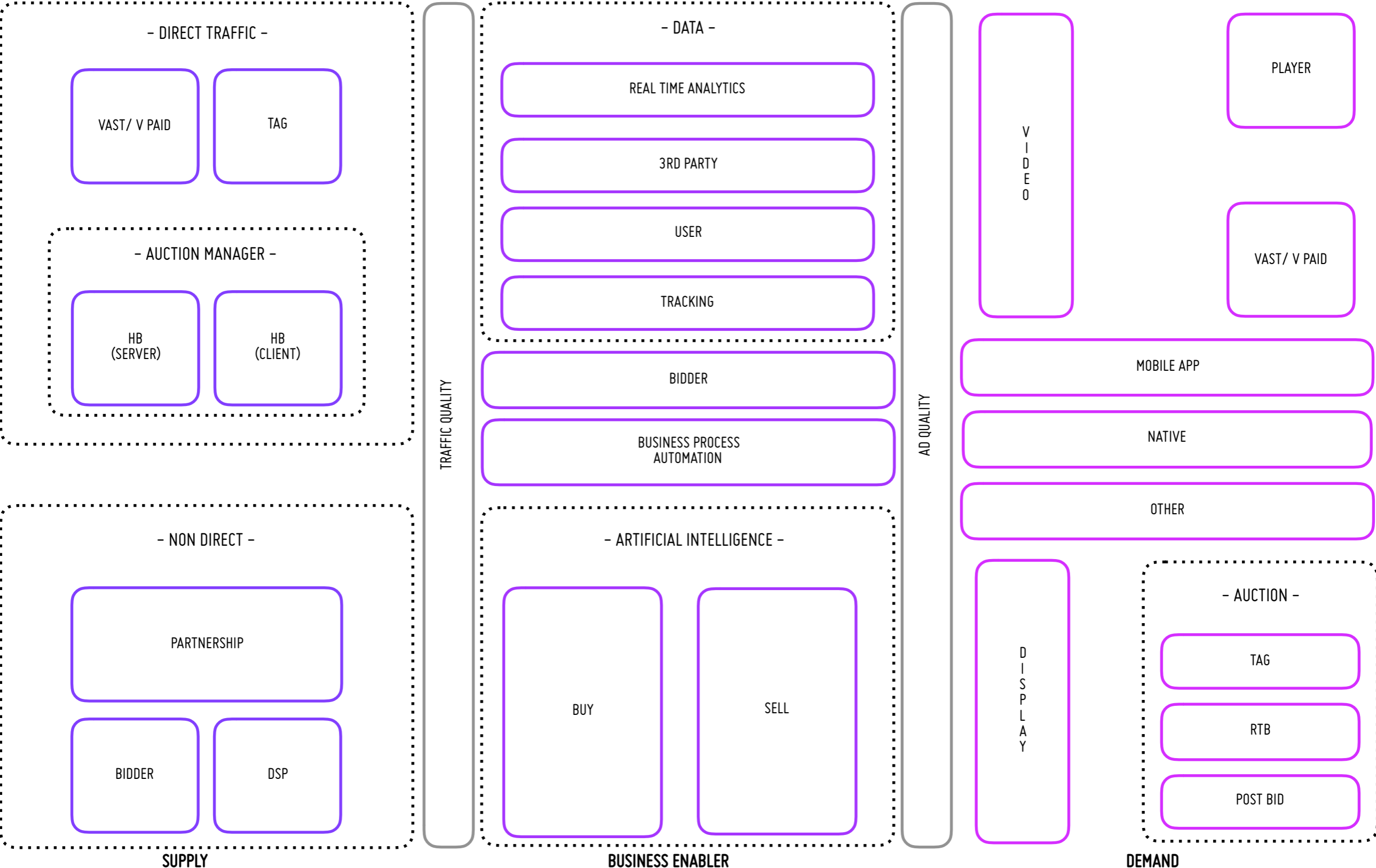
Key Players



The evolution

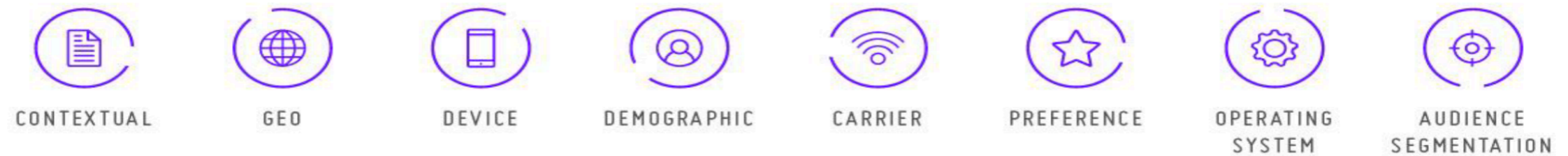


Brightcom Platform



Targeting Capabilities

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



COMPASS

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

HEADER BIDDING

- pre-bid/ post-bid

Display

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

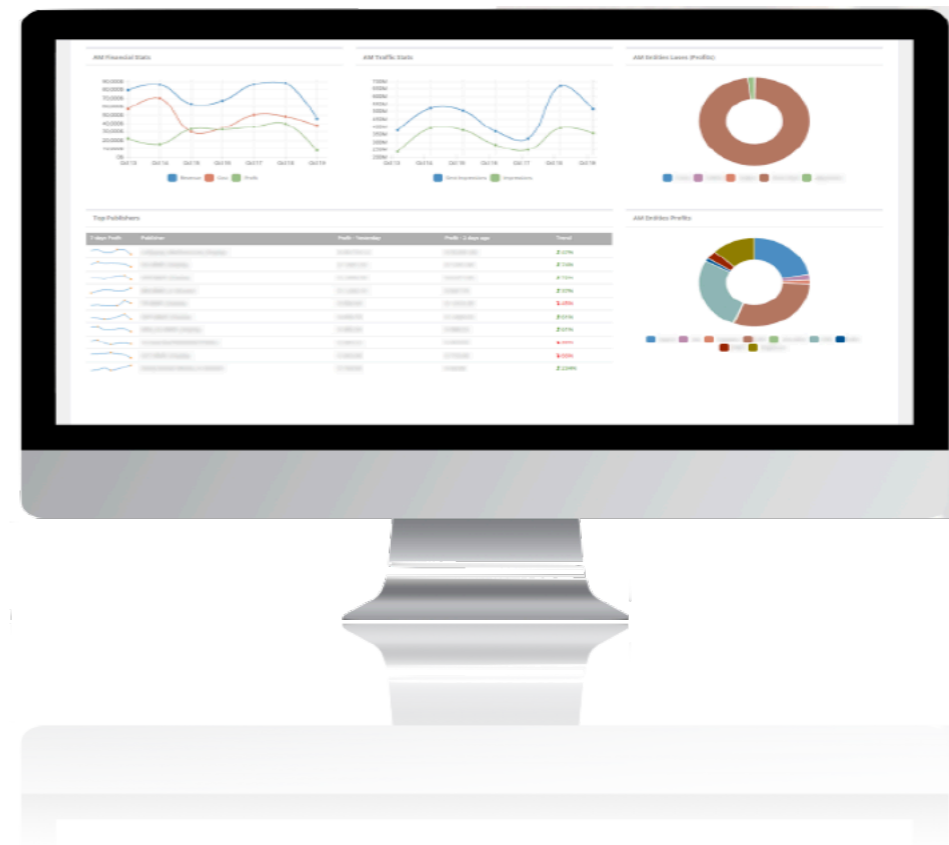
Compass Platform

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

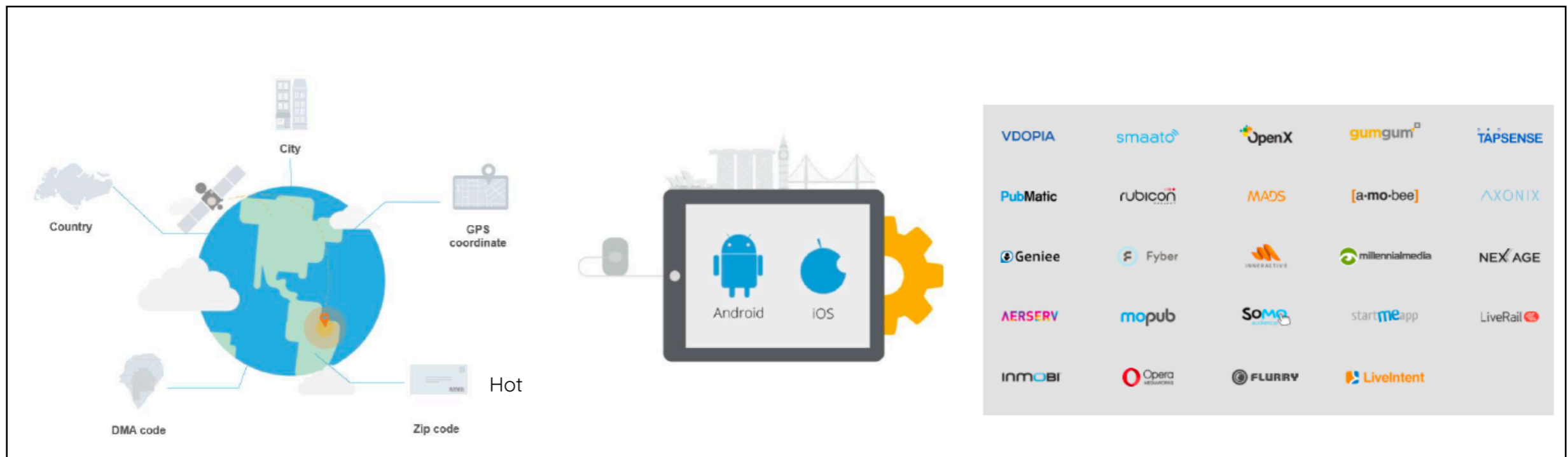


Compass named finalist for **Best AD Tech Tool**
at Cynopsis Digital Model D Awards 2016

Source : equitybulls



Key Features of Brightcom Mobile



Geo Targeting

Device Targeting

Partnership Powerhouse

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.



Clients and Partners

AGENCIES



BRANDS





brightcom
group

DIGITAL BUSINESS
FY2021 - FINANCIALS

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 forward 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.

Historical Annual Income Statements (FY2017-FY2021)

(Amounts in Thousands, Years ended March 31)

Operating Information	FY2017	FY2018	FY2019	FY2020	FY2021
Digital/Advertising Revenue	\$280,992	\$288,680	\$288,129	\$297,669.56	\$304,505
Other Revenue	\$102	-\$58	-\$387	\$1,996	\$103
Revenue	\$281,094	\$288,738	\$288,516	\$299,665.56	\$304,608
Growth Rate	5.9%	2.74%	(1.9%)	3.31%	2.3%
Digital/ Advertising COGS	\$152,381	\$150,101	\$151,078	\$155,804.93	\$162,223
Gross Profit	\$128,611	\$138,579	\$137,051	\$141,865	\$142,282
Gross Margin %	45.8%	48.0%	47.5%	47.3%	46.73%
SG&A	\$35,694	40513	\$39,811	\$39,959	\$38,392
Depreciation and Ammortization	\$14,222	\$16,637	\$18,861	\$24,922.3	\$25,652
EBIT	\$78,695	\$81,429	\$78,379	\$76,983	\$78,238
Ammortization	\$0	\$0	\$0	\$0	\$0
EBITA	\$78,695	\$81,429	\$78,379	\$76,983.33	\$78,238
Deprecitation	\$14,222	\$16,637	\$18,861	\$24,922	\$25,652
EBITDA	\$92,917	\$98,066	\$97,240	\$101,905.63	\$103,890
EBITDA Margin	33.06%	33.96%	33.7%	34.01%	34.11%
EBITDA Growth	5.2%	1.2%	(1.8%)	4.8%	1.95%
Adjustments	0	0	0	0	0
Adjusted EBITDA	\$109,246	\$110,535	\$108,462	\$101,905.63	\$103,890
Adj. EBITDA Margin	29.9%	29.4%	29.4%	34.01%	34.11%
Adj. EBITDA Growth	5.2%	1.2%	(1.8%)	-6.04%	1.95%
Interest Expense	\$2,275	\$2,294	\$1,887	\$889	\$471
Other Expense/ (Income)	\$0	\$0	\$0	\$0	\$0
Pretax Income	\$91,913	\$90,626	\$86,606	\$76,094.33	\$77,767
Income Taxes	\$29,267	\$28,223	\$23,490	\$14,002.33	\$20,194
Tax Rate	31.8%	31.1%	27.1%	27.03%	0.26%
Net Income	\$62,646	\$62,403	\$63,115	\$62,092	\$57,573
Net Income Margin	17.1%	16.6%	17.1%	20.72%	18.9%

Notes:

1. The Digital Advertising Businesses based have been consolidated

Historical Annual Balance Sheets (FY2015-FY2020)

(Amounts in Thousands, Years ended March 31)

ASSETS

	FY2017	FY2018	FY2019	FY2020	FY2021
Cash	\$11,723	\$12,981	\$14,109	\$14,908	\$17,114
Accounts Receivable	\$188,649	\$126,902	\$121,497	\$122,113	\$122,097
Short Term Loans & Advances	\$82,731	\$86,575	\$93,403	\$81,759	\$80,528
Other Current Assets	\$69,644	\$79,574	\$73,815	\$19,720	\$17,289
Total Current Assets	\$277,186	\$306,032	\$302,728	\$238,500	\$237,028
PP&E	\$2,192	\$4,264	\$3,320	\$2,790	\$2,192
Intangible Assets(Including Goodwill)	\$89,809	\$86,004	\$68,817	\$84,280	\$84,280
Capital Work-in-Progress	\$2,680	\$18,150	\$20,179	\$17,011	\$20,024
Intangible Assets Under Development	\$10,407	\$25,603	\$18,684	\$16,524	\$17,025
Non-Current Investements	\$15,410	\$15,410	\$30,786	\$31,464	\$44,503
Long Term Loans & Advances	\$24,383	\$24,425	\$24,425	\$24,425	\$18,275
Deferred Financing Fees	\$0	\$0	\$0	\$0	\$0
Other Non-Current Assets	\$4,183	\$4,194	\$4,103	\$3,852	\$4,312
Total Assets	\$426,251	\$484,084	\$473,042	\$418,846	\$421,003

LIABILITIES

Accounts Payable	\$12,256	\$11,162	\$11,620	\$12,721	\$11,125
Short Term Provisions	\$10,557	\$10,898	\$9,769	\$7,070	\$7,454
Other Current Liabilities	\$14,348	\$14,656	\$14,814	\$22,500	\$2,163
Total Current Liabilities	\$37,160	\$36,716	\$36,204	\$42,291	\$20,742
Existing Borrowings	\$9,950	\$9,920	\$9,152	\$4,513	\$0
Lycos Acquisition Payable	\$15,112	\$15,112	\$15,112	\$15,112	\$7,000
Total Long-Term Debt	\$25,062	\$25,032	\$24,264	\$24,434	\$7,000
Long Term Provisions	\$252	\$564	\$1,226	\$1,251	\$712
Deferred Tax Liabilities	-\$60	-\$198	\$400	\$365	\$369
Other Long Term Liabilities	\$1,166	\$672	\$793	\$1,211	\$1,080
Total Liabilities	\$63,582	\$62,786	\$2,419	\$64,742	\$28,822
Stockholders Equity	\$362,669	\$421,298	\$410,156	\$354,104	\$392,181
Total Liabilities and Stockholders Equity	\$426,251	\$484,084	\$473,042	\$418,846	\$421,003

Notes:

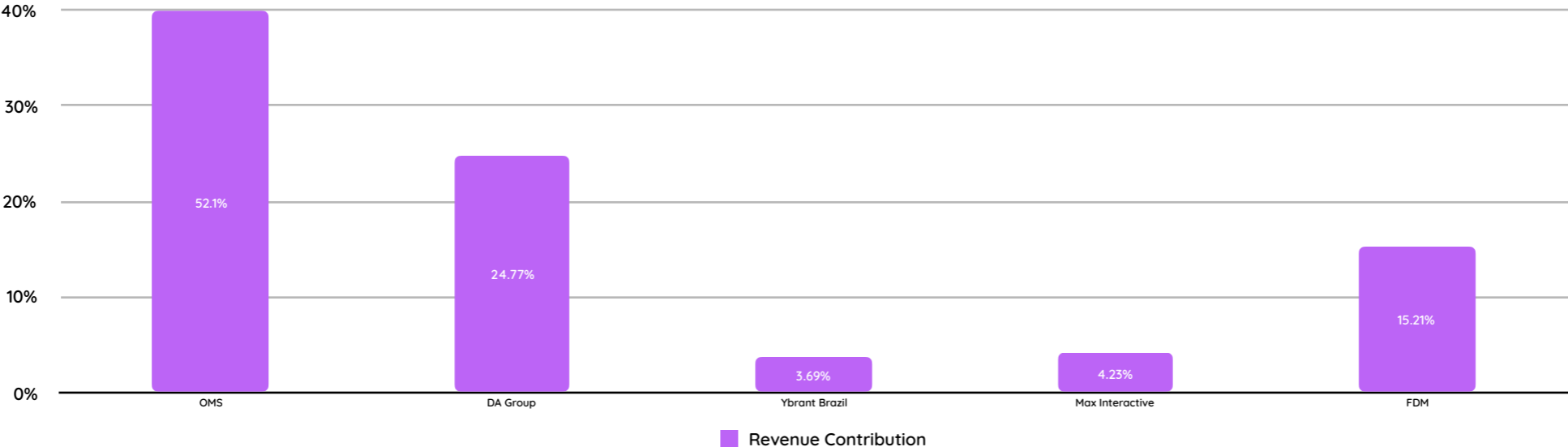
1. The Lycos Acquisition Payable is the remaining amount due on Lycos acquisition.
2. The Company's financials are in Indian Rupees and have been converted to USD for presentation above.

Revenue Growth Analysis

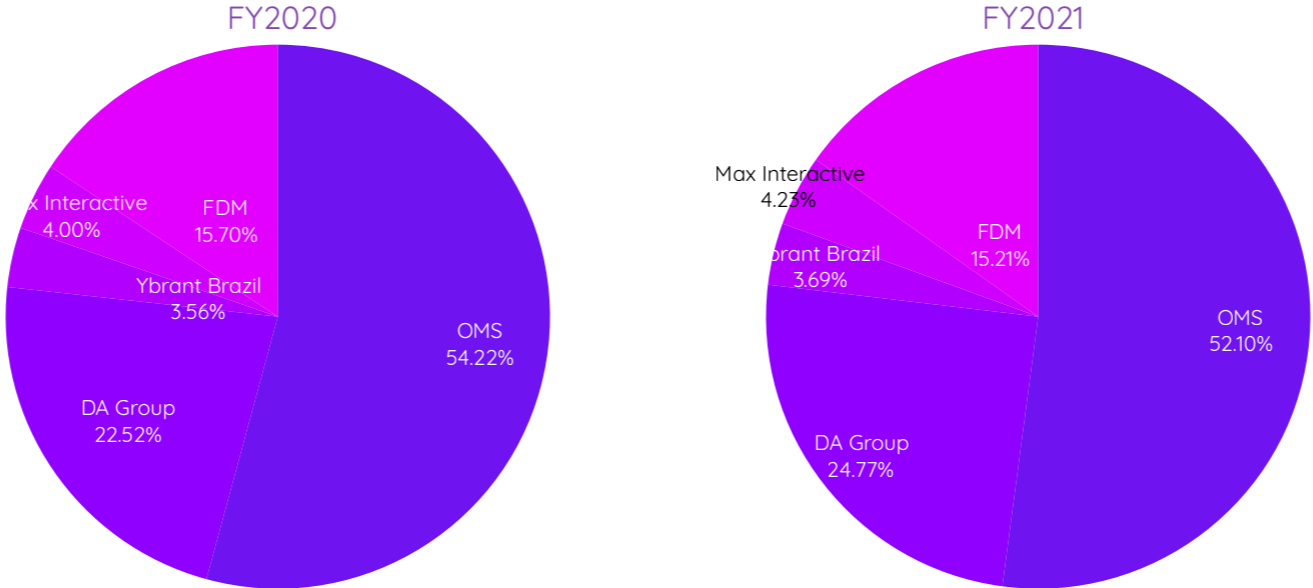
REVENUE CONTRIBUTION AND EBITDA MARGIN BY SUBSIDIARY

(Amounts in Thousands, Years ended March 31)

Revenue Contribution (FY2021)



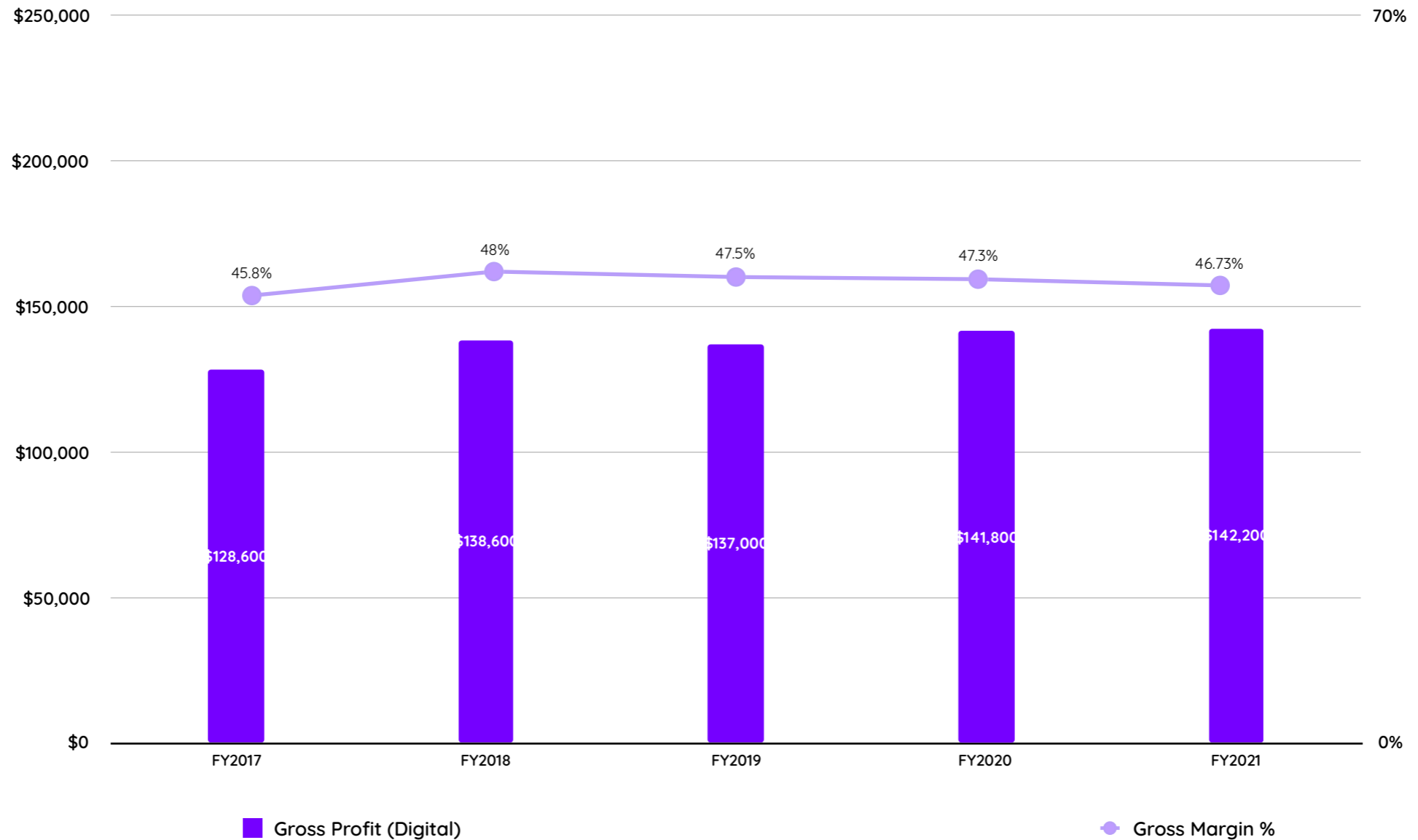
Revenue Breakdown by Subsidiary



Gross Margin Analysis

GROSS PROFIT, MARGIN, AND COGS BREAKDOWN (FY2017-FY2021)

(Amounts in Thousands, Years ended March 31)



EBITDA Analysis

The Company's FY2020 EBITDA of \$113.2 million increased by 4.4% from \$108.5 million in FY2019. The contributors to this increase were revenue and SG&A costs after deducting the COGS cost, still saw an increase of \$4.8 million YOY. EBITDA margin percentage range remained bound between 29.5% to 30%.

EBITDA BRIDGE (FY2020- FY2021)

(Amounts in Thousands, Years ended March 31)

