



Date: 5th January 2026

To  
The Manager – Listing Compliance  
BSE Limited  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai – 400001  
Scrip Code: 532368

To  
The Manager – Listing Compliance  
National Stock Exchange of India Limited  
Exchange Plaza, C-1, Block G,  
Bandra Kurla Complex, Bandra (E),  
Mumbai – 400051  
Symbol: BCG

**Subject: Explanatory Presentation on Business Model and Operations**

Dear Sir / Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and applicable disclosure requirements, the Company wishes to inform the Exchange(s) that an explanatory presentation outlining certain aspects of its AdTech business operations is attached.

This presentation is intended to serve as the first in a series of detailed and subject-specific explanatory materials that the Company proposes to share from time to time. These materials will focus on selected aspects, including the business model, market landscape & seasonality, financials, and historical background.

The objective of this series is to place updated, structured, and contextual information about the Company in the public domain, so that any interested parties, including institutional investors and family offices seeking a deeper understanding of the Company's business and operating model, have access to the same information on an equal and transparent basis.

In parallel, these explanatory materials are intended to help existing shareholders consolidate their understanding of the Company and positioning through a clear and accessible reference framework.

Further presentations in this series will be shared as and when finalized.

Thanking you,

For Brightcom Group Limited  
Raghunath Allamsetty  
Executive Director  
DIN: 00060018





brightcom  
group

*Connecting dots*

# ADTECH DIVISION

# THE DIGITAL ADVERTISING MARKET OPPORTUNITY

## Structural tailwinds

- Ongoing shift of advertising budgets from offline to digital
- Rapid growth in mobile, video, OTT/CTV, and performance marketing
- Increasing demand for accountability and ROI measurement



## How many ads does one see in a day?

<input type="checkbox"/> 900 ON DESKTOP	<input type="checkbox"/> 30 VIDEO ADS
<input type="checkbox"/> 450 ON MOBILE	<input type="checkbox"/> 7 AUDIO ADS
<input type="checkbox"/> 200 ON FB	<input type="checkbox"/> ALMOST 0 PRINT ADS

# BRIGHTCOM ADTECH: OUR ROLE IN DIGITAL ADVERTISING ECOSYSTEM

Brightcom Group operates as a technology-led intermediary within the global digital advertising ecosystem.



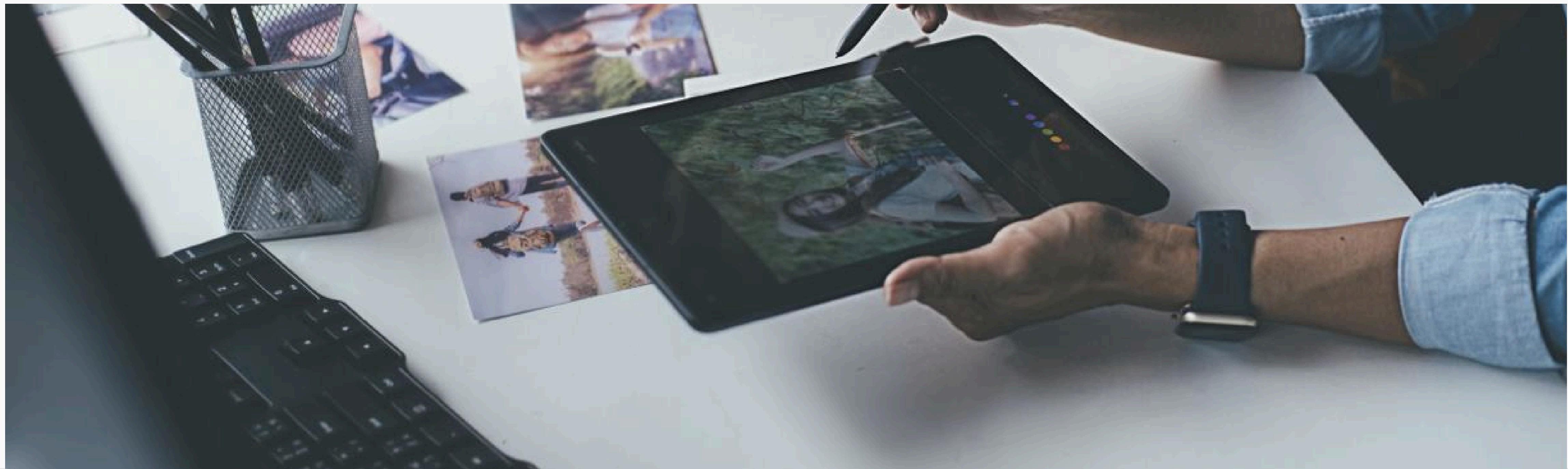
ADVERTISERS



PUBLISHERS



AGENCIES



# PUBLISHERS: MONETIZATION VALUE

## MONETIZE DIGITAL AUDIENCES THROUGH:

- Improved yield quality
- Demand diversification
- Monetization across formats and geographies

## STRATEGIC VALUE

Reduced reliance on single platforms or buyers



★ LittleThings.com

publir

philly•com

skyscanner

eBaum's  
W★RLD

△ GSN  
games

卓越华人  
Creaders.net

lastminute.com

● Vayama

COX MEDIA  
GROUP

WND

TENNIS

AP

IBT.

# AGENCIES: EXECUTION & SCALE PARTNER

## AGENCIES PLAN AND EXECUTE MEDIA STRATEGIES AND REQUIRE:

- Reliable execution
- Transparency and reporting
- Flexibility across channels and regions

## BRIGHTCOM'S ROLE

- Acts as execution and optimization infrastructure
- Supports both branding and performance mandates



**MEDIACOM**  
People first. Better results

neo@Ogilvy



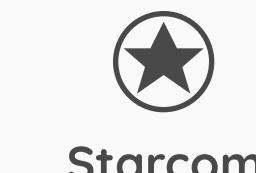
**MINDSHARE** The logo for Mindshare, featuring the word 'MINDSHARE' in a bold, sans-serif font with a small circular icon containing a stylized 'M'.

media contacts The logo for media contacts, featuring a small icon of two people facing each other.



**mec:**  
Active Engagement

initiative



**OgilvyOne**  
worldwide

**SAATCHI & SAATCHI**



**HAVAS**  
DIGITAL



# ADVERTISERS: WHY THEY WORK WITH BRIGHTCOM

## ADVERTISER OBJECTIVES

- Measurable ROI
- Targeted reach
- Scalable execution across markets

## BRIGHTCOM DELIVERS

- Diversified global inventory access
- Omnichannel execution
- Data-driven optimization and reporting

Most of the major advertisers have run a campaign through our system one time or another. Some of the marquee brands we have worked with:

Coca-Cola

WESTERN UNION



SAMSUNG

MARUTI SUZUKI

CITIBANK

VISA

TOYOTA

MoneyGram

Reckitt Benckiser



AMUL

SONY TELEVISION

EMAAR

LEVI'S

SNICKERS

Microsoft

Disney

Sambhavnaa

Mahindra

HBO

MITSUBISHI

VIACOM

BBC

# OUR BUSINESS MODEL

## THE CHALLENGE

Traditional advertising technology ecosystems involve multiple intermediaries, each extracting value from the advertising dollar as it flows from advertiser to publisher.

## BRIGHTCOM'S ADVANTAGE

Our integrated platform consolidates essential functions, reducing intermediary costs and improving efficiency for both advertisers and publishers.

\$1.00

Advertiser spend



\$0.40-\$0.50

Publisher receives (industry average)

\$1 AD SPEND

ADVERTISERS/ AGENCIES (\$1)

DEMAND SIDE PLATFORMS

NETWORKS/ EXCHANGE

AD SERVING

DATA PLATFORM

SUPPLY SIDE PLATFORMS/ YIELD MANAGEMENT

PUBLISHERS/ CONTENT OWNERS ( \$0.40 - \$0.50 )

# TARGETING: THE CORE OF DIGITAL ADVERTISING

## THE IMPORTANCE OF PRECISION TARGETING

- Relevance drives effectiveness, not just broad reach
- Precision targeting cuts costs and boosts user interest
- Greater relevance means more value for each view
- Strategic retargeting boosts conversions

## KEY TARGETING FACTORS

- 👤 User preferences and purchase signals
- 📍 Geography and device type
- 🕒 Optimal timing, frequency, and order
- 🕒 Matching content to context

## THE MULTI-DEVICE EXPERIENCE

- ❑ Users engage on various devices and platforms
- Sales rarely happen with just one interaction
- Staying visible across platforms reinforces brand awareness

# CHANNEL SYNERGY: HOW TOUCHPOINTS REINFORCE EACH OTHER

## WHERE BRIGHTCOM ACTIVATES CAMPAIGNS

- Display & Rich Media: Initiates awareness
- Video & Online Video: Builds recall and storytelling
- tv OTT / CTV: Extends premium reach
- Mobile & In-app: Ensures continuous presence
- 💬 Native & Social: Reinforces messaging
- ((o)) Audio & Emerging Formats

## OUTCOMES

- Higher conversion probability
- Lower acquisition costs
- More predictable campaign performance
- Stronger recall
- Higher intent formation
- Improved funnel efficiency

# OMNICHANNEL & MULTI-TOUCH ADVERTISING IN ACTION

## EVOLUTION OF ONLINE ADVERTISING CHANNELS

- Mobile
- Tablet computing
- Smart Watch
- Smart TV
- Social Marketing
- Location
- Rich Media
- Online Video
- Smartphone Proliferation

## LONG TERM ROI DRIVER

### NEW DIGITAL CHANNELS

### INCREASING PERSONALIZATION

### DATA RATES AND TECH UPGRADES

### SHIFT TO PERFORMANCE BASED ADS

## EFFECT ON ADVERTISEMENT VALUE

- Consumer time online
- Number of channels
- More targeted and interactive experience
- Data about consumers
- Targeting and ROI analytics capability
- Interactive experience
- Consumer participation and response
- Improvement in existing internet channels
- Higher quality advertising and ROI improvements
- Guaranteed ROI with measurable advertisement value - CPC, CPL, CPM models

# TECHNOLOGY STACK: THE CORE ECONOMIC ENGINE

## CORE CAPABILITIES

- ⌚ Programmatic buying and selling
- ⚡ Real-time bidding and optimization
- 📊 Data ingestion and audience modelling
- 🛡️ Measurement, reporting, brand safety, and fraud prevention

## IMPACT

- ↗️ **Higher efficiency**  
Automated processes reduce operational overhead and increase speed to market
- 🎯 **Better targeting**  
Data-driven insights enable precise audience reach and engagement
- 📊 **Improved ROI**  
Enhanced performance for advertisers and increased yield for publishers

# TECHNOLOGY PLATFORMS

BRIGHTCOM'S ECOSYSTEM OF PROPRIETARY PLATFORMS SUPPORTS THE FULL DIGITAL ADVERTISING LIFECYCLE.

## COMPASS PLATFORM

Technology drives Brightcom's operations through real-time analytics and a proprietary Compass platform. Compass is designed to manage mobile, video, display, and multiple other digital channels within a single unified system. Compass was named a finalist for Best Ad Tech Tool at the Cynopsis

## FACEBOOK MARKETING PLATFORM

A leading ad-optimization system for Facebook that leverages API connections to enhance campaign performance and improve results through automation and data-driven optimization.

## OMS ADCENTER

A centralized campaign management and reporting console that provides 24/7 online access. OMS AdCenter enables clients to monitor activity and performance across all digital platforms in one place.

## WEBSITE CREATOR

A website-building tool with an intuitive interface that allows users to place content and media anywhere on a website without complex technical dependencies.

## CAMPAIN ANALYTICS REPORT

An automatically generated digital reporting system that provides campaign summaries, statistics, highlights, strengths, weaknesses, and future insights for decision-making.

## BANK OF CREATIVES

A managed database of visual creative assets that are organized based on performance capabilities. This platform allows easy browsing, selection, and optimization of creative assets.

## MOBILE AD SERVER

A proprietary ad-serving solution for mobile advertising that supports all available formats and enables centralized control and prioritization of global mobile ad delivery.

## EUREKA SEARCH SERVICE

A full search-on-site solution for publishers, offering customizable search functionality combined with content monetization tools.

## AUTO-OPTIMIZATION TOOLS

A suite of automatic optimization tools for digital campaigns that learn, mimic, and scale best-performing campaign practices to continuously improve outcomes.

## PUBLISHER ONE-TAG

A single piece of code for publishers that presents, monitors, and optimizes advertising feeds from multiple media sources through one unified tag.

# BUSINESS MODEL: REVENUE & STRATEGIC ADVANTAGE

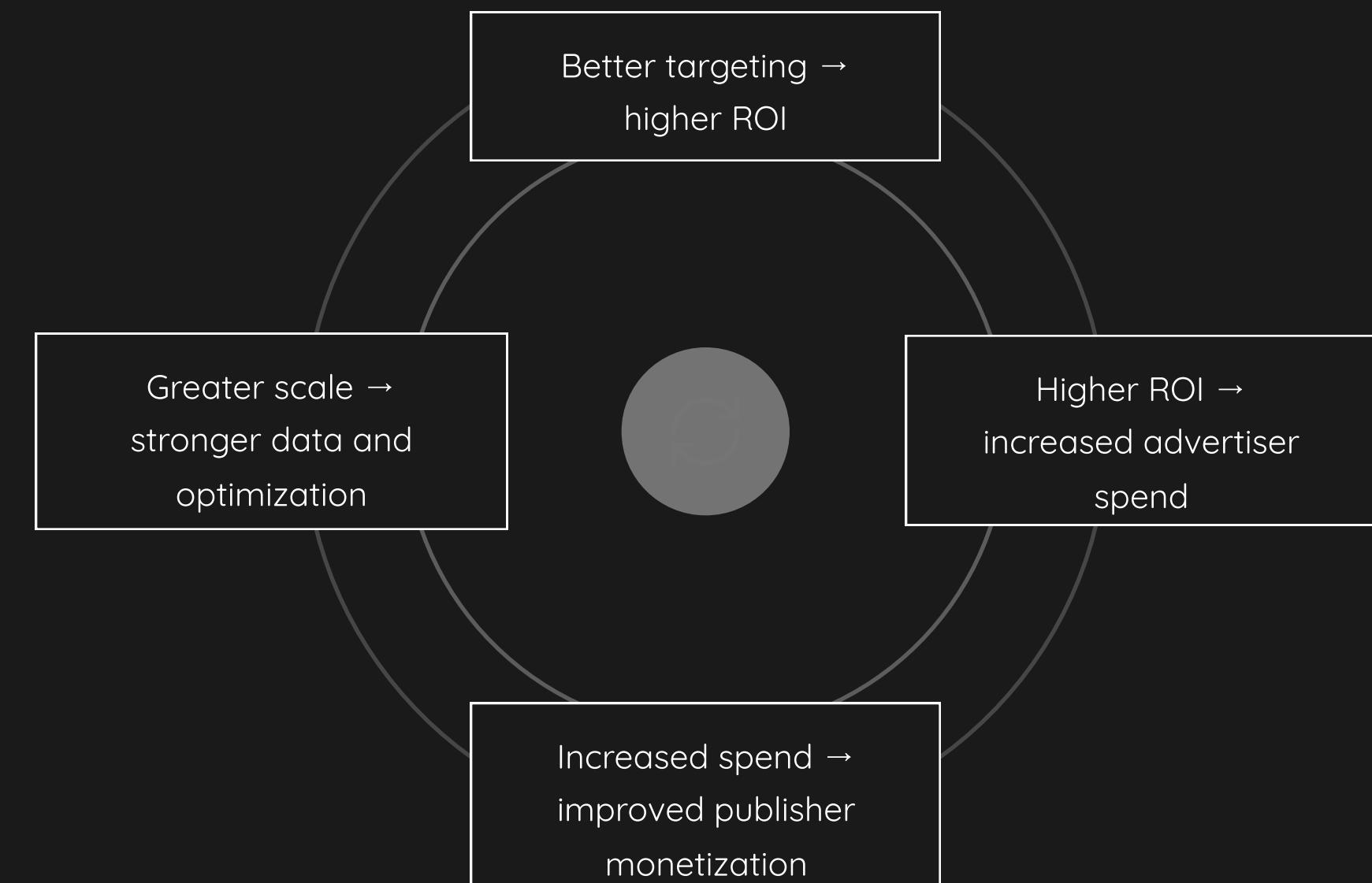
## PRICING MECHANISMS

- CPM (impressions)
- CPC (clicks)
- CPA / CPL (actions or leads)

## BRIGHTCOM EARNS THROUGH

- ฿ Media margins
- ⚡ Optimization spreads
- ↗ Performance-linked execution
- ⌚ Scale-driven efficiencies

## THE BRIGHTCOM FLYWHEEL



## LONG-TERM ADVANTAGE

### Scale

Volume drives better pricing, data quality, and market position

### Technology Leverage

Proprietary systems create operational efficiency and competitive moats

### Embedded Ecosystem Relationships

Deep integrations with partners create switching costs and network effects

# NUMBERS IN A SNAP SHOT

