



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?



900 ON DESKTOP



30 VIDEO ADS



450 ON MOBILE



7 AUDIO ADS



200 ON FB



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



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

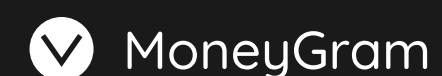


SAMSUNG



CITIBANK

VISA



AMUL

SONY TELEVISION



LEVI'S

SNICKERS



Disney



VIACOM

B B C

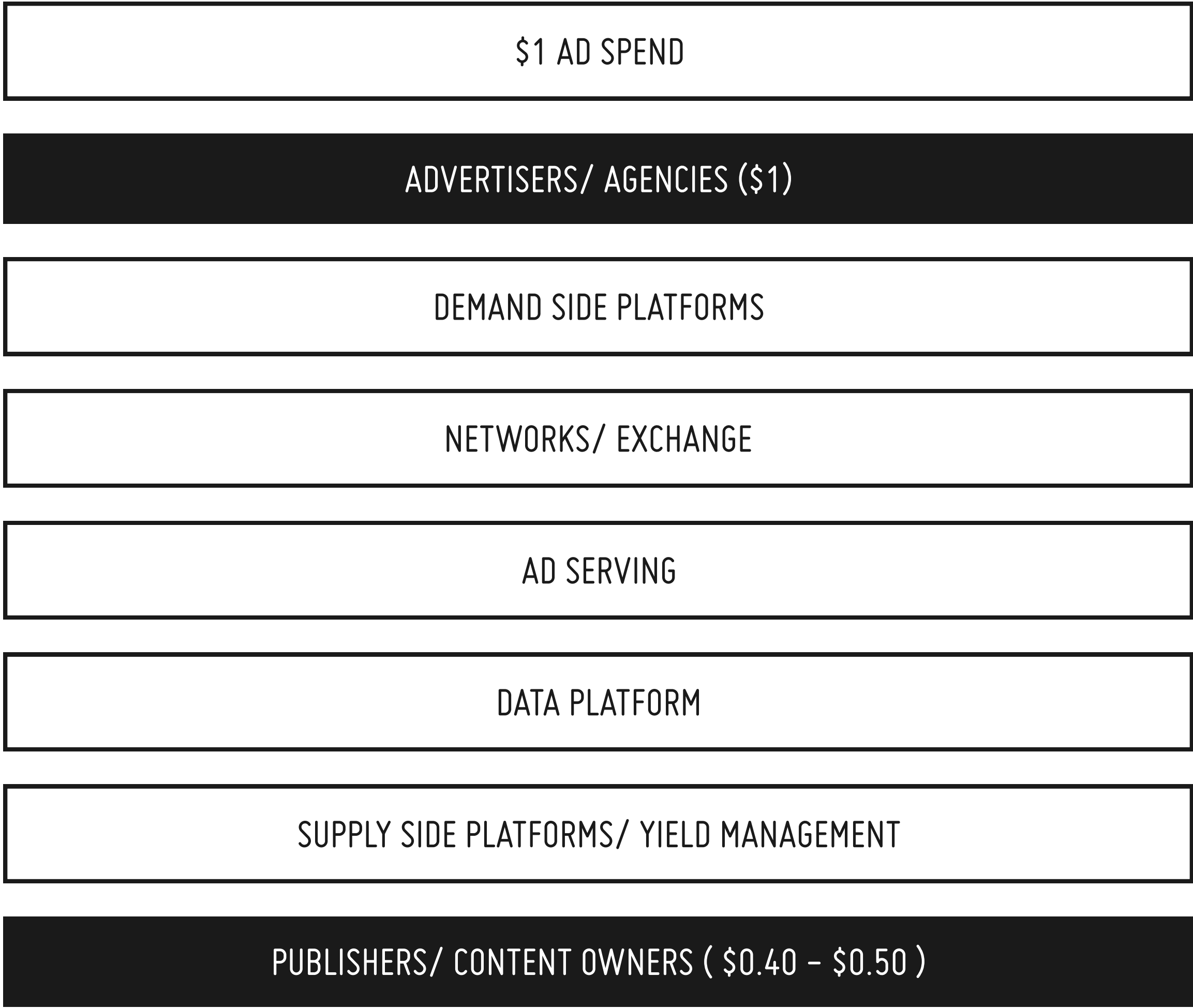
OUR BUSINESS MODEL

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.



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

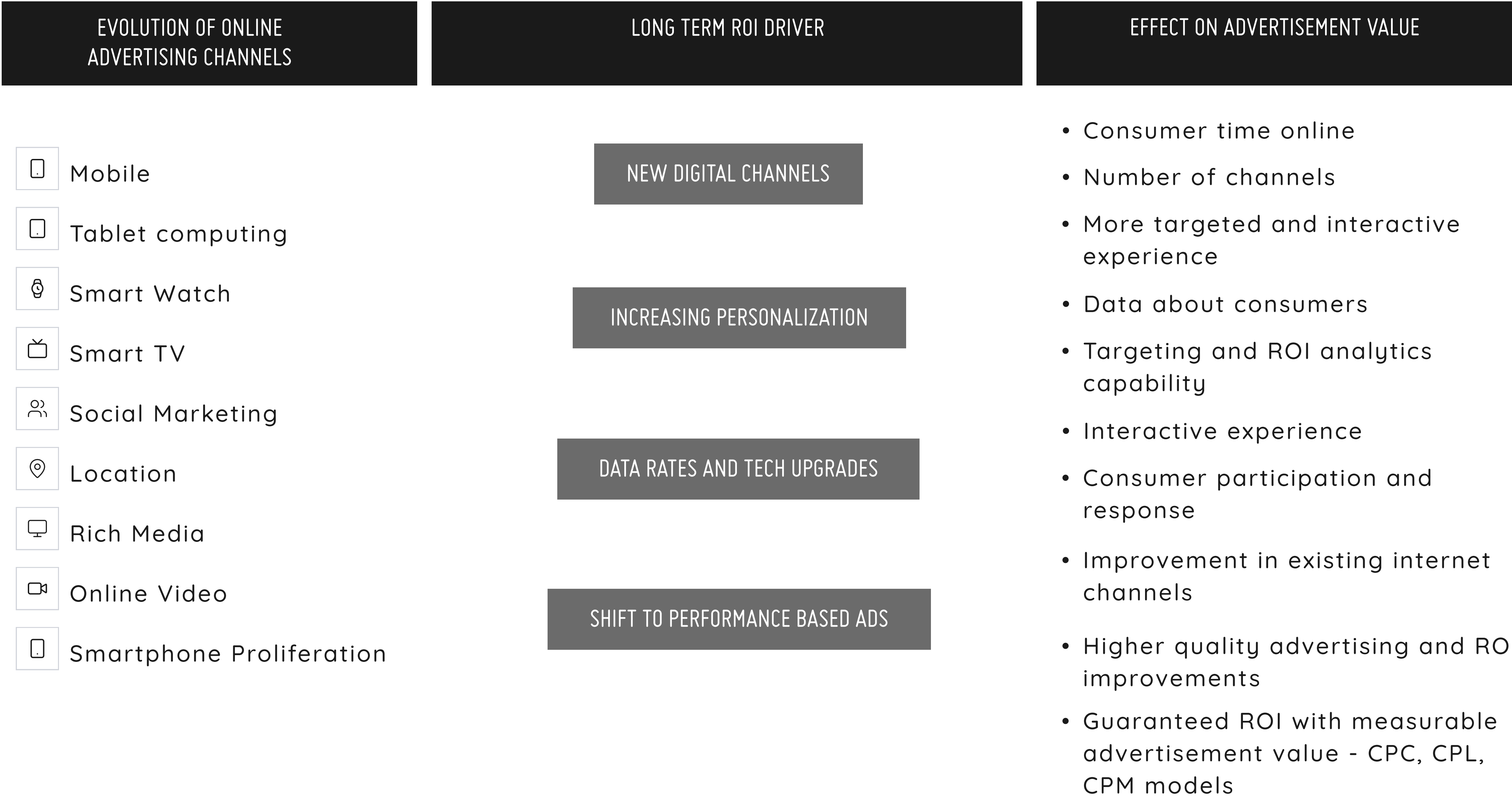
WHERE BRIGHTCOM ACTIVATES CAMPAIGNS

-  Display & Rich Media: Initiates awareness
-  Video & Online Video: Builds recall and storytelling
-  OTT / CTV: Extends premium reach
-  Mobile & In-app: Ensures continuous presence
-  Native & Social: Reinforces messaging
-  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






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.

CAMPAIGN 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.

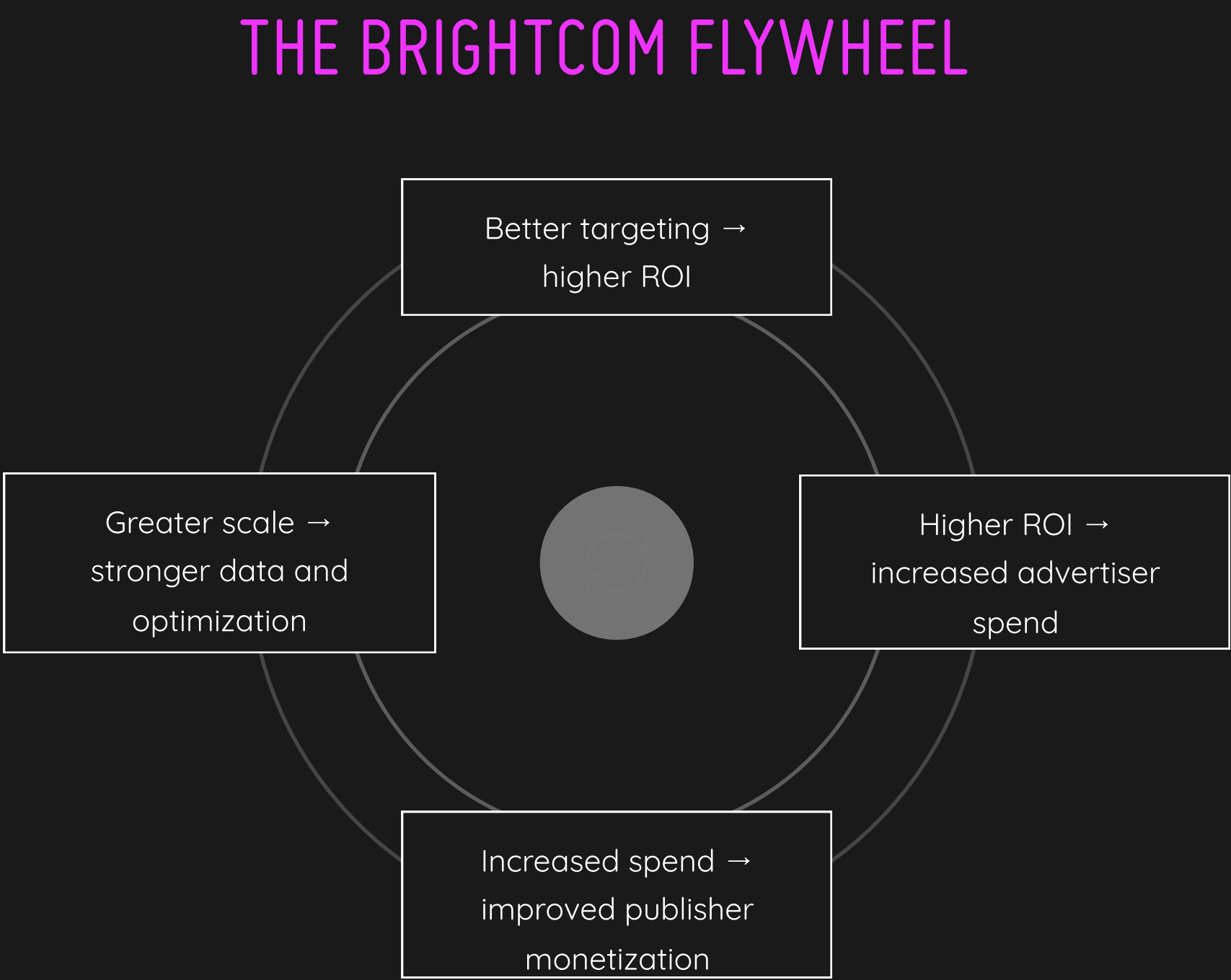
BUSINESS MODEL: REVENUE & STRATEGIC ADVANTAGE

PRICING MECHANISMS

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

BRIGHTCOM EARNS THROUGH

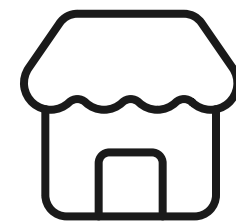
- \$ Media margins
- ⚡ Optimization spreads
- ↗ Performance-linked execution
- 🗄 Scale-driven efficiencies



LONG-TERM ADVANTAGE

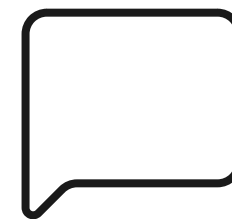
- 🗄 Scale
Volume drives better pricing, data quality, and market position
- 🔧 Technology Leverage
Proprietary systems create operational efficiency and competitive moats
- 👥 Embedded Ecosystem Relationships
Deep integrations with partners create switching costs and network effects

NUMBERS IN A SNAP SHOT



52

GLOBAL MARKETS



> 5000

DIRECT ADVERTISERS

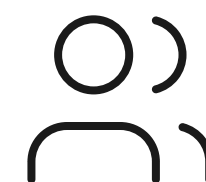


25

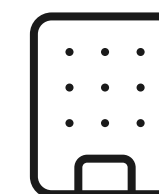
GLOBAL OFFICES



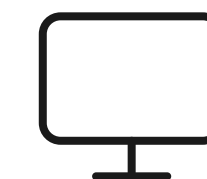
2 BILLION
IMPS PER DAY



100 MILLION
UNIQUE USERS



> 250
AGENCIES



> 5000
PUBLISHERS