



June 05, 2020.

The BSE Limited

P. J. Towers, 25th Floor,
Dalal Street, MUMBAI – 400001.
Scrip Code: **532368**

The National Stock Exchange of India Ltd.

Exchange Plaza, Bandra Kurla Complex,
Bandra (E), Mumbai-400051.
Symbol: **BCG**

Dear Madam/Sir,

Sub: Investor Presentation on its M&A track record.

With reference to the subject cited above, we are enclosing herewith a copy of presentation of the Company's M&A track record.

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**

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





brightcom
group

M&A TRACK RECORD



INORGANIC GROWTH (2006 TO 2010)

- AS YBRANT TECHNOLOGIES, THE COMPANY PROVIDED BACK-END TECH AND PLATFORMS FOR THE AD-NETWORKS OF THE TIME TILL 2006
- THE TRANSITION TO A COMPREHENSIVE DIGITAL MARKETING SOLUTION HAPPENED FROM 2006 TO 2010
- WE ADOPTED AN INORGANIC GROWTH STRATEGY BY ACQUIRING 10 COMPANIES IN THE FRONT END OF DIGITAL MARKETING
- THE STRATEGY WAS TO BUY COMPANIES ACROSS SPECIALITIES OF DISPLAY, EMAIL, SEARCH AND SOCIAL MARKETING
- THE IDEA WAS ALSO TO DEVELOP GLOBAL FOOT PRINT ACROSS GEOGRAPHIES THAT WERE ACTIVE.
- WE MOVED FROM SUB-\$10 MILLION BACKEND COMPANY IN 2006 TO A \$100 MILLION END-TO-END DIGITAL MARKETING GROUP BY 2010
- A TEN FOLD INCREASE USING DELIBERATE ACQUISITIONS FUNDED BY STAGGERED FUND RAISES FROM PE FIRMS

KEY ACQUISITIONS (DIGITAL SECTOR)



ACQUISITION DATE	2007
ACQUISITION AMOUNT	\$10 MILLION
REVENUE ACQUIRED	\$8 MILLION
EBITDA ACQUIRED	\$1.25 MILLION
PURCHASE MULTIPLE	8

ADVERTISING CHANNEL	DISPLAY
LOCATION	LOS ANGELES, CA
INTERNATIONAL PRESENCE	US
PAYMENT TERMS	2 PART
STATUS	COMPLETED

AdDynamix offered online advertising solutions to clients such as Ameritrade, AT&T, Disney, Fox Television, ING, Macy's, Office Max, Orbitz, SBC, Sony Motion Pictures, Verizon, Ford Motor Media and WebMD. They mainly specialized in Display Advertising in US markets.



ACQUISITION DATE	2007
ACQUISITION AMOUNT	BOUND BY NON-DISCLOSURE
REVENUE ACQUIRED	\$2.2 MILLION
EBITDA ACQUIRED	\$1 MILLION
PURCHASE MULTIPLE	-

ADVERTISING CHANNEL	EMAIL
LOCATION	BELGRADE, SERBIA
INTERNATIONAL PRESENCE	US
PAYMENT TERMS	2 PART
STATUS	COMPLETED

VoloMP was a high-performance email marketing platform with rich feature set, ease of use and improved deliverability. This high end email marketing platform provided better reach and offered ROI to clients in the US markets.



ACQUISITION DATE	2007
ACQUISITION AMOUNT	\$4.5 MILLION
REVENUE ACQUIRED	\$6 MILLION
EBITDA ACQUIRED	\$1 MILLION
PURCHASE MULTIPLE	4.5

ADVERTISING CHANNEL	SEARCH/DISPLAY
LOCATION	VAIL, CO,US
INTERNATIONAL PRESENCE	SOUTH AMERICA, US
PAYMENT TERMS	2 PART
STATUS	COMPLETED

MediosOne ad network provided graphical and contextual banners and targets users locally by using advanced geo-targeting technology to reach users in their native language. MediosOne's network included advertisers from many Fortune 500 companies as well as dozens of the Alexa top one thousand ranked sites. The company had publishers in most regions of the world covering over 35 content channels. They operated in South America and the US.



ACQUISITION DATE	EARLY 2008
ACQUISITION AMOUNT	\$16 MILLION
REVENUE ACQUIRED	\$20 MILLION
EBITDA ACQUIRED	\$3.2 MILLION
PURCHASE MULTIPLE	5

ADVERTISING CHANNEL	DISPLAY
LOCATION	TEL AVIV, ISRAEL
INTERNATIONAL PRESENCE	13 COUNTRIES (EUROPE AND AUSTRALIA)
PAYMENT TERMS	2 PART
STATUS	COMPLETED

Oridian was a leading online advertising company with over 9 billion monthly impressions, a worldwide inventory and access to millions of users in various continents, Oridian enabled Advertisers to implement effective branding as well as direct response campaigns, and Publishers to monetize traffic emanating from all over the world. It was a privately-owned top-10 network with access to over 80 million monthly users worldwide; offices in North America, France, Israel, Argentina, Germany and the UK, and representatives in Australia, Scandinavia, Italy, Belgium and The Netherlands.



ACQUISITION DATE	LATE 2008
ACQUISITION AMOUNT	NON-DISCLOSURE
REVENUE ACQUIRED	\$5 MILLION
EBITDA ACQUIRED	\$1.2 MILLION
PURCHASE MULTIPLE	-

ADVERTISING CHANNEL	DISPLAY, CONTEXTUAL
LOCATION	AUSTRALIA
INTERNATIONAL PRESENCE	AUSTRALIA, SINGAPORE, HONG KONG
PAYMENT TERMS	2 PART
STATUS	COMPLETED

Max Interactive Pty Ltd. specialized in banner-based web advertising, Mobile and eMail marketing with advertisers such as Vodafone, Telstra, HP, Nokia, Nissan, Citibank, American Express, Visa, Rabo Bank, Land Rover, Qantas, Jack Daniels, Newscorp, Adobe, Qantas, Virgin and Nestlé. Max's publishers included Webjet, RewardsCentral, 3 Mobile, About Seniors, MobileActive, Ski.com.au , Yakedi and Ybrant's Oridian to name a few. Max Interactive was an independent Interactive Sales and Marketing Network established in Australia October 2001.



ACQUISITION DATE	2008
ACQUISITION AMOUNT	\$8.5 MILLION
REVENUE ACQUIRED	\$ 7 MILLION
EBITDA ACQUIRED	\$1.2 MILLION
PURCHASE MULTIPLE	6

ADVERTISING CHANNEL	SOCIAL MEDIA, DISPLAY
LOCATION	BUENOS AIRES, ARGENTINA
INTERNATIONAL PRESENCE	LATIN AMERICA
PAYMENT TERMS	2 PART
STATUS	COMPLETED

Dream ad group had a strong regional presence in Latin America - Argentina, Chile, Uruguay and Mexico. Argentina is \$ 2.5 billion advertising market with \$70 million online spend. Dream ad was founded in 2003 and established in Buenos Aires, with offices in Chile, Uruguay and Mexico. dream ad counts with two Business units which were both devoted to the exclusive representation of Microsoft properties in the South Cone region of South America.



ACQUISITION DATE	2010
ACQUISITION AMOUNT	\$36 MILLION
REVENUE ACQUIRED	\$30 MILLION
EBITDA ACQUIRED	\$6 MILLION
PURCHASE MULTIPLE	6

ADVERTISING CHANNEL	SEARCH/PUBLISHER
LOCATION	BOSTON,US
INTERNATIONAL PRESENCE	GLOBAL
PAYMENT TERMS	2 PART
STATUS	UNDER SETTLEMENT

Lycos was founded in 1995, based on Internet search technology developed as part of a research project at the Carnegie Mellon University, and listed on the US technology market index Nasdaq in 1996.

Its contemporaries such as Infoseek, Excite, WebCrawler and AltaVista have lost out to competition from more powerful search engines like [Yahoo](#) and [Google](#). The latter is now synonymous with Net search.

In 2000, at the height of the so-called dot-com boom in the US, Lycos was acquired by Spain's Terra Networks for \$12.5 billion. Four years later, it was bought by South Korean firm Daum Communications for \$94.5 million.

CAPITAL RAISED

Series A

DATE	MID 2007
NAME	SANSAR CAPITAL
AMOUNT RAISED	\$20 MILLION
PERCENTAGE ACQUIRED	17% FULLY DILUTED
INVESTOR LOCATION	NEW YORK, US

PRE-MONEY VALUATION	\$125 MILLION
INSTITUTION TYPE	PRIVATE EQUITY
INVESTMENT TYPE	EQUITY
EXIT DATE	2014 - 2017
USE OF PROCEEDS	ADDYNAMIX, MEDIOSONE & VOLOMP

Series B

DATE	DEC 2007
NAME	PASSPORT CAPITAL, EIGHT CAPITAL & VENUS CAPITAL
AMOUNT RAISED	\$10 MILLION
PERCENTAGE ACQUIRED	5.71% FULLY DILUTED
INVESTOR LOCATION	CALIFORNIA, US

PRE-MONEY VALUATION	\$175 MILLION
INSTITUTION TYPE	PRIVATE EQUITY
INVESTMENT TYPE	EQUITY
EXIT DATE	2013 - 2016
USE OF PROCEEDS	ORIDIAN

Series C

DATE	LATE 2008
NAME	ASIA PACIFIC CAPITAL
AMOUNT RAISED	\$22 MILLION
PERCENTAGE ACQUIRED	8.8% FULLY DILUTED
INVESTOR LOCATION	HONG KONG

PRE-MONEY VALUATION	\$250 MILLION
INSTITUTION TYPE	PRIVATE EQUITY
INVESTMENT TYPE	EQUITY
EXIT DATE	2018 - 2019
USE OF PROCEEDS	MAX INTERACTIVE, DREAMAD GROUP

Series D

DATE	2010
NAME	OAK INVESTMENTS
AMOUNT RAISED	\$20 MILLION
PERCENTAGE ACQUIRED	7%
INVESTOR LOCATION	GREENWICH, US

PRE-MONEY VALUATION	\$300 MILLION
INSTITUTION TYPE	PRIVATE EQUITY / VC
INVESTMENT TYPE	EQUITY
EXIT DATE	LINED UP BUYERS
USE OF PROCEEDS	SECONDARY SALE, ORIDIAN

Series D

DATE	2010
NAME	ICICI BANK
AMOUNT RAISED	\$10 MILLION
PERCENTAGE ACQUIRED	NA
INVESTOR LOCATION	NEW YORK, US

PRE-MONEY VALUATION	NA
INSTITUTION TYPE	BANK
INVESTMENT TYPE	DEBT
EXIT DATE	PAID OFF IN FULL
USE OF PROCEEDS	OTHER ACQUISITIONS

Series D

DATE	2010
NAME	BATTERY MARCH CAPITAL
AMOUNT RAISED	\$10 MILLION
PERCENTAGE ACQUIRED	3.33%
INVESTOR LOCATION	BOSTON, US

PRE-MONEY VALUATION	\$300 MILLION
INSTITUTION TYPE	PUBLIC FUND
INVESTMENT TYPE	EQUITY
EXIT DATE	2013 - 2016
USE OF PROCEEDS	LYCOS

Series D

DATE	2010
NAME	ASIA PACIFIC CAPITAL
AMOUNT RAISED	\$10 MILLION
PERCENTAGE ACQUIRED	3.33%
INVESTOR LOCATION	HONG KONG

PRE-MONEY VALUATION	\$300 MILLION
INSTITUTION TYPE	PRIVATE EQUITY
INVESTMENT TYPE	EQUITY
EXIT DATE	2018 - 2019
USE OF PROCEEDS	OTHER ACQUISITIONS

THANK YOU!