

DATE:6th April 2026

To
The Corporate Relations Department,
BSE Limited,
Phiroze Jeebhoy Towers,
Dalal Street, Fort, Mumbai – 400 001. **Scip Code: 532368**

To
The Manager,(Listing Department),
National Stock Exchange of India Limited,
Exchange Plaza, Bandra-Kurla Complex,
Bandra (E), Mumbai – 400 051. **SYMBOL: BCG.**

Subject: Submission of Monthly Update Presentation for February & March 2026

Dear Sir/Madam,

Pursuant to the applicable provisions of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby submit the **Monthly Update Presentation** of Brightcom Group Limited for the period **February & March 2026**.

The attached presentation provides a comprehensive update on the Company's operational progress, governance initiatives, regulatory alignment, and overall business developments during the said period. It reflects the Company's continued efforts toward strengthening execution discipline, enhancing revenue quality, and building robust compliance and governance frameworks.

The update also outlines key developments including:

- Focus on monetization efficiency and supply quality
- Strengthening of internal processes and operational structures
- Progress on governance reset and compliance frameworks
- Ongoing regulatory engagements and submissions

We request you to kindly take the same on record.

Thanking you,

For Brightcom Group Limited



Raghunath A
Executive Director

Date: 6th April 2026
Place: Hyderabad



BSE: 532368 | NSE: BCG



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BRIGHTCOM GROUP LIMITED

MONTHLY UPDATES – FEBRUARY & MARCH 2026

OPERATIONAL UPDATE | GOVERNANCE | REGULATORY ALIGNMENT

FROM STABILIZATION TO STRUCTURED EXECUTION



Following the stabilization phase of FY25, the February–March period was focused on converting foundations into structured execution across operations, partnerships, and governance.



The emphasis during the period was not on expansion, but on improving revenue quality, strengthening control frameworks, and aligning global operations to a consistent execution cadence.

BUSINESS MOMENTUM



FOCUS ON SUPPLY QUALITY & DEMAND EFFICIENCY

Commercial activity during the period reflected a clear strategic shift:

- Expanding direct publisher integrations and improving demand efficiency through more curated and performance-aligned partnerships
- Reducing intermediary layers and improving yield through more efficient supply-path alignment



Key observations from market engagement:

- Increasing partner preference for direct supply integrations over intermediated flows
- Continued growth in video, CTV, and in-app ecosystems, with sharper performance expectations
- In gaming, movement toward non-intrusive, user-aligned ad formats, supporting better engagement and retention



The Company's approach during the period was to improve yield per unit of supply and deepen partner-level integration, rather than pursue volume-led growth.

OUR PLATFORM: DRIVING MONETIZATION EFFICIENCY

During the period, our platform progressed rollout of a fill-rate optimization framework designed to reduce unmonetized inventory and improve consistency in revenue realization. (named as 100% fill-rate solution for our publisher community)



This initiative is aimed at:

- Improving monetization of existing inventory
- Reducing volatility in revenue outcomes
- Enabling scalable integration of demand across channels



The focus remains on systematically improving monetization efficiency, rather than relying on demand-side fluctuations.



GLOBAL ENGAGEMENTS: ADVANCING INTEGRATION PIPELINES

01

Participation in CES Las Vegas and Pocket Gamer Connects London translated into continued engagement through February and March:

- Direct engagement with publishers and demand partners to advance integration discussions and align on monetization strategies
- Several discussions progressed into ongoing integration and partnership evaluation stages

02

Leadership engagements in Latin America were execution-focused:

- Aligning regional sales teams with the 2026 revenue approach
- Integrating regional insights into global demand strategy
- Strengthening on-ground execution ownership and accountability

OPERATIONS: BUILDING REPEATABILITY AND EXECUTION DISCIPLINE

Internal efforts during the period were directed toward making execution consistent, measurable, and scalable:

- Standardizing reporting across business units to improve consistency, timeliness, and decision visibility

- Aligning cross-functional teams to ensure tighter execution between sales, operations, and delivery

- Reducing variability in execution through defined processes and measurable performance tracking

The Company has prepared the transition to a four-division structure (AdTech, Services, Defence, NextGen) beginning FY 2026–27, with current efforts focused on:

- Defining clear ownership and accountability frameworks

- Establishing division-level reporting structures

- Aligning operational processes to support a more scalable and transparent structure

This transition is intended to enable better performance visibility, sharper strategic focus, and scalable execution in the next phase of growth.

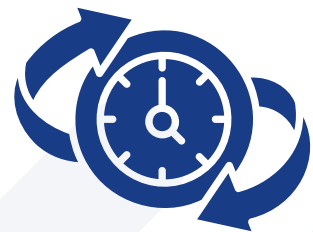


GOVERNANCE RESET: BUILDING STRUCTURED AND TRANSPARENT SYSTEMS

(Aligned with disclosure dated March 24, 2026)

A KEY FOCUS AREA DURING THE PERIOD WAS THE SYSTEMATIC STRENGTHENING OF GOVERNANCE AND COMPLIANCE FRAMEWORKS:

- Bringing subsidiary-level financial and operational data into a unified reporting structure, improving transparency, comparability, and management oversight across the Group
- Strengthening audit trails, documentation standards, and control mechanisms to improve reliability of financial and operational reporting
- Reworking compliance processes to move toward monitored, time-bound adherence frameworks
- Systematic review and progression toward resolution of legacy capital structure and historical matters, in line with regulatory processes



This represents a transition from fragmented processes toward a more structured and accountable governance architecture.



REGULATORY SUBMISSIONS

REGULATORY & SEBI-RELATED WORKSTREAMS

During the February–March period, the Company undertook structured and ongoing efforts to align with regulatory expectations and advance its engagement with SEBI and other authorities.

01

The Company has made submissions to SEBI in relation to ongoing matters, based on information compiled across financial, operational, and subsidiary-level records

02

These submissions were prepared through coordinated efforts involving internal teams, auditors, and external advisors

03

A structured internal framework has been established to support ongoing and future regulatory correspondence

PROCESS & COMPLIANCE REVIEW COMMITTEE (BOARD-LEVEL OVERSIGHT)

(As per disclosure dated February 17, 2026)

A Process & Compliance Review Committee has been institutionalized as a permanent Board-level sub-committee

The Committee is mandated to:

- Review and strengthen operational processes, internal controls, and compliance frameworks
- Monitor alignment with SEBI regulations, Companies Act provisions, and other applicable laws
- Evaluate adequacy of policies, SOPs, and documentation practices, and recommend improvements
- Ensure timely, accurate, and coordinated flow of information to regulators, including SEBI
- Oversee implementation of process improvements and corrective measures
- Track structured closure of regulatory correspondences



The Committee reports periodically to the Board, ensuring continuous oversight and accountability at the highest level.

DATA CONSOLIDATION & REPORTING ALIGNMENT



Structure

Bringing subsidiary-level financial and operational data into a unified reporting structure, improving transparency, comparability, and management oversight across the Group

Alignment

Alignment of internal data sets to ensure accuracy, traceability, and consistency in regulatory submissions

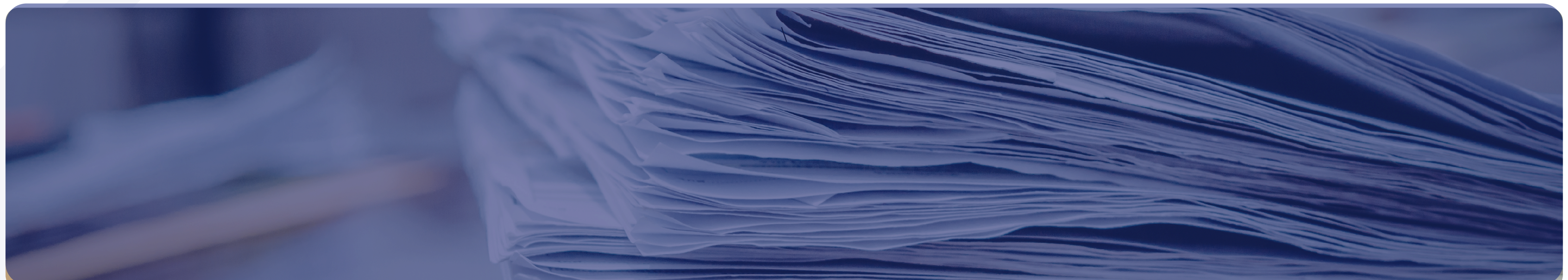
DOCUMENTATION & AUDIT READINESS

Documentation

Strengthening audit trails, documentation standards, and record linkage across financial and operational systems

Readiness

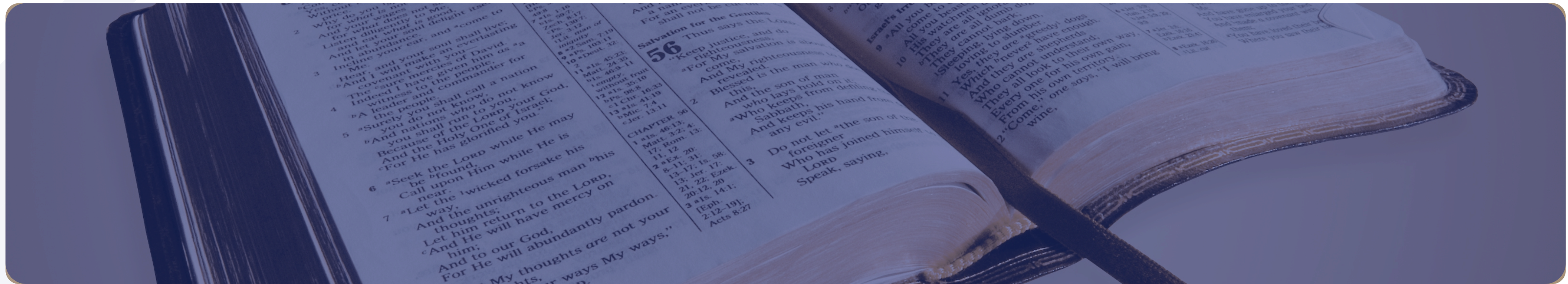
Improving readiness for regulatory review and verification processes



REVIEW OF LEGACY & STRUCTURAL MATTERS

Ongoing review of historical transactions and capital structure-related matters

Progression toward resolution in accordance with applicable legal and regulatory frameworks



ONGOING COMPLIANCE FRAMEWORK

Introduction of tighter internal checkpoints for regulatory filings

Transition toward a more proactive, monitored, and system-driven compliance model





FINANCIAL & LEADERSHIP ALIGNMENT

Following the January board decisions:

The CFO function is actively driving:

- Tighter financial discipline
- Improved working capital visibility
- Structured financial oversight and reporting

The COO (Advisory) role is contributing to:

- Translating strategy into execution
- Strengthening coordination across functions
- Driving operational alignment and delivery focus

This alignment is intended to ensure financial control and operational execution evolve in a coordinated manner.



RISK & CONTINUITY

- International operations, including Israel, remain stable with no material impact on business continuity
- The Company continues to monitor geopolitical and operational risks, with safeguards in place to ensure continuity and employee safety
- Trading window closure effective April 1, 2026 reflects adherence to regulatory discipline and financial governance protocols



WHAT HAS CHANGED: KEY TAKEAWAYS

Over the February–March period, three clear shifts are visible:

Revenue Quality over Volume

- Focus on yield, predictability, and partner quality

Execution Discipline over Fragmentation

- Standardization of processes and improved visibility across operations

Governance Systems over Ad-hoc Processes

- Transition toward structured, transparent, and accountable frameworks

Transition toward structured, transparent, and accountable frameworks.

OUTLOOK: CONTROLLED AND MEASURED PROGRESS

The Company enters FY26 with:



- Improved operational visibility
- Strengthened governance and compliance structures
- Alignment across leadership, operations, and financial oversight

The near-term focus remains:

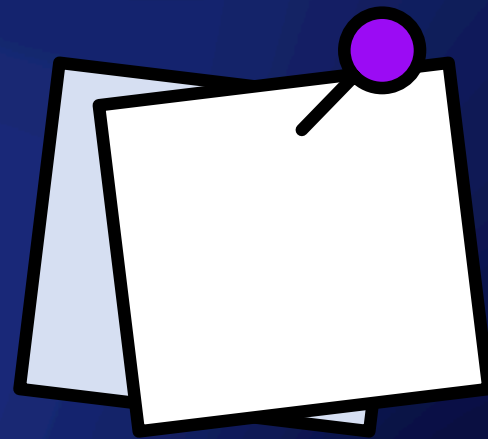


- Maintaining consistent execution
- Further strengthening governance frameworks
- Scaling gradually on a more stable and transparent foundation

Closing Note

THE FEBRUARY–MARCH PERIOD REFLECTS A SHIFT FROM INTENT TO IMPLEMENTATION.

The Company continues to take structured steps toward building a more disciplined, transparent, and execution-driven organization, with a clear focus on long-term stability and sustainable growth.





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Thank You