**Date:** 17-11-2026

To,
BSE Limited,
PJ Towers, Dalal Street,
Mumbai-400001
**BSE Script Code: 544435**

Dear Sir/ Madam,

**Sub: Disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Investor Presentation**

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the Investor Presentation of AdCounty Media India Limited.

The said presentation is also available on the Company's website at www.adcountymedia.com.

Kindly take the above information on record and oblige.

Thanking you
Yours faithfully,
**For AdCounty Media India Limited**
(Formerly known as AdCounty Media India Private Limited)

GARIMA MALIK

Digitally signed by GARIMA MALIK
Date: 2026.11.17 18:21:00 +05'30'

**Garima Malik**
**Company Secretary and Compliance Officer**

# Earning Presentation

AdCounty Media India Limited
HY1 2026-27

# Safe Harbour Statement



## Forward-Looking Statements:

This presentation has been prepared by Adcounty Media India Limited (“the Company”) solely for information purposes. Certain statements contained herein may constitute “forward-looking statements” within the meaning of applicable securities laws and regulations, based on current expectations, assumptions, estimates and projections about the Company's business and the industry in which it operates.



## Risks and Uncertainties

Actual results may differ materially from those expressed or implied due to various risks and uncertainties including economic conditions, regulatory developments, competitive environment, demand fluctuations and other factors beyond the Company's control.



## Disclosure:

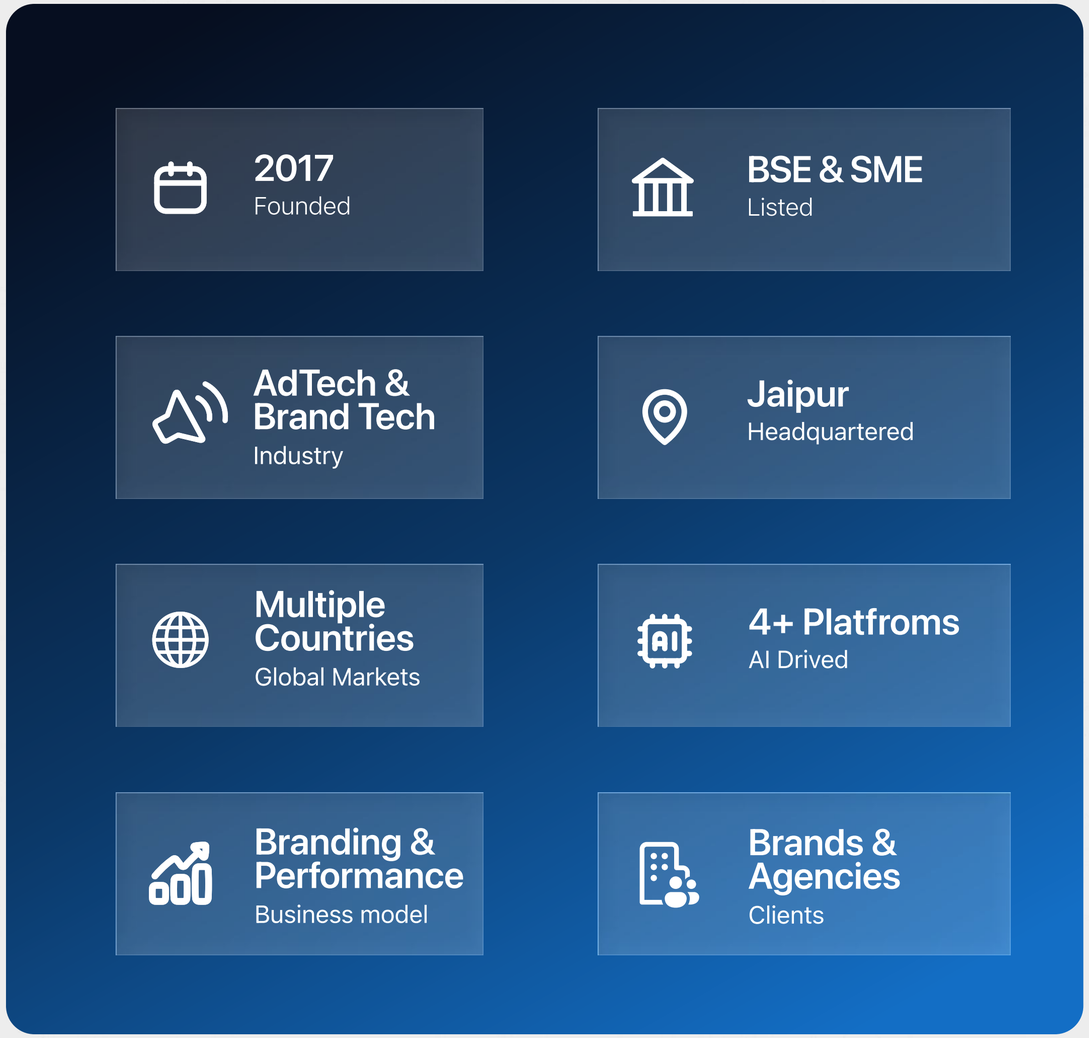
This presentation should be read in conjunction with the Company's statutory filings and other disclosures. The Company undertakes no obligation to publicly update any forward-looking statements except as required under applicable law.

# Company Overview

**AdCounty Media India Limited**
is a technology-driven BrandTech and AdTech company delivering end-to-end digital advertising and marketing solutions that enable brands to acquire, engage, and retain customers across multiple digital channels.

Founded in 2017, company has evolved into a full-service advertising technology company specializing in programmatic advertising, performance marketing, lead generation, mobile advertising, CTV, and AI-powered campaign optimization.
Powered by proprietary technology, data-driven insights, and real-time optimization, company delivers scalable, measurable marketing solutions for advertisers and publishers across industries.

With operations spanning multiple international markets and a growing portfolio of innovative products and platforms, the Company remains focused on driving sustainable growth through technological innovation, customer-centric solutions, strategic partnerships, and operational excellence while creating long-term value for its clients, shareholders, and other stakeholders.



# Core Services

AdCounty Media

01



Performance Marketing

02



Programmatic Advertising

03



Apple Search Ads

04



Lead Generation

05



Mobile Advertising

06



Connected TV

07



Influencer Marketing

08



Brand Marketing



**Aditya Jangid**
Chairman & Joint Managing Director

# Chairman's Message

## Dear Stakeholders

I am pleased to share the H1 Financial Highlights of AdCounty Media India Limited. We continue to strengthen our technology-driven advertising ecosystem, expand our capabilities, and explore new growth opportunities across domestic and international markets.

During the first half of FY 2026–27, our financial performance was influenced by fluctuations in international market conditions and management transitions at a few of our major clients, which had a bearing on business volumes during the period. We continue to focus on strengthening client relationships, expanding our market presence, and enhancing our operational capabilities.

Our investments in proprietary technology, AI-powered advertising solutions, programmatic capabilities, strategic partnerships, and international expansion remain central to our growth strategy and our vision of building a scalable, diversified business.

Looking ahead, we aspire to build a ₹400 crore business over the next five years, subject to market conditions and the successful execution of our strategic initiatives. With a continued focus on innovation, operational excellence, and sustainable value creation, we remain committed to advancing our long-term growth objectives.

I sincerely thank our clients, business partners, employees, investors, and shareholders for their continued trust and support as we move forward in our growth journey.

Thank you for your continued support.

**Aditya Jangid**
Chairman & Joint Managing Director
AdCounty Media India Limited

# Key Financial Highlights – HY1-2026-27

Consolidated financial performance — Y-o-Y (₹ in Lakhs)

AdCounty Media

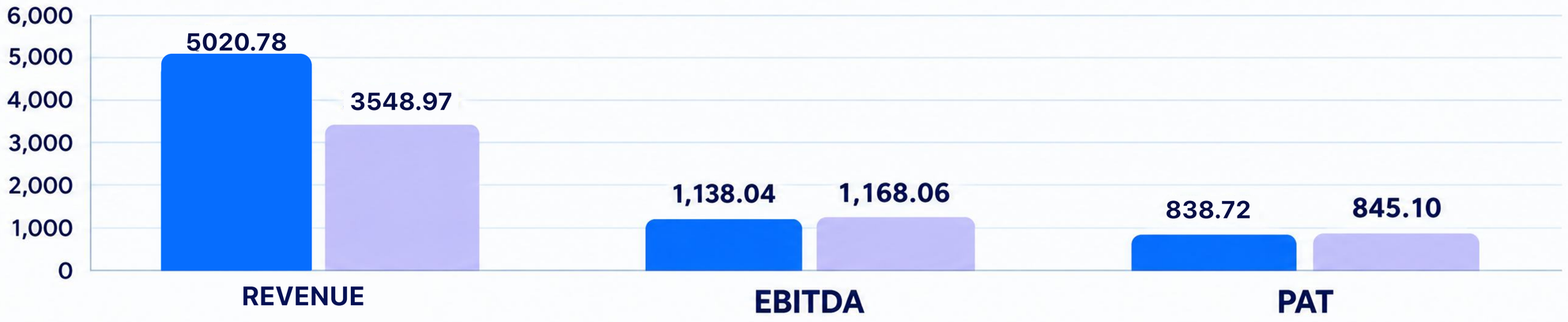
**5020.78**
Revenue

**1,138.04**
EBITDA

**838.72**
PAT

**16.70%**
PAT Margin

## Revenue , EBITDA & PAT – YoY Comparison (₹ in Lakhs)

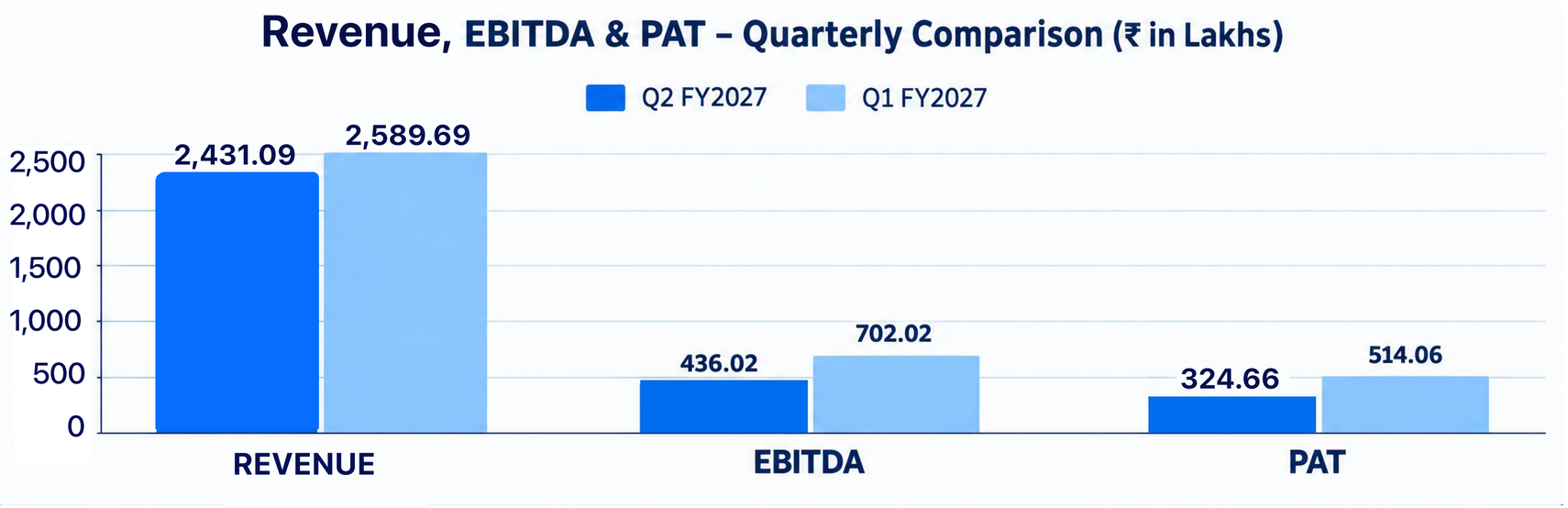


# Key Financial Highlights – Q2-2026-27

AdCounty Media

Consolidated financial performance — Q-o-Q (₹ in Lakhs)

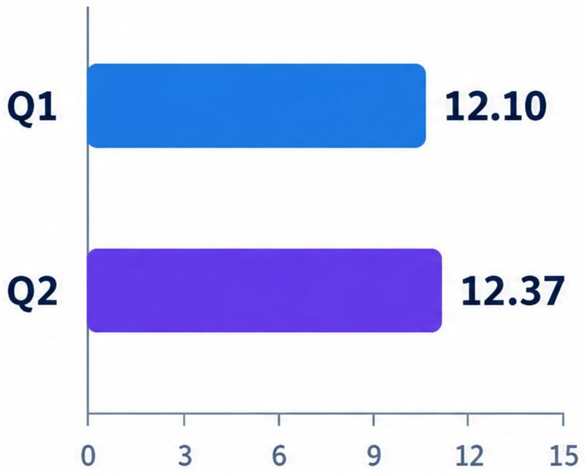
| 2,431.09 | 436.02 | 324.66 | 13.35% |
|---|---|---|---|
| Revenue | EBITDA | PAT | PAT Margin |



# Perfromance Metrics

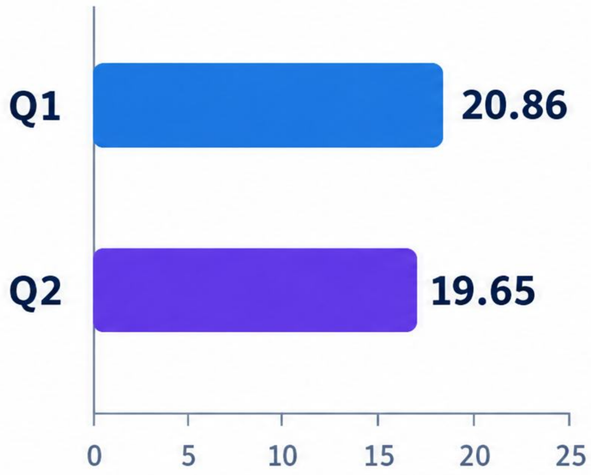
## CPCU Engine | Performance Trend (Q-o-Q)

### No. of Conversions (mn)



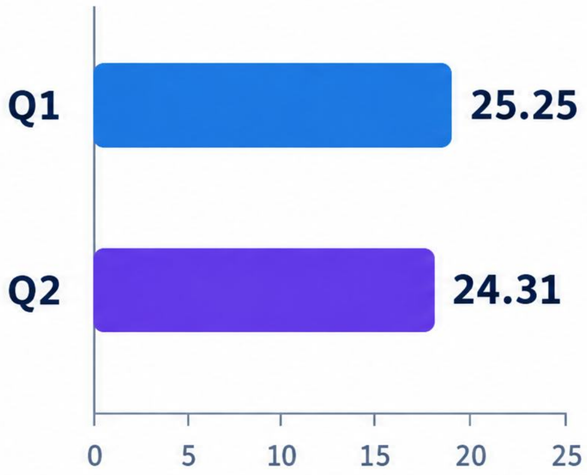

FY 2026-27

### ₹ Average CPCU (INR)




FY 2026-27

### CPCU Revenue (INR Cr.)




FY 2026-27

# Key Highlights FY 2026-27 till date

AdCounty Media

01

Successfully launched AI-powered advertising platforms

02

Expanded Apple Search Ads capabilities

03

Strengthened programmatic advertising ecosystem

04

Increased publisher partnerships

05

Enhanced AI automation

06

Expanded international presence

07

Strengthened enterprise customer base

08

Partnered with DOOH

09

Partnered with Dailymotion

# Product Portfolio

AdCounty Media

| PRODUCT | CATEGORY | STATUS |
| --- | --- | --- |
| iSearchads | AI-Powered Apple Search Ads Automation Platform | LIVE |
| Adaxx Pro | AI-Powered Programmatic Demand-Side Platform (DSP) | LIVE |
| Opsis pro | AI-Powered Mobile Advertising Platform | LIVE |
| Seorce | AIO (Artificial Intelligence Optimization) Platform | LIVE |
| GenWin | AI-Powered Marketing Platform | PIPELINE |
| SeeTV | AI- Powered Connected TV (CTV) / Video Advertising Platform | PIPELINE |
| More Products | AI & AdTech Solutions Under Development | PIPELINE |

# Key Business Highlights – FY 2026–27 till date

AdCounty Media

## 01 Product Innovation

- AI
- Automation
- New Platforms

## 02 Geographic Expansion

- India
- LATAM, SEA, RU, USA
- Other International Markets

## 03 Customer Growth

- Enterprise Clients
- Agencies
- Global Brands

## 04 Technology

- Machine Learning
- Automation
- Predictive Analytics

Four growth pillars work in tandem to scale **AdCounty's** business: continuous product innovation, deeper geographic reach, expanding customer relationships, and investment in next-generation technology.

AdCounty Media

# Thankyou

