



**Date: November 15, 2025**

To,  
The Manager – Listing Department  
BSE Limited  
Phiroze Jeejeebhoy Towers, Dalal Street  
Mumbai – 400001  
Scrip Code: 544435

**Subject: Submission of Investor Presentation under Regulation 30 of SEBI (LODR) Regulations, 2015**

Dear Sir / Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby submit the Investor Presentation of Adcounty Media India Limited, prepared in relation to the financial performance for the quarter and half year ended September 30, 2025.

Please note that the financial results for the said period were already submitted to the stock exchange on November 12, 2025.

A copy of the Investor Presentation is enclosed herewith and is also being uploaded on the Company's website at [www.adcountymedia.com](http://www.adcountymedia.com).

You are requested to kindly take the same on record.

Thanking you,

Yours faithfully,  
**FOR ADCOUNTY MEDIA INDIA LIMITED**

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



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## Quarter 2 (2025-26): Business & Financial Performance Summary

We are pleased to share that the company delivered another strong quarter, underscoring the resilience of our business model and the continued momentum across all key verticals.

In a digital ecosystem where attention is fragmented and margins are elusive, AdCounty Media India Ltd has not only sustained momentum—it has sharpened its edge. Our Q1 and Q2 results for FY 2025–26 reflect a company that's evolving from performance-driven to precision-led, with profitability and strategic clarity at its core.

### 🌟 Quarterly Revenue Performance Table (INR Cr)

Quarter	Revenue 2024–25	Revenue 2025–26	YOY Growth	PAT 2024–25	PAT 2025–26	YOY Growth	Trend
Q1	16.33	17.50	🟢 +7.11%	3.19	4.10	🟢 +28.61%	📈 Steady
Q2	13.81	17.99	🟢 +30.26%	3.28	4.35	🟢 +32.94%	🚀 Accelerated

### Highlights:

- 📈 Q2 shows a sharper growth in revenue (30.26%) compared to Q1 (7.11%)
- FY 2025–26 outperforms both quarters, indicating strong upward momentum
- The company is not just growing revenues but **expanding margins**, as PAT is increasing at a faster clip than revenue.
- Q2 stands out as the **breakout quarter**, with both topline and bottom line showing strong acceleration.

### Financial Highlights (Q2 FY2025):

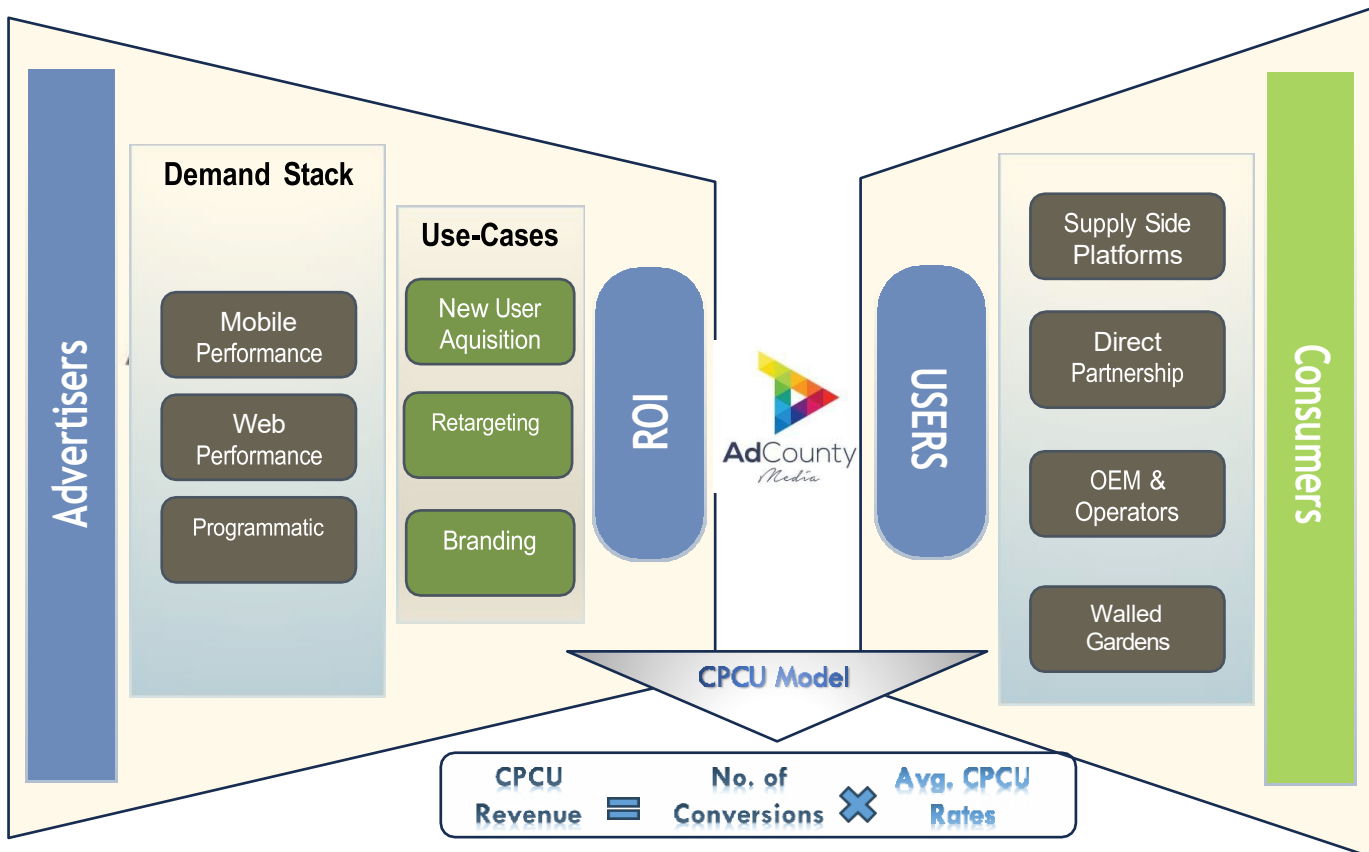
Metric	Q1 Growth YoY	Q2 Growth YoY
Revenue	7.11%	30.26%
PAT	28.61%	32.94%
PAT Margin	↑ from 19.50% to 23.41%	↑ from 23.71% to 24.20%

- **Revenue Expansion:** Q2's 30.26% YoY growth reflects deeper market penetration and optimised campaign performance across global accounts.

## Quarter 2 (2025-26): Business & Financial Performance Summary

- **Profitability Surge:** PAT margins have consistently expanded, signalling operational efficiency and **high-value client retention**.
- **Strategic Maturity:** The shift from volume to value is evident—our campaigns are not just reaching audiences, they're **converting with precision**.

### Operational Highlights & CPCU Business Model:



### CPCU Performance Q2 2026:

	# No. of Conversions (mn)	×	Average CPCU (INR)	=	CPCU Revenue (INR Cr)
Q2 FY 2026	8.7 Mn		INR 19		16.83

*\*All numbers are on a consolidated basis, unless otherwise stated*

The AdCounty ecosystem empowers marketers to craft integrated consumer journeys that deliver high ROI and outcome-led advertising. Anchored in the widely accepted CPCU model—recorded at just ₹19 in the last quarter—we continue to provide cost-efficient, conversion-focused campaigns at scale.

## Quarter 2 (2025-26): Business & Financial Performance Summary

The quarter marked a strong upward trajectory across all key verticals, with Web Performance and Programmatic emerging as the primary engines of growth. Both segments capitalised on rising advertiser demand, sharper campaign optimisation, and deeper engagement with high-value client clusters.

While the regulatory shift around RMG had a modest impact on topline performance, our Mobile Performance and User Acquisition verticals demonstrated remarkable resilience. Fueled by innovation-led performance marketing and strengthened global partnerships, these channels continued to deliver consistent growth and strategic stability—reinforcing the robustness of our diversified portfolio.

### Growth Strategy Snapshot – Q2 FY 2025–26

#### Mobile Performance

Mobile ad spending is projected to account for 75% of total digital ad spend by 2027 (Insider Intelligence). AdCounty is poised to capture this surge with the launch of an AI-powered mobile performance platform, designed to optimise user acquisition across India, SEA, MEA, Russia, EU, and LATAM.

#### Programmatic

By 2026, 95% of new digital display ad dollars are expected to go programmatic (eMarketer). To lead this shift, AdCounty is rolling out an AI-labelled advanced version of BidCounty, enabling hyper-targeted, privacy-compliant ad delivery across global markets.

#### Web Performance

India and the UAE together form a **dual growth engine** for AdCounty's Web Performance vertical—India providing **scale and volume**, the UAE delivering **premium margins and brand value**. With AI-led innovation powering both, this vertical is positioned to remain our **largest and most profitable growth driver** in the coming quarters.

### Outlook:

With strong demand visibility and sustained client momentum, we remain confident of delivering **profitable growth** in the coming quarters. Our focus remains on **scaling high-performing business units**, optimising operational leverage, and expanding our presence in key international markets.