

Earnings Presentation

Q4 & FY2026



March 31, 2026

Product-Led AdTech Company

AdCounty Media is a product-led AdTech company building proprietary advertising technologies that power scalable, data-driven growth.

Since 2017, we've evolved into a technology-first organization delivering measurable outcomes across programmatic, performance, branding and CTV ecosystems globally.

CORE VERTICALS

Building the rails for performance, programmatic and brand at scale.

Year Founded

2017

11+

Global Markets
Presence

AdTech

Product-First

Programmatic

Performance

Branding

CTV

Mobile

Web

Mission & Vision



MISSION

“Fuel measurable brand growth through disruptive media and data-backed marketing.”

We, at AdCounty Media are on a mission to empower businesses to transcend the boundaries of digital excellence with our contemporary digital marketing products and services.

We strive to bridge the gap between brands and consumers by fostering integrity, transparency, and a client-centric approach, ensuring sustainable growth for our partners.



VISION

“Harness technological innovations to create memorable brand experiences”

We envision redefining industry standards through the creation of compelling brand narratives driven by transformative storytelling.

We aim to provide brands with actionable insights to craft high-converting campaigns and help them build authentic relationships with their audience to bolster their growth and visibility.

Q4 FY2025-26 Performance



REVENUE

(in Lakhs)

Q4 FY2025-26	₹ 3,022.24 Lakhs
Q4 FY2024-25	₹ 2,267.70 Lakhs

YoY GROWTH **+33.27%**



EBITDA

(in Lakhs)

Q4 FY2025-26	₹ 877.75 Lakhs
Q4 FY2024-25	₹ 543.08 Lakhs

YoY GROWTH **+61.62%**



PAT

(in Lakhs)

Q4 FY2025-26	₹ 638.21 Lakhs
Q4 FY2024-25	₹ 396.21 Lakhs

YoY GROWTH **+61.08%**



H1 & H2 FY2025-26 Performance



FY2025-26 Performance



REVENUE

(in Lakhs)

FY 2025-26	₹ 8,476.90 Lakhs
FY 2024-25	₹ 6,889.51 Lakhs

YoY GROWTH **+23.04%**



EBITDA

(in Lakhs)

FY 2025-26	₹ 2,750.185 Lakhs
FY 2024-25	₹ 1,865.85 Lakhs

YoY GROWTH **+47.40%**



PAT

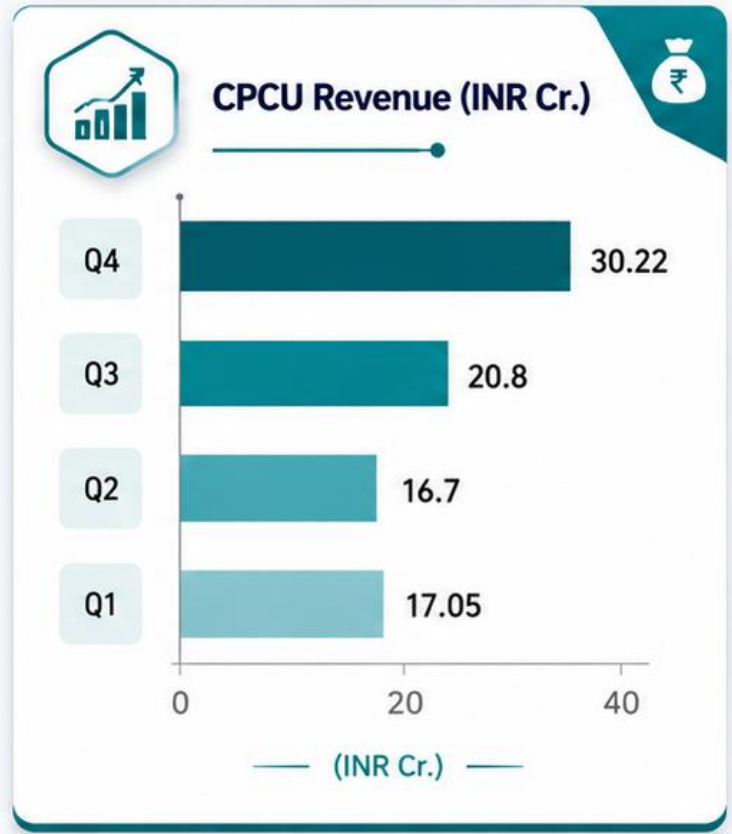
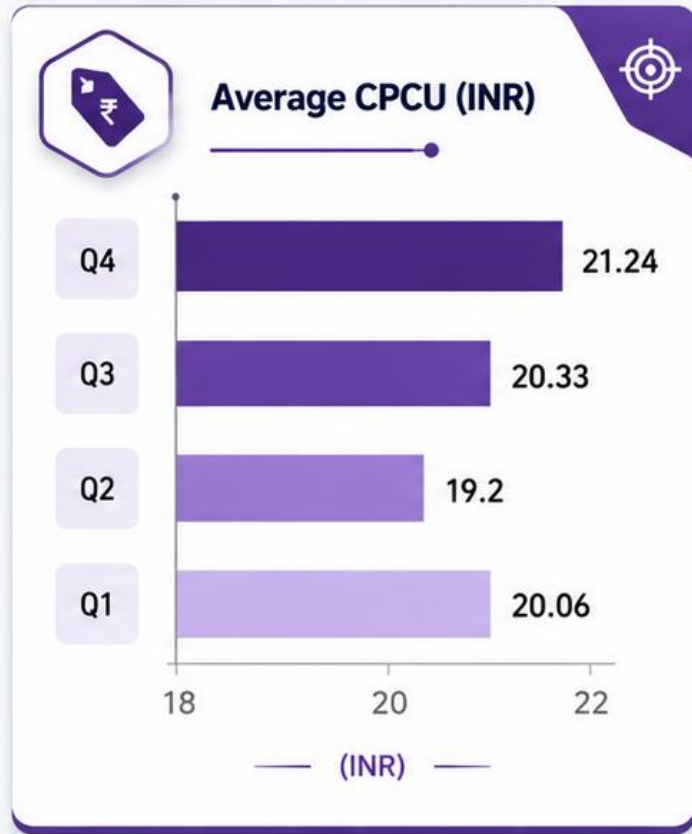
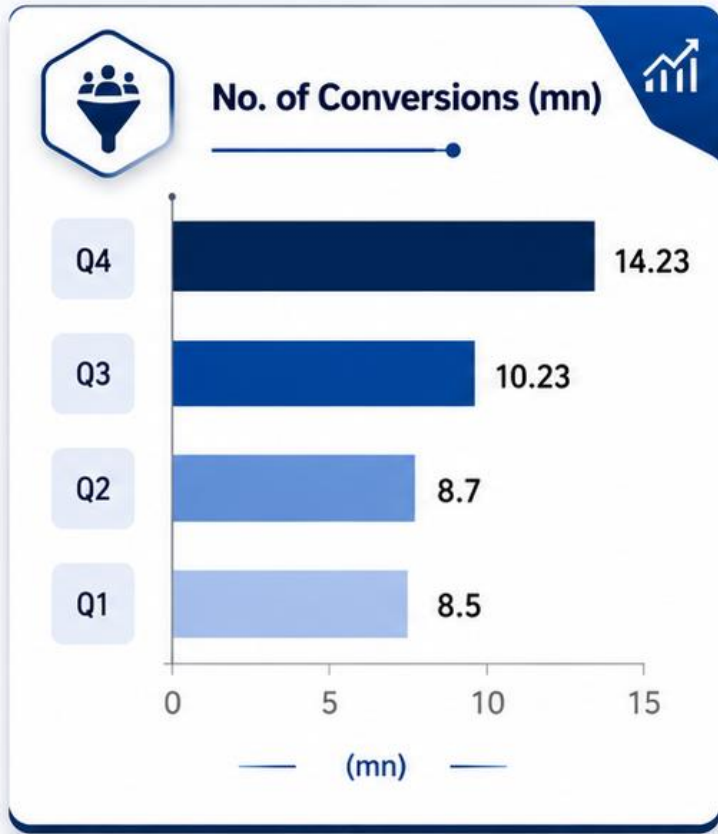
(in Lakhs)

FY 2025-26	₹ 2,006.19 Lakhs
FY 2024-25	₹ 1,375.01 Lakhs

YoY GROWTH **+45.90%**



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



Standalone Financial Summary

Amount in Lakhs

Particulars	Q4 FY2026	Q4 FY2025	Y-o-Y Growth	H2 FY2026	H1 FY2026	Q-o-Q Growth	FY2026	FY2025	Y-o-Y Growth
Revenue from Operations	3,022.24	2,267.70	33.27%	5,102.17	3,374.73	51.19%	8,476.90	6,889.51	23.04%
Cost of Traded Media	1,840.12	1,252.50	46.92%	3,024.09	1,880.58	60.81%	4,904.67	3,945.85	24.30%
Employee Benefits Expenses	80.18	119.72	(33.03)%	149.93	133.59	12.23%	283.52	481.31	(41.09)%
Other Expenses	315.35	369.09	(14.56)%	485.59	353.26	37.46%	838.85	640.32	31.00%
EBITDA	877.75	543.08	61.62%	1,582.12	1,168.06	35.45%	2,750.18	1,865.85	47.40%
% EBITDA Margin	29.04%	23.95%	-	31.01%	34.61%	-	32.44%	27.08%	-
Depreciation and Amortization Expenses	18.10	9.82	84.32%	31.54	15.58	102.44%	47.12	33.74	39.66%
Finance Costs	8.60	8.89	(3.26)%	12.14	23.68	(48.73)%	35.82	16.70	114.50%
Other Income	108.28	23.43	362.14%	169.12	174.24	(2.94)%	343.36	68.53	401.04%
Profit Before Tax	868.17	531.11	63.46%	1,568.00	1,142.28	37.27%	2,710.28	1,840.12	47.29%
Total Tax	229.96	134.90	70.47%	406.91	297.18	36.92%	704.09	465.11	51.38%
Profit After Tax	638.21	396.21	61.08%	1,161.09	845.10	37.39%	2,006.19	1,375.01	45.90%
% PAT Margin	21.12%	17.47%	-	22.76%	25.04%	-	23.67%	19.96%	-

Consolidated Financial Summary

Amount in Lakhs

Particulars	Q4 FY2026	Q4 FY2025	Y-o-Y Growth	H2 FY2026	H1 FY2026	Q-o-Q Growth	FY2026	FY2025	Y-o-Y Growth
Revenue from Operations	3,136.6	2,267.70	38.32%	5,236.17	3,374.73	55.16%	8,610.90	6,889.51	24.99%
Cost of Traded Media	1,928.36	1,252.50	53.96%	3,118.21	1,880.58	65.81%	4,998.79	3,945.85	26.68%
Employee Benefits Expenses	80.68	119.72	(32.61)%	150.43	133.59	12.61%	284.02	481.31	(40.99)%
Other Expenses	323.77	365.96	(12.28)%	506.78	353.26	43.46%	860.04	640.32	34.31%
EBITDA	895.69	543.08	64.93%	1,601.05	1,168.06	37.07%	2769.11	1,865.85	48.41%
% EBITDA Margin	28.56%	23.95%	-	30.58%	34.61%	-	32.16%	27.08%	-
Depreciation and Amortization Expenses	18.10	9.82	84.32%	31.54	15.58	102.44%	47.12	33.74	39.66%
Finance Costs	8.60	8.89	(3.26)%	12.14	23.68	(48.73)%	35.82	16.70	114.50%
Other Income	109.02	23.43	365.30%	169.86	174.24	(2.51)%	344.10	68.53	402.12%
Profit Before Tax	886.11	531.11	66.84%	1,586.93	1,142.28	38.93%	2,729.21	1,840.12	48.32%
Total Tax	229.96	134.90	70.47%	406.91	297.18	36.92%	704.09	465.11	51.38%
Profit After Tax	656.15	396.21	65.61%	1,180.02	845.10	39.63%	2,025.12	1,375.01	47.28%
% PAT Margin	20.92%	17.47%	-	22.54%	25.04%	-	23.52%	19.96%	-

Mobile-First Performance



75%

of global advertising spend is projected to be mobile-driven by 2027.

We are aligning our innovation roadmap with the future of digital advertising — focused on mobile scalability, performance marketing, and transparent supply ecosystems.



opsis^{pro}

A performance-focused SSP engineered for the next generation of mobile advertising with scalable and transparent supply infrastructure.

Performance-Led SSP

Future-Ready Infrastructure

Scalable Web Expansion



iSearchads

An AI-powered iOS acquisition platform designed to deliver higher ROI through precision targeting across the Apple ecosystem.

AI-Driven Targeting

Enhanced ROI

Cost-Efficient Growth

Web & Programmatic



Programmatic momentum continues to anchor global scaling and product-led innovation.



01



Vertical Diversification

Influencer-led performance, finance, and automotive and new high-growth channels.

02



Aggressive Scaling

India for volume and scale; UAE for premium margins — twin engines of global growth.

03



Strategic Growth

Senior leadership built for scale, governance, and disciplined global expansion.

04



Product Innovation

BidCounty evolution — advanced tech and a massive global audience database.

Five Regions. One Strategy.



Product-led market entry — building local presence backed by a single global tech stack.



01
SEA

Southeast Asia

High-velocity
mobile-first
markets



02
EU

European Union

Mature, regulated,
brand-grade scale



03
RU

Russia / CIS

Underserved
performance
opportunity



04
LATAM

Latin America

Emerging
programmatic
frontier



05
MEA

Middle East & Africa

Premium margin,
brand-led demand



STRATEGY

Land with product, scale with local talent —
every region operates on the same global tech stack.



Four Pillars Driving the Next Phase

01

Platform Scaling

Disciplined geographic expansion across SEA, MEA, Russia, EU and LATAM to broaden our impact and market leadership.

- 5+ region rollout
- Local talent & partnerships
- Scalable tech infrastructure

02

Operational Leverage

Strengthening leadership, streamlining processes, and building governance for repeatable, efficient scale.

- Senior leadership
- Programmatic muscle
- Governance & compliance

03

Product Innovation

Investing in Opsis Pro and iSearchAds to deliver intelligent solutions that drive superior performance and outcomes.

- Opsis Pro
- iSearchAds
- Performance → Precision

04

Vertical Diversification

Expanding across high-potential industries to reduce cyclicality and unlock new growth opportunities.

- Influencer-led
- Finance
- Automotive

Our focus is clear: scale with **discipline**, operate with **excellence**, innovate with **purpose**, and diversify for **resilience**.

Global Mindset

Operational Excellence

Innovation First

Sustainable Growth

Live



Coming Soon*





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