



20 December 2017

## ASX ANNOUNCEMENT

### **engage:BDR Limited (ASX:EN1) lists on ASX after over subscribed IPO, enters into New Contracts and Secures Additional Partnerships**

#### **Highlights**

- engage:BDR Limited listed on the ASX on 14 December 2017 after closing its IPO significantly oversubscribed, raising the maximum amount of \$AUD10 million
- A number of small cap institutions, professional investors, HNW individuals and over 1000 retail investors have joined the Company's share register
- In H2 2017 the Company completed 12 additional programmatic platform integrations and commenced generating revenue from those integrations. This is in addition to the 28 platform integrations that the Company had completed at the time of the IPO. The Company now has now completed and launched 40 integrations.
- A further 30 new programmatic partner contracts have been signed in 2017 and integrations have commenced which will result in significantly expanded revenues
- The Company is expecting to complete another 10 integrations in the period Jan – March 2018 and has a significant number in its business development pipeline

Los Angeles-based digital advertising and media technology company engage:BDR Limited (**ASX:EN1**) is delighted to provide a market update following its recent listing on ASX and announces a number of new integration partnerships in its core business of digital programmatic cross-device display and video advertising.

#### **ASX Listing**

engage:BDR listed on the ASX on 14 December 2017 after closing its IPO significantly over subscribed and raising the maximum of AUD\$10 million. On listing the Company had 249,999,993 shares and 30,000,000 tradable Options on issue and a market capitalisation of \$50m (at 20 cents per share)

A number of small cap institutions, professional investors, HNW investors and over 1000 retail investors have joined the Company's share register.

engage:BDR Limited (ASX:EN1 and EN10) ACN 621 160 585  
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## **Business**

The Company's business is primarily focused on its proprietary programmatic technology which manages cross-device internet video and display advertising for advertisers, advertising agencies and the websites that display those advertisements. Further details on the Company and its business can be found at [www.engagebdr.com](http://www.engagebdr.com)

The Company has also recently launched a rapidly growing complementary business in the digital influencer marketing industry, which includes one of the world's first self-serve influencer marketing platforms for Instagram. (IconicReach)

## **New Platform Integrations**

The Company completed a further 12 new client programmatic integrations in H2 2017 with an additional. The total number of revenue generating programmatic integrations as at the end of 2017, is now 40 up from 28 at the time of the Company's ASX IPO. A further 10 client integrations are expected to be completed in the first quarter of 2018.

Programmatic integrations are server-to-server connections that buyers and sellers on engage:BDR's marketplace use to perform advertising transactions. All platform integrations require a significant investment of time and engineering resources from both engage:BDR and its partners. These integrations are for desktop, mobile, television, display, mobile display and mobile native advertising. Once completed they provide additional revenue opportunities for the Company at very low additional incremental cost and hence there are significant economies of scale from which the Company will benefit

The Company's programmatic platform integrations enable engage:BDR to build long-term commercial partnerships. Once an integration goes live, engage:BDR and the partner exchange advertising inventory data, significantly increasing revenues and operating margins for both parties.

engage:BDR, Co-Founder and Executive Chairman, Ted Dhanik said: "We're very happy with the traction we have gained in the programmatic advertising market, and are excited to see the rate of growth increasing. engage:BDR has grown substantially since 2009, with a compound annual growth rate ("CAGR") of 48% over that time. These new partnerships will ensure that the growth continues as we head into 2018."

## **Influencer marketing Business – IconicReach**

The Company has also recently launched a rapidly growing complementary business in the digital influencer marketing industry, which includes one of the world's first self-serve influencer marketing platforms for Instagram. (IconicReach). This new business is also developing well.

## **Acquisitions**

The Company has now also re-commenced discussions with a number of the companies with whom it was having acquisition negotiations prior to commencing the ASX listing process and will keep shareholders informed of the outcome of those negotiations when they reach a more advanced stage.

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Once again I am delighted to welcome all of our new shareholders to the Company and look forward to further developing the Company's business in the months and years ahead

Ted Dhanik  
Co-Founder and Executive Chairman

**For further enquiries please contact:**

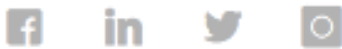
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**About engage:BDR Limited**

engage:BDR Limited (**ASX:EN1 and EN10**) is an established Los Angeles-based digital media and advertising technology company creating efficient, effective advertising solutions through its innovative programmatic proprietary technologies.

The Company's two divisions consist of its core business, a cross-device programmatic display and video advertising business and IconicReach, one of the first influencer advertising platforms to connect brands with digital influencers.

engage:BDR was founded by executives from Myspace and other successful start ups in 2009 and today it is used by a large number of the world's top advertisers and comScore top 1000 publishers. Through in-house innovation and industry-wide contributions and collaboration, engage:BDR aims to deliver the very best in digital advertising technology.

To learn more please visit: [www.engagebdr.com](http://www.engagebdr.com)

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