



17 January 2018

## ASX ANNOUNCEMENT

### **engage:BDR Limited (ASX:EN1) to formally launch its Influencer Marketing Platform “IconicReach Select” at the Sundance Film Festival**

#### Highlights

- **engage:BDR will this week announce the formal launch of its new Influencer Marketing Platform, “IconicReach “ at the Sundance Film Festival in the USA**
- **IconicReach, which has been developed by engage:BDR over the past 2 years, streamlines the previously very inefficient process of sourcing, transacting and executing influencer marketing campaigns**
- **IconicReach is a single platform that allows a buyer to browse, research, and contact influencers, as well as efficiently pay for and measure campaigns**
- **The company while dealing with a number of the major Influencers including LuxuryWorldTraveler and WeeklyChris, is focusing its attention on aggregating a large number of micro influencers (those that have between 10,000 and 100,000 followers) for campaigns. Micro influencers have engagement rates of 4%-10% compared to macro influencers where engagement rates are generally between 1%-3%.**
- **The Company has already signed up 150+ Influencers with an audience that is composed 100 million + total followers and have ran multiple campaigns in their beta-phase with many advertisers.**
- **The new platform is expected to sign up 2,500 more influencers in the next 12 months.**

Los Angeles-based digital advertising and media technology company engage:BDR Limited (**ASX:EN1**) (“**engage:BDR**” or “**the Company**”) is delighted to announce the official launch of IconicReach Select, a new managed service offering from the Company’s influencer marketing division.

The IconicReach platform utilises the company’s proprietary technology to streamline the previously very inefficient process of sourcing, transacting, and executing influencer campaigns. Unlike many social agencies, which serve as outsourced organizers of large amounts of email communications and manual transactions, IconicReach is a single platform

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IconicReach Select, which will be made available by invitation to marquis celebrities, influencers, and brands, will provide a bespoke experience that combines the efficient platform technology with expert account management.

Advertisers within the Select group will have access to a live team that will source, manage, advise on and optimise campaigns. Influencers and celebrities will have increased privacy around their pricing, as well as an assigned team member to help them manage and screen incoming requests.

The Company has already signed up 150+ Influencers that compose an audience of 100 million + followers and have ran multiple campaigns during their beta-phase with many advertisers. The new platform is expected to sign up 2,500 more influencers in the next 12 months.

Global spend on influencer marketing is projected to reach USD\$ 1.6 billion in 2018, driving the company's continued growth in this part of its business.

The upcoming Sundance Film Festival held annually in Utah, USA is attended by a large number of A-List celebrities, celebrated filmmakers, and increasingly, the biggest names in technology.

engage:BDR will be hosting a daytime venue in a prime location on Main Street from 19 – 21 January 2018. Celebrities and influencers will visit the engage:BDR Lounge to learn about the platform and watch a curated selection of musical performances. Updates on new partnerships entered into at the festival will be announced to the market following the event.

Ted Dhanik said *"...the Iconic Reach Influencer Marketing platform has already been very well received by influencers and marketers alike and is expected to provide a significant boost to the Company's revenues and earnings in the year 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) is a USA based digital advertising company creating efficient, effective advertising solutions through its innovative programmatic proprietary technologies.

The Company's two divisions consist of its core business, a growing 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 former executives from Myspace in 2009 and today it is used by the world's top advertisers and comScore top 1000 publishers. Through in-house innovation and industry-wide contributions and collaboration, engage:BDR offers some of the very best advertising technologies.

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

Source: <https://www.statista.com/statistics/748630/global-instagram-influencer-market-value/>

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