



8 February 2018

ASX ANNOUNCEMENT

engage:BDR Limited (ASX:EN1) Enters Agreement with Ripple Competitive Cryptocurrency IvyKoin ™

Highlights

- **Enters agreement to become the agency of record for cryptocurrency IvyKoin TM**
- **Expected to deliver revenues to the Company's Influencer Marketing division exceeding previously announced total budgeted 2018 revenues for its IconicReach business of \$1.2m**
- **Agreement also includes additional revenues for engage:BDR for the delivery of native advertising and display advertising.**

engage:BDR Limited (**ASX : EN1**) is delighted to announced that it has signed an agreement with Ripple competitive cryptocurrency ivyKoin TM which is building a blockchain based cryptocurrency for business transactions particularly larger financial transactions and those that require extensive verification.

engage:BDR has been appointed the agency of record for ivyKoin ™. and accordingly will be handling all of the media buying and marketing activities for the Company. The agreement provides for an initial USD \$500,000 (AUD \$623,000) marketing campaign, to be undertaken by IvyKoin ™ which is to be executed through engage:BDR's Influence Marketing platform, "IconicReach".

The agreement with IvyKoin TM is expected to deliver revenues to engage:BDR in calendar 2018, exceeding the total of the Company's previously announced IconicReach Influencer Marketing budgeted revenue for 2018 of \$1,200,000. The agreement also includes additional revenue for engage:BDR for the delivery of native advertising and display advertising.

IvyKoin TM, which recently received a significant strategic investment from ASX listed, USA based Change Financial Limited (ASX:CCA | OTCQX:CNGFF), has also been backed by a number of industry heavyweights including the former regional and business heads of PayPal and Westpac.

ivyKoin TM a Ripple competitor, is a decentralized network of validators, consisting of financial institutions and intermediaries, who use the tokens for the purpose of communicating transaction and customer data and for settling balances on the network.

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BDR ENGAGE

Transactions on the ivyKoin™ network, which prioritise compliance and audit as first-principle concerns, are initiated against a contract listed on the public Ethereum network using tokens that are easily traded for their utility of facilitating payments in fiat currency at their financial institutions. This is a key differentiator from Ripple, the leading alternative to Bitcoin.

ivyKoin's™ target audience consists of businesses that are seeking a better way to facilitate large transactions internationally. engage:BDR's prior work in the business-to-business marketing space makes it a natural fit to assist ivyKoin™ to grow its awareness and customer base.

The initial campaign has been designed with a forward-looking approach, preparing the market for continued communications from the brand. The first stage of the campaign will aim to create interest in ivyKoin's presale. The call-to-action will be following ivyKoin's Telegram account, where users will get real-time updates on product updates and availability. Subsequent campaign already being prepared will highlight exchange-specific purchase information.

Ted Dhanik
Co-Founder and Executive Chairman

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About engage:BDR Limited

engage:BDR Limited (**ASX:EN1 and EN10**) is an established USA based digital advertising company creating efficient, effective advertising solutions through its 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 utilises some of the very best advertising technologies.

To learn more please visit: www.engagebdr.com

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