

2 October 2018

ASX ANNOUNCEMENT

First AdCel Integrations into engage:BDR's Programmatic Platform Deployed

Highlights

- AdCel demand partner, StartApp, integrated into the Company's platform and is a significant player in the U.S. programmatic ecosystem
- AdCel's integration of programmatic in-game advertiser, Woobi, brings technology to effectively embed ads into gaming experiences
- These first two buyers are integrated, about 40 more AdCel buyers (integrations) to deploy in the near term

engage BDR ("engage:BDR or Company") (ASX:EN1 and EN1O) is pleased to announce the successful integration of two AdCel demand partners, StartApp and Woobi, into the Company's programmatic platform, both of which will contribute to more efficient and effective audience targeting, incremental revenue and profitability. The Company completed its acquisition of AdCel in August 2018 and began its technical integrations immediately thereafter.

About StartApp

StartApp Inc. is an insights-driven mobile advertising and data company that enables its partners to deliver personalized mobile experiences to users by analysing the intents and behaviors of individuals who download, use or interact with a developer's app or services.

The company offers 4 fundamental solutions, including; "Brains & Beauty, a mobile advertising platform; SODA, a social data platform that allows social apps to contribute a piece of the user data puzzle and receive the complete user picture in return; Immerse, a virtual reality advertising solution that enables users to distribute content and messaging; and Digital Content, which enables mobile consumers to interact with their brand."

StartApp's technology provides a variety of companies with insight driven mobile support, including Mattel, Yahoo!, Baidu, Cheetah Mobile, DoorDash and Yandex.

The company was founded in 2010 and currently has 160 employees. StartApp has its headquarters in New York and has additional offices in San Francisco, California; Kiev,

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Ukraine; São Paulo, Brazil; Moscow, Russia; India; Beijing and Shanghai, China; and Sweden and Israel.

Gil Dudkiewicz, CEO

Entrepreneur Gil Dudkiewicz is the co-founder and CEO of StartApp Inc. Prior to StartApp, he was the CEO of SweetIM, which he joined as a pre revenue company with 5 employees. Gil successfully led SweetIM to grow their revenue and eventually win the Technology Rising Star Award by D&T Fast 50 Competition during his tenure. SweetIM was acquired by Perion Network (NASDAQ: PERI) on November 2012 for \$41 Million.

In addition, Dudkiewicz was the Entrepreneur-In-Residence at the Cedar Fund and the founder and CEO of MyDTV/MeeVee, a personalized TV Guide and TV search.

Gil Dudkiewicz has more than 15 years international experience in consulting, project management, marketing and business development in both the high technology and entertainment industries. He holds an MBA from UC Berkeley and a B.Sc. in engineering from the Technion-Israel.

About Woobi

Woobi is a programmatic in-game advertising platform with offices in New York, London and Tel Aviv. Their technology creates opportunities for brands, advertisers, publishers and ad developers to interact with their audiences while they are most engaged, by reacting to moments during gameplay.

Woobi technology enables unique native placements, proprietary targeting and significant capabilities to optimize global advertising based on performance-driven data. They work with some of the largest in-game companies and reach over 2.6 billion gamers worldwide, giving them one of the most scalable, qualitative and extensive in-game audience reach.

Woobi's Programmatic DSP Video Campaign Key Performance Indicators (KPIs):



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Woobi's Programmatic SSP Branded Video Results:



By creating deep engagement opportunities through in-game advertising, brands can interact with their audiences where they spend their time and get their audience's' undivided attention, increasing brand affinity, campaign impact and overall ad effectiveness.

In 2014, Woobi released the Dynamic Mindset Advertising algorithm (DMA), which focuses on providing mobile users with the ad content most suitable for them, while also keeping track their mobile patterns. Then, in 2016, Woobi released its programmatic platform, in-game SSP (supply-side platform), Buy Side Platform and RTB Exchange, fulfilling the needs of both advertisers and publishers.

Some of the company's top clients include Ford Motors, Vodafone, Cadreon, Mediacom, Unilever and UM. Woobi won the Digiday 2017 award for Best Video Distribution Platform, the Drum 2017 award for Best Overall Technology for Programmatic Trading, the Digiday Europe 2017 award for Best Video Ad Tech Innovation and the White Bull 2015 Bully Award for European tech startups.

Chaya Soggot, CEO

Chaya Soggot Having is an entrepreneur with over 10 years of experience developing and evolving the biggest trends within the digital media space, including search, web 2.0, new media and social.

Her love for gaming led her to explore the potential of entertainment media and games as possible venues for advertising. Her goal was to find a non-disruptive way to show gamers content in their native environment.

Shortly after leaving her position at Matomy in 2008, Chaya founded Woobi, one of the first companies to focus solely on game monetization and advertising technologies. Over the past 6 years Woobi has been a pioneer for brands to sponsor, engage and interact with users and players during game play, turning them into brand advocates and loyal customers.

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Benefits of New Integrations

In the end, both companies bring unique and incremental demand (revenue for the Company's publishers), key technology and experiences that will serve to optimize ad targeting, while ensuring a native environment for the audience. The Company announced in September 2018, that it had integrated 118 programmatic partners of its own; with AdCel's existing buyer integrations, the Company will have the opportunity to integrate up to 160 partners, not including new relationships in its business development pipeline.

According to Woobi executives, "Game & app developers can now build a stronger user base and combine their monetization and retention efforts. Brands can become a part of the gaming experience, which results in a deeper brand engagement and long-term loyalty."

Meanwhile, StartApp reports that, "By creating innovative ways of exploring mobile users' intents and behaviors, and being smarter about responding to these factors, we help our partners optimize and better execute their strategies."



On behalf of the Board
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