

21 January 2019

## **ASX VIDEO ANNOUNCEMENT**

### **VIDEO: 2 New Programmatic Partnerships Live**

#### **Highlights**

- ❖ Two new integrations recently signed, have gone live In January
- ❖ Connected TV leader, Third Presence is the first new integration of 2019
- ❖ Leading Canadian programmatic platform AcuityAds also goes live
- ❖ Both integrations are now generating revenue
- ❖ The two large integrations signed and announced on 11 September 2018 and 22 October 2018 have also gone live and are expected to generate substantial revenue

engage:BDR (“or Company”) (ASX:EN1 and EN1O) is excited to present an update on new programmatic integrations that have recently gone live with the Company’s CEO, Ted Dhanik. The Company signed a few deals in December 2018, including ThirdPresence and Acuity, which have successfully entered onto the Company’s programmatic platform. Others which were signed and announced in late 2018 (which had the potential to generate upwards of \$100K USD per day in revenue at full-speed) have also gone live in validation (test) mode.

#### **Video Summary**

The EN1 team is thrilled to start a new year with key pieces of new business to announce and set sentiment with. The Company’s first live integration of 2019, ThirdPresence, is a key player in connected TV video inventory which is sold programmatically. This Finland-based, but U.S.- focused company relies on curated mobile in-app and smart TV advertising to provide quality video ads and drive revenue for large brand advertisers.

In the United States, connected television is a prominent emerging sector, where video marketing budgets are being funneled. ThirdPresence is an important integration for the Company because of their experience, knowledge and large reach within the connected television space.

The Company has been involved with connected TV for a few years now and has seen significant growth and increasing marketing opportunities. Dhanik predicts that the Company’s reach in connected TV will grow over the next year. With the addition of new

**USA**  
engage:BDR  
9220 Sunset Blvd, Suite 100  
West Hollywood, CA 90069  
USA  
+1 310 954 0751  
info@engagebdr.com

**Australia**  
Scottish House Level 4 90 William  
Street  
Melbourne Victoria 3000  
AUSTRALIA  
+61 412 111 821  
info@engagebdr.com.au

partners, such as ThirdPresence, the business will mature and can eventually grow to make up a large portion of the Company's revenue.

Canada-based programmatic company, AcuityAds, also joins the Company's programmatic platform. Acuity will be providing significant incremental business for EN1, especially among Canadian companies. Acuity offers digital advertising insights, activation and optimization across screen and formats. They work with top brands like Nike, MasterCard, Mazda, Purina, RBC Royal Bank, TD Bank, Nestle, Amazon, and Warner Brother Pictures.

Over 90% of EN1's revenue is currently flowing from the United States, however, as the Company continues to grow, the possibilities of expanding internationally and cross-continently will be more prominent.

As previously mentioned, the Company is heavily focused in video advertising, including pre-, mid-, and post-roll ads. This style of advertising is heavily driven by data and the Company essentially "sells" users, not placements or 'real estate' on a website. Therefore, having partnerships with companies which are involved in the space, as well as other areas of video, will only serve to further EN1's reach and customer-user interaction.

For example, if a car manufacturer is seeking access to users who are searching for a specific brand of cars, they will look to the Company in order to target those specific individuals. In other words, the Company's advertising model is not selling commodities on a website. Over the years, the Company matured with the industry and adopted cutting-edge technologies to be able to give its advertisers exactly what they are looking for, their customers and nearly exact prospective customers.

Integrations are vital to the Company because they compound the Company's transactions. In other words, when publishers are introduced into the ecosystem, it introduces supply, and when a buyer is integrated, they are bidding for that supply or those users. The intermediary technology, or exchange, enables real-time bidding (RTB), or auction-like transactions which take place in a matter of about 200 milliseconds, syndicating demand and supply across all of its buyers and sellers.

In brief, every time a new page is opened, there are already several ad units on the page. However, before the ad units are displayed, an auction takes place behind the scenes, where the highest paying bidders' ad is selected. The Company's proprietary programmatic technology has been maturing over the past 10 years, improving in quality and adapting to market changes as needed.

Content, or articles, images, editorials, apps, and games, are all being monetized by ad placements. Despite the growth in ad inventory, ad space is becoming more expensive because the industry is finding ways to make the ad inventory more valuable and perform better for advertisers.

Years ago, when an ad was shown to an irrelevant audience, it would evoke some engagement, but there was no verification that the ad was reaching the right audience. Meanwhile, the targeting technology of today has enabled niche audiences to be pinpointed, based on demographics, search content or by their geo coordinates.

The Company is in the business to ensure that publishing, or user content, is viable for the publisher, by providing and maximizing their source of revenue. Enabling the highest yield for publishers is what the Company has worked to master over the last decade of experiences. Dhanik believes that the more integrations the Company has, the more ability it has to generate revenue for every ad opportunity that a publisher has.

The Company's 2018 mobile programmatic acquisition, AdCel, monetizes 99.9% of all traffic or inventory for many publishing clients. AdCel is able to do so by leveraging their proprietary technology, which they are currently working to syndicate to more publishers to help them maximize yields and grow overall revenue for EN1.


In the end, as this industry continues to develop and mature, budgets allocated to video ads and enabled TV will continue to take up larger percentages of ad spend. The more integrations the Company obtains, the higher its ability to monetize for publishers. Over the next year, investors and shareholders can expect to see the Company to attain new programmatic integrations, as well as, see previously signed integrations go live and begin generating revenue.

For additional questions, email [info@en1.com](mailto:info@en1.com)

**Please view the video here:**

<http://engagebdr.com/asx/video>



On behalf of the Board  
Ted Dhanik  
Co-Founder and Executive Chairman  
engage:BDR Limited  
+1(310)954-0751  
[info@EN1.com](mailto:info@EN1.com)  
[twitter.com/TedDhanik](https://twitter.com/TedDhanik)  
[linkedin.com/in/TedDhanik](https://linkedin.com/in/TedDhanik)  
Follow us on social media:  
  
[facebook.com/engageBDR](https://facebook.com/engageBDR)  
[linkedin.com/company/engage-BDR](https://linkedin.com/company/engage-BDR)  
[twitter.com/engageBDR](https://twitter.com/engageBDR)  
[instagram.com/engageBDR](https://instagram.com/engageBDR)

**USA**  
engage:BDR  
9220 Sunset Blvd, Suite 100  
West Hollywood, CA 90069  
USA  
+1 310 954 0751  
[info@engagebdr.com](mailto:info@engagebdr.com)

**Australia**  
Scottish House Level 4 90 William  
Street  
Melbourne Victoria 3000  
AUSTRALIA  
+61 412 111 821  
[info@engagebdr.com.au](mailto:info@engagebdr.com.au)