



31 January 2018

ASX ANNOUNCEMENT

engage:BDR Limited (ASX:EN1) December 2017 Quarterly Report and Appendix 4C

Highlights

- **engage:BDR Limited successfully completed its Initial Public Offering (“IPO”) and was significantly oversubscribed raising AUD\$10 million and listed on ASX on 14 December 2017**
- **A number of small cap institutions, professional investors, HNW individuals and over 1000 retail investors joined the Company’s share register joining the Company’s founders and staff**
- **The Company has now completed 40 programmatic platform integrations and begun generating revenue from those integrations. In addition 30 new programmatic partner contracts were executed during 2017 and integrations have begun. 10 further integrations are expected to be completed in Q1 2018**
- **The Company announced that it has re-commenced its previously foreshadowed acquisition strategy and is actively conducting due diligence on a number of strategically valuable companies that will compliment the Company’s existing business and add significant revenues and earnings**
- **The Company formally launched its Influencer Marketing Platform, “IconicReach” which is a platform that allows an advertising buyer to more easily browse, research, and contact influencers, as well as efficiently pay for and measure their influencer marketing campaigns**
- **The Company had cash at the end of the December quarter of \$7,443,436 and has experienced an extremely positive start to the 2018 calendar year as it begins to see the benefits of the injection of the new IPO funds to the business**
- **The Company will provide further updates to the market as they occur**

**engage:BDR Limited (ASX:EN1 and ENO)
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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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