

12 September 2018

ASX ANNOUNCEMENT

Appointment of New Senior Executives

engage BDR Limited (**ASX:EN1 and EN10**) is delighted to be able to announce the appointment of two new key senior executives to the Company, Mr. Alec Andronikov, Executive Vice President, Mobile, and Mr. Denys Kravchenko, Senior Vice President, Mobile.

In announcing the expansion of the team, the Company's Founder and Chief Executive Officer, Ted Dhanik, said, "The Company is very fortunate to have been able to attract such talented individuals who bring years of invaluable mobile advertising experience and a wealth of industry knowledge and relationships to join our team."

Both Denys Kravchenko and Alec Andronikov have expertise in mobile media technologies, SEO technology, global marketing, strategic digital business expansion and big data management. The addition of these new senior executives to the Company's executive management team continues the expansions of the business and significantly strengthens the Company's technical capabilities.

About Alec Andronikov

As a seasoned operational and growth executive, Alec spent 14 years building strong teams and innovative products to help transform the future of scalable mobile, and consumer and digital media technologies. Alec has launched and scaled marketing, sales, and operations teams, both domestically and abroad. He has a proven track record of success in both innovative and established media mobile-oriented products, that target growth objectives, address shortcomings and show clear improvements in revenue.

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Alec is a seed investor and most recently was a Founding General Partner at advantEdge, an India-based early stage venture development fund which focuses on emerging mobile-first tech sectors with strong potential to extend into cross-border platforms; 'India to the World.' Prior to advantEdge, Alec co-founded DMR Partners, an invitation-only consortium to discover and validate the best martech-focused startups. DMR grew to have over 250 employees and its brand executives managed more than \$3.2 billion of digital media spend globally.

Previously, Alec was the CEO and founder of MoVoxx, a leading mobile advertising company that intelligently served ads into mobile content, reaching over 50,000 unique U.S. users. Backed by Greycroft Partners (Alan Patricof, co-founder of APAX Partners private equity firm), Khosla Ventures (Vinod Khosla, co-founder of Sun Microsystems), First Round Capital (Josh Kopelman, founder of Half.com) and e.Ventures, MoVoxx was acquired by Adenyo/Motricity (MOTR) for \$100mm.

Prior to MoVoxx, Alec realized there was a huge unmonetized gap in the 6.5 billion+ calls to directory assistance every year. So, he founded inFreeDA – a 411 advertiser-sponsored voice targeting platform, backed by Hummer Winblad Venture Partners and acquired by AT&T (T) in 2007.

Earlier in his career, Alec worked in corporate finance at JPMorgan's media and telecommunications leveraged finance group, with transaction experience including Dex Media (DEXO), Oxygen Media (GE), Fox News acquisition (FOXA), Alaska Communications (ALSK). Alec graduated with a double Honors degree in Economics and Business Administration from the Haas School of Business at the University of California, Berkeley.

About Denys Kravchenko

Denys Kravchenko joins the Company with more than 14 years of technical experience in automated SEO technologies, big data analysis and management, online business development and strategic expansion. Denys was also one of the pioneers of automated search optimization marketing and contextual advertising. As a technology entrepreneur, he brings rich industry

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insight and valuable technical knowledge, which will help drive the Company's innovative business model.

Additionally, Denys is the Co-founder of NetPromoter, the first and, arguably, most popular SEO automation SaaS company. He was also involved in the establishment and expansion of, Wirentwickeln, a German-based IT solution provider for e-commerce, Lovetime.com, the largest dating website in South Eastern Asia with its audience reaching 5 million unique daily users, and Wix.com, which created more than 1 million websites for 800,000 businesses in the Russian and South East Asian markets.

Prior to joining engage:BDR, Denys had extensive experience running a range of tech companies, as the CTO and one of the original founders of AdCel, the CTO of the Argon Group and the CTO of CPLera. Denys holds a Master's degree in information system and services management from the Lviv Polytechnic National University.

Both Alec and Denys have entered into standard executive services agreements with the Company that provide for both salary and a significant share based component including a sign on bonus to be paid wholly in shares to be issued at \$0.075 cents per share

On behalf of the Board
Ted Dhanik
Co-Founder and Executive Chairman
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