

3 October 2018

## ASX ANNOUNCEMENT

### EN1's AdCel Integrates Mobile Ad Buyers TapJoy & Ogury

#### Highlights

- AdCel continues to integrate new supply and demand partners into its mobile advertising ecosystem, including two new integrations
- Ogury and TapJoy will provide new premium demand into AdCel's mediation layer to maximise revenues for AdCel's publishers and the Company

engage BDR ("engage:BDR or Company") (ASX:EN1 and EN1O) is pleased to announce that two new mobile app inventory buyers, Ogury and TapJoy, were recently incorporated into the Company's AdCel platform, each with a niche of expertise in targeting, monetization, user engagement and premium demand which can increase monetisation for publishers and increased revenue for AdCel and the Company.

#### About Ogury

Founded in 2014, Ogury is a London-based mobile advertising company that develops and maintains software codes that mobile app publishers and developers integrate into their apps to show ads.

Ogury's proprietary technology, which is embedded within thousands of apps, allows the company to build accurate mobile user profiles, using first-party behavioral data directly from the users' devices. This data is used to power the company's suite of solutions for both advertisers and app publishers; 'Ogury for Brands' and 'Ogury for Apps'.

Ogury has 12 offices worldwide- including those in Paris, Milan, Rome, Belgrade New York, Los Angeles, Boston, and Chicago- over 200 employees and upwards of 400 million user profile records.

Ogury was awarded the Drum Moma Award for Most Effective Advertising Campaign and Strategy 2017, the 2017 Devies Award for App Monetization, and the Grand Prix Entrepreneur Francais a L'International.

#### Jean Canzoneri, CEO

Experienced entrepreneur, Jean Canzoneri, serves as the current CEO of Ogury, LTD. Before joining Ogury, Canzoneri had various successful entrepreneurial ventures.

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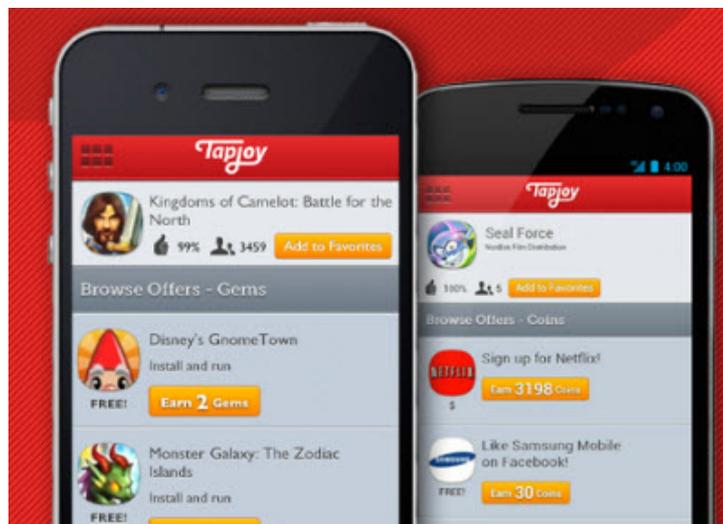
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At just 19 years old, Canzoneri founded his first street marketing agency, Find a Way. Then in 2009, he co-founded BeeAd, which grew to become a leading video advertising network in Europe. BeeAd was acquired by Ebuzzing in 2012 for over €25M.

Later on, in 2011 Jean also co-founded Surikate, later rebranded to Mozoo, now one of Europe's top mobile marketing companies, specializing in mobile innovation and app promotion. Canzoneri is also a business angel for numerous other start-ups.

## About TapJoy

TapJoy is a San Francisco-based app monetisation and advertising platform that rewards players with virtual currency for watching video ads, subscribing to services, and downloading promoted apps. Currency can then be spent to unlock in-app content, including additional opportunities to play, new game levels, and various other upgrades.



Advertisers rely on TapJoy's diverse suite of rewarded ads, its technology and mobile expertise to monetise app users, even if they do not have credit cards or don't wish to spend real currency. The Tapjoy SDK is currently integrated into over 15,000 mobile apps, reaching upwards of 520 million monthly active users.

TapJoy collaborates with top publishers, like Crowdstar, Topps, Scopely, and Playgendary, and top brands, including Fox, Adidas, Sephora, Yoplait and P&G. The company has offices in New York, Boston, Chicago, Los Angeles, London, and Beijing.

## Steve Wadsworth, President & CEO

Since 1995, Steve Wadsworth has been an active senior executive in the online and interactive digital media industry. He has been a board member at TapJoy since 2011 and currently serves as the President and CEO.

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Prior to joining TapJoy, Wadsworth was the president of Disney Interactive Media Group (DIMG) and earlier, Disney's chief Internet and digital media executive. He helped pioneer the creation of the company's digital and interactive media platforms, including mobile devices, video game consoles, and social media platforms.

Wadsworth was selected as one of UCLA Anderson's 100 Inspirational Alumni 2010 and was named to The Hollywood Reporter's Digital Power 50 List in 2008, 2009 and 2010. He holds a bachelor's degree in Science in engineering from the University of Virginia and a master's degree in Business Administration from the UCLA Graduate School of Management.

### Benefits of New Integrations

The aforementioned integrations deliver exceptional opportunities for monetisation and ad targeting, in addition to various analytical tools that work to bolster revenue, ad campaign results and the overall experiences of mobile consumers.

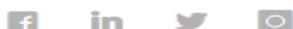
Platforms like Ogury collect data on mobile users, including websites they've visited or bookmarked, apps installed on their device and how often they're used and the type of device and network the user is on. This allows advertisers to accurately target their potential customers and effectively cap the number of times users see an Ogury Ad.

As an alternative to ad banners, which can easily be tuned out or ignored, TapJoy offers platform tools, data and technology to engage with users in a creative manner and drive mobile ad performance.



On behalf of the Board  
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