

8 October 2018

ASX ANNOUNCEMENT

EN1 and AdCel Reach Over 160 Integrations Combined, with New Spotlight Integrations: Decibel Network & Collectcent Digital Media Ltd.

Highlights

- ❖ Ad tech platform, Decibel, further extends the Company's efforts to engage with the music industry
- ❖ India-based advertiser, Collectcent, joins the platform with proprietary technology that focuses on targeting and retention efforts
- ❖ New client integrations are specifically what drive incremental revenue, gross profit, bottom-line profitability and provide added retention to existing customer base
- ❖ Number of integrations total approximately 160 across both EN1 and AdCel's programmatic ecosystems, nearly 200% or 2x what the Company announced it had in January 2018

engage BDR ("engage:BDR or Company") (ASX:EN1 and EN1O) is extremely pleased to announce the integration of the two new digital ad companies, Decibel Network and Collectcent Digital Media Ltd., into the Company's programmatic platform, and growth of the programmatic integrations to nearly double since January 2018.

Programmatic Integrations

The Company and its subsidiary AdCel, continue to add programmatic customer integrations ahead of schedule. EN1 announced, in January 2018, it had 82 customer integrations live; today, the Company is very excited and pleased to announce that it has nearly doubled that figure in under 12 months to about 160 total integrations, including its AdCel subsidiary's customers.

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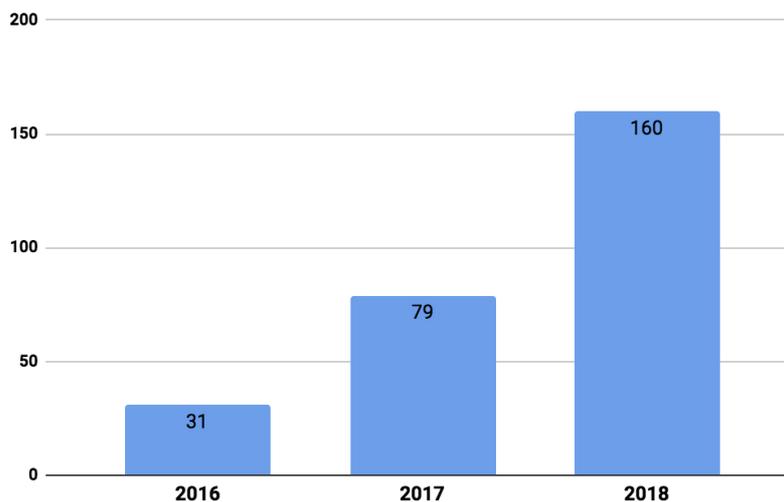
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More programmatic integrations equal more revenue, better margins and significantly better experiences and yield for both companies' publishers.

Total Programmatic Integrations



About Decibel Network

Decibel is an Atlanta, Georgia-based company that provides a platform to connect music, culture, and technology brands with their desired audiences. Their proprietary technology ensures a safe and transparent environment for ad exchanges and works to help brands grow their businesses.

Decibel's native network incorporates some of the largest inventories of display and mobile advertising in the electronic music and entertainment industry. In addition, the platform gives publishers the ability to control pages and pricing, and either tap into their demand or plug into managed PMPs.

In short, Decibel Network connects brands with music, technology and creative audiences. Decibel works with premium brands including, Pepsi, Heineken, Zynga, Live Nation, Adobe, and Reebok.

For more information about the company, check out their website at decibelnetwork.com.

About Collectcent

Collectcent Digital Media Ltd. is one of the lead digital advertising companies in India. The company's data-driven platform offers programmatic advertising across

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cost per install (CPI), cost per thousand impressions (CPM), and cost per action (CPA) business models on mobile and desktop.

Collectcent's proprietary technology focus on audience discovery, retention, re-targeting by Advertisers. In addition, the company excels at mobile advertising campaign designs, publisher match making, optimization, execution processes. The company's SSP, Motionsports, incorporates mobile in-app traffic from software development kits (SDKs) and tag-based integrations with Tier 1 traffic sources and demand stack.

On a daily basis, Collectcent manages over 30 billion impressions worldwide and runs about 9,000 live campaigns. The company's traffic spans across the globe and caters to a variety of business domains, including e-commerce, gaming, travel, entertainment and telecom. Although the Collectcent is based in India, it also operates in North America, Europe, Southeast Asia, Latin America, the Middle East and Russia.

Collectcent has been very successful among Indian and global companies and currently has over 130 employees. The company was awarded the 'Globe Tigers Award 2017' for excellence in digital marketing. Collectcent's main clientele consist of large and small e-commerce companies, such as UC, Alibaba, Apus, Hungama, One97, and Nazara Games. "Andesh shared that since its launch in 2013, the venture has seen an average growth rate of 200 percent year-on-year."

For more information about Collectcent, go to their website at collectcent.com.

Andesh Bhatti, Founder & CEO

Entrepreneur, Andesh Bhatti, is the founder and current CEO of Collectcent Digital Media Limited. Bhatti founded Collectcent with the goal of moving away from an impression-based business model and utilizing a data-driven approach, to boost ad performance.

Bhatti has over 18 years of experience running strategic portfolios and working to scale businesses in a variety of IT and mobile companies. Before founding Collectcent, he worked as a product head at various IT and tech companies, including IPMC and DiGiSPICE (Spice Digital Limited). In addition, Bhatti was the National Head of Mobile Data and Mobile Apps at Bharti Airtel Limited, a leading global telecommunications company with operations in 16 countries across Asia and Africa.

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Bhatti received his MBA in marketing from the Massachusetts Institute of Technology and his bachelor's degree in information technology from Bundelkhand University.

Benefits of Integrations

At the core, these companies are hyper-focused on delivering curated advertising experiences to users in their native environments.

Decibel's native exchange allows advertisers to access native ad inventory across the world's most premium publishers and facilitates the process of scaling to large audiences. One of Decibel's key values is their precision targeting, which allows advertisers to deliver personalised ads to demographic-specific audiences in certain countries, states, or regions.

Collectcent records every action that a user takes in each step of their mobile transaction, which allows them to "convert every action into an opportunity that could meet [their] advertiser's goals," reports the company's CEO, Andesh Bhatti.

The Company and its subsidiary, AdCel, are committed to accelerating their programmatic integrations and processes to enable quicker deployment to scale revenue and volume. The addition of AdCel's engineering team have enabled significant efficiencies in process to materialise the Company's customer pipelines into live integrations. We will continue to update the market on critical, revenue-sensitive movements in both companies. Thank you!



On behalf of the Board
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