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ASX ANNOUNCEMENT

EN1 Signs Global Programmatic Giant IPONWEB BidSwitch into its Platform

Highlights

- New significant partner integration, BidSwitch, is connected with over 400 of the world's largest DSPs and SSPs, and processes north of 550 billion bids on a daily basis
- This programmatic integration will have a direct and significant impact on revenue because of the sheer incrementality (partner overlap), volume of bids and access to 100's of programmatic players which would be new for EN1
- BidSwitch's programmatic integrations include Google, The Trade Desk, Twitter, Dish and 400+ others

engage BDR ("engage:BDR or Company") (ASX:EN1 and EN1O) is pleased to announce the integration of IPONWEB's BidSwitch into the Company's platform, giving agencies, SSPs, DSPs and publishers supply, demand and services they need to attract and engage audiences in real-time. BidSwitch is a deeper integration that is designed to provide EN1 with highly incremental business which translates directly into revenue and gross profit for the Company.

About BidSwitch

BidSwitch is a leading provider of real-time access for supply and demand partners (customers) across all interactive media types. Instead of a common designation, (DSP, SSP, or an exchange) they describe themselves as a "technical middleware" that normalizes connections for various programmatic technology platforms. BidSwitch connects its programmatic technology partners to new platforms and services that will help them optimize performance, provide incremental access to customers and increase revenue and ROI.

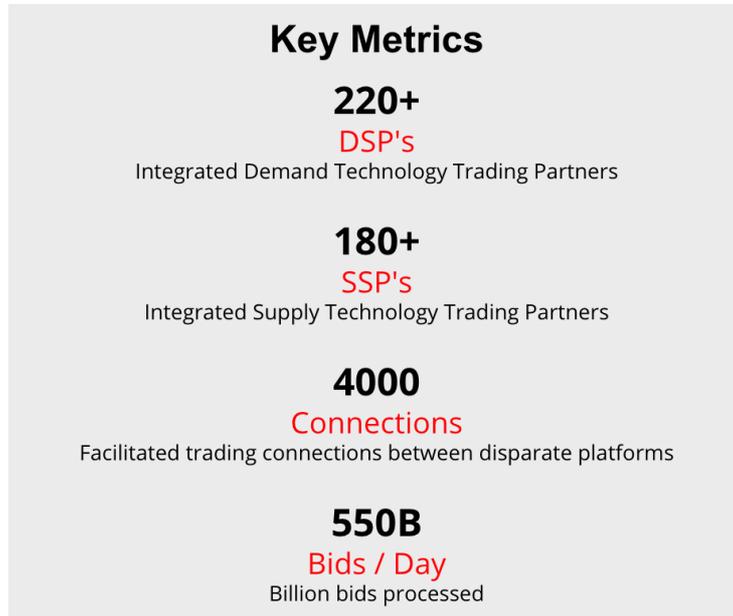
BidSwitch is currently working with approximately 180 supply-side platforms and over 220 demand-side platforms, to connect and trade media across the display, mobile, native, video, TV, DOOH and VR ecosystems.

"Engineered by IPONWEB, BidSwitch was created to help programmatic technology companies meet the challenges and redundancies produced by the rapidly expanding global real-time ecosystem. [BidSwitch is] focused on solving the underlying technical complexities

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and inefficiencies that hamper platform interconnectivity and trading at the infrastructure level.”



BidSwitch has its headquarters in New York, and additional offices in London, Moscow, Tokyo, and Berlin.

For more information about BidSwitch, visit their website at: <https://www.bidswitch.com/>

About IPONWEB

IPONWEB is the provider behind the underlying infrastructure and technology that powers more than 40 digital ad platforms, including BidSwitch. They are a leader in programmatic ad technology and automation infrastructure specializing in customized AI, data and engineering solutions to meet each of their client’s needs.

“IPONWEB enables customers to take advantage of real-time bidding (RTB), audience & programmatic buying through custom engineered, intelligent, scalable, media trading platforms. Each IPONWEB solution is tailored using custom engineered algorithms, ad decisioning logic & data structures, coupled with significantly unique features, innovations or partner integrations that they might require.

IPONWEB was founded in England, maintains its engineering headquarters in Moscow and currently has nearly 300 employees across their offices in the US, Europe, Japan, Australia and Russia, based on their LinkedIn company page.

For more information on IPONWEB, go to their website at: <https://www.iponweb.com/>

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AdTech's Godfather - Dr. Boris Mouzykantskii, Founder & CEO

Unlike most entrepreneurs in the digital advertising ecosystem, IPONWEB and BidSwitch founder, Boris Mouzykantskii, entered into the industry unexpectedly. When he founded IPONWEB in 2001, his objective was to assist law firms in sorting and systemizing their client patents through a customized software.

However, he soon learned how IPONWEB technology and their digital know-how could be useful in other industries. Iponweb gained insight into the real-time buying process through its contract with Right Media and soon after Mouzykantskii's company became a specialized shop that built whatever digital technology an ad tech startup might need, which at the time was mostly real-time ad products.

Prior to entering the digital media industry, Mouzykantskii was a lecturer and researcher in theoretical physics at the University of Warwick in Coventry, England.

Benefits of Integration

BidSwitch and its IPONWEB parent have a strong track record of developing innovative solutions, personalized to fit their clients' needs. Their individualized approach works to overcome their client's challenges and optimize performance, generate cost efficiencies, and take advantage of distribution and monetization opportunities.

BidSwitch adds value to the digital advertising market by providing tools to help optimise the bidstream to make buying more economically efficient and facilitate the distribution of valuable data and services to make the ecosystem more efficient for all.

The Company feels this is a rare and top-tier, marquee partner to initiate business with. EN1 is extremely excited to complete the integration process shortly and will update the market once the partnership is fully live and generating revenues.

On behalf of the Board
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