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## ASX ANNOUNCEMENT

### EN1 Integrates Top 2 U.S. Digital TV Player Comcast FreeWheel

#### Highlights

- ◀ Comcast FreeWheel is currently one of the largest video supply-side platforms in the world (SSPs), offering digital video inventory
- ◀ EN1 FreeWheel integration brings new, top-tier TV network supply and tremendous reach across digital screens
- ◀ Integration enables access to premium digital TV publishers with a heavy footprint in Asia Pacific and European regions
- ◀ Integration will provide access for EN1 to offer addressable TV to its customers, enabling advertisers to reach users across all devices with significant scale

engage BDR (“EN1 or Company”) (ASX:EN1 and EN10) is pleased to announce another programmatic integration, FreeWheel, into its platform. FreeWheel’s ad management platform encompasses a premium marketplace for TV inventory and advertising services. This integration will work to optimize ad monetization, improve the Company’s CTV/OTT presence and ultimately contribute to incremental growth in revenue, gross profit and net profit contribution.

#### About FreeWheel

FreeWheel works with publishers, advertisers and the marketplaces to drive optimized transactions within the TV Ecosystem. FreeWheel’s platform seeks to automate media planning, buying and selling, while maintaining transparency and production control to help improve advertisers’ branding plans.

FreeWheel was founded in 2007 and acquired by Comcast only seven years later. FreeWheel’s technology enables video publishers to holistically manage and execute orders across all screens; effectively controlling and monetizing ad experiences across a broad

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range of screens regardless of platforms and devices and scale their advertising business across the premium ecosystem.

FreeWheel has been instrumental in helping bridge the links between linear TV and digital, alongside its corporate sibling, NBCUniversal. "Having FreeWheel's ad server decide when an ad should air is meant to improve NBCUniversal's ability to slot ads where they'll reach the audiences that advertisers are aiming for, cut down on unfilled slots and generally rake in more revenue," according to Digiday. These same types of algorithms can be utilized towards digital video streaming, as viewership slowly shifts from linear TV to streaming.

The company is currently one of the largest video supply-side platforms (SSPs) with a focus on digital TV. Specifically, FreeWheel TV's core competency lives in offering tremendous reach on connected TV (CTV) and OTT devices.

"TV is evolving in a number of ways: Better measurement across all platforms to deliver on a total audience perspective. Automation, to increase the efficiency of the workflow. And data, in order to make premium video more intelligent through targeting and optimization"- EVP, Business Operations and Strategy, NBCUniversal.

FreeWheel is at the forefront of development in the TV/digital ad ecosystem. They are simplifying the process of buying TV and premium video, with the goal of creating a unified plan aimed at targeting specific audiences wherever viewing occurs, regardless of the medium. This will help improve viewing metrics, impressions and reach.

Since FreeWheel is a Comcast subsidiary, Comcast's TV networks' inventory is synced with the FreeWheel ad-server platform for buyers to access, in addition to several other large TV networks who have utilized FreeWheel's technology- Viacom, Charter, NBCUniversal, ESPN, Fox, VEVO, etc., just to name a few.

FreeWheel is headquartered in San Francisco has 13+ offices, including New York, Chicago, London, and Paris.

## **Jonathan Heller, CEO**

Jonathan Heller co-founder and is the current CEO of FreeWheel Media, Inc. He is a well-known leader in the digital media ecosystem and has extensive experience in marketing and sales, inventory management, and operations.

Before founding FreeWheel, Heller served as Chief Operating Officer and General Manager of Visible World, Inc. He also served as Vice President of Strategy in Double Click Technology solutions Division, before moving on to be General Manager DoubleClick's Website Analytics and Campaign management software business (Google-acquired). Prior to that, Heller spent a decade as a Management Consultant with Oliver, Wyman &

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Company, Booz Allen and Hamilton and Accenture, focusing on systems integration and business restructuring.

Heller has a BS in Economics from the Wharton School at the University of Pennsylvania and an MBA from the University of Chicago in Strategy and Finance.

## Benefits of Integration

At the core, the FreeWheel integration helps EN1 expand its reach into the TV and video ecosystem, drive ad exchanges and incrementally grow revenue. FreeWheel fills a significant void in the engageBDR's supply chain and brings the Company closer to the CTV/OTT and Linear TV inventory, and the marketers who are looking for it.

In addition, FreeWheel's extensive reach across TV allows EN1 to better service and scale existing buyers. Not only that, but it also enables the Company to provide more holistic media plans for brands that allow them to reach users across multiple screens and devices.

FreeWheel maximizes the value of its premium content through diverse tools to provide insights into their inventory and their business as a whole. As a result, FreeWheel transforms the marketplace by empowering publishers to manage supply and demand imbalances in ways that maximize ROI and minimize risk.

Management is confident that this integration will be fruitful and will contribute substantially to the Company's financial targets in the coming months.



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