

25 February 2019

ASX ANNOUNCEMENT

EN1 Adds Two New Programmatic Integrations to Increase Daily Transactions

Highlights

- ◀ MobFox represents 175+ programmatic integrations and 250 million daily active devices, presenting significant access to unique customers for EN1 and increased daily programmatic transactions
- ◀ Chalk Digital offers a key focus on hyper-specific location targeting, enabling incremental business for EN1
- ◀ EN1 expects more revenue, higher gross profit and contribution to the bottom line with these two new integrations

engage:BDR (“EN1 or Company”) (ASX:EN1 and EN1O) is pleased to announce two new programmatic integrations, MobFox and Chalk Digital, into its platform. Both integrations work to scale the Company’s 2019 strategy to expand reach and demand across all platforms and boost global programmatic commercial activity. Management is confident that these integrations will grow the Company’s revenue, gross profits and contribute to profitability.

About MobFox

MobFox is a leading, prominent data-driven mobile supply-side platform (SSP) and exchange, which provides publishers with necessary tools to manage their ad serving, data layers, and monetization in an efficient, transparent, and automated manner.

MobFox offers inclusive support for all major ad formats, including video, native, and display. MobFox is connected to over 175 demand-side platforms (DSPs) and is

USA
engage:BDR
9220 Sunset Blvd, Suite 100
West Hollywood, CA 90069
USA
+1 310 954 0751
info@engagebdr.com

Australia
Scottish House Level 4 90 William
Street
Melbourne Victoria 3000
AUSTRALIA
+61 412 111 821
info@engagebdr.com.au

utilized by over 40,000 iOS and Android apps. MobFox's Autopilot provides "automated mediation, managed deals and private marketplace, data-based tailored audiences, and a wide range of formats for in-app advertising."

MobFox is headquartered in Vienna and has offices in New York, London, San Francisco, Tel Aviv, and Beijing. The company was founded in 2010 and acquired by Matomy Media Group only four years later.

About Chalk Digital

Chalk Digital is an innovative ad tech company that is improving how businesses utilize mobile advertising to promote their brands, products, services and events. Chalk Digital's intelligent Mobile Ad Platform enables brands and advertisers to launch individualized mobile ad campaigns quickly with precise audience-targeting capabilities.

One of the platform's top features is intelligent learning, which uses proprietary algorithms to constantly scan and assess apps and choose the most active within a targeted area or audience group. The system learns with each campaign and adapts automatically to maximize reach and engagement.

Chalk Digital provides easy and effective solutions for creating and displaying mobile ad campaigns to thousands of mobile customers. Chalk Digital's mobile location features allow advertisers to pinpoint consumers within a targeted area, across thousands of mobile apps. The company's technology can also be scaled to reach users around the world.

Chalk Digital was founded in 2012 and is headquartered in San Diego, California. They have additional offices in Redwood, CA, Delhi, India and Tokyo, Japan.

Benefits of Integrations

As discussed in previous announcements, EN1's core KPI (key performance indicator) is its number of integrations within its programmatic exchange. As the volume of integrations grow, the revenue increases, which enables nearly a 40-50% contribution to gross profit (at recent margins); since EN1 operates a fixed-operating costs business, as most software companies do, every gross profit dollar after operating expenses have been met, contribute to the bottom-line (profit).

MobFox is significant to EN1's exchange due to its large programmatic client and integration footprint. Additionally, MobFox has significant customer reach in the Asia-Pacific region, where EN1 sees significant immediate opportunities.

USA
engage:BDR
9220 Sunset Blvd, Suite 100
West Hollywood, CA 90069
USA
+1 310 954 0751
info@engagebdr.com

Australia
Scottish House Level 4 90 William
Street
Melbourne Victoria 3000
AUSTRALIA
+61 412 111 821
info@engagebdr.com.au

MobFox owns an SDK and mediation platform. They also offer advertising via connected TV (CTV) and audio, which ties into engage:BDR's 2019 growth and development strategy.

Chalk Digital's hyper-targeting and intelligent learning features could boost the engagement and maximize the reach of EN1 customers' ads, ultimately improving customers' ROI. The head of Chalk Digital's tech team was also one of the founders of a leading global location technology company, GroundTruth. His years of experience and in-depth knowledge on the subject matter has helped develop the premier targeting capabilities of Chalk Digital.

Chalk Digital focuses on localized hyper-targeting and has proprietary technology that ensures EN1's ads are displayed to active users that are most likely to engage with the advertiser's content. Chalk Digital is also connected to some of the largest customers in the in-app ecosystem, who are not currently connected to engage:BDR.

For questions, please email info@EN1.com. Thank you!



On behalf of the Board
Ted Dhanik
Co-Founder and Executive Chairman
engage:BDR Limited
+1(310)954-0751
info@EN1.com
twitter.com/TedDhanik
linkedin.com/in/TedDhanik
Follow us on social media:
   
facebook.com/engageBDR
linkedin.com/company/engage-BDR
twitter.com/engageBDR
instagram.com/engageBDR

USA
engage:BDR
9220 Sunset Blvd, Suite 100
West Hollywood, CA 90069
USA
+1 310 954 0751
info@engagebdr.com

Australia
Scottish House Level 4 90 William
Street
Melbourne Victoria 3000
AUSTRALIA
+61 412 111 821
info@engagebdr.com.au