

4 March 2019

## ASX ANNOUNCEMENT

### AdCel Completes engage:BDR Programmatic Exchange Integration Ahead of Schedule

#### Highlights

- AdCel deploys a new software development kit (SDK) to target incremental app publishers with engage:BDR's programmatic demand
- The SDK utilizes AdCel's TRUTH technology to eliminate invalid traffic and grow verified inventory, while providing publishers with incremental revenue and access to thousands of campaigns
- This integration enables incremental access to publisher supply for both AdCel and the engage:BDR exchange
- This concludes the technical integration between the two companies' platforms, ~7 months after the acquisition of AdCel

engage:BDR ("EN1 or Company") (ASX:EN1 and EN1O) is pleased to present an update about AdCel's recent *milestone accomplishment*. EN1 announced its Strategic Plan and Key Milestones for 2019 on 11 February; EN1 is excited to announce, AdCel was scheduled to reach this milestone in Q2, however, it has just completed this *ahead of schedule*. AdCel deployed a new software development kit (SDK) which provides an additional way to connect with publishers. Management expects this new technology to translate to revenue contribution, higher efficiency and incremental customer adoption. EN1 acquired AdCel at the end of July 2018.

#### AdCel's SDK

AdCel developed a proprietary SDK that allows direct integrations with publishers who cannot otherwise connect with engage:BDR's programmatic demand. Technological limitations with app publishers impede their ability to integrate with programmatic demand. In

**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

simple terms, this SDK technology serves direct publishers who are willing to work with engage:BDR, but don't have RTB (programmatic) or header-bidding tech capabilities. This SDK technology is compatible with iOS and Android. Likewise, in combination with Unity3d, Cocos2dx, Marmalade, React Native, Adobe Air, PhoneGap, and Xamarin plugins, this SDK can be integrated into 99% of modern apps.

## Key Features

AdCel's SDK integration allows publishers to protect their users with smart logic which prevents auto-redirects and accidental clicks. Another important feature is publisher controls which allows publishers to track every ad, enabling them to manage and report ad quality issues to their buyers.

Among the key features of AdCel's new technology is its super-lightweight in size, its ability to accommodate display, rich media and video formats, and its support for older OS versions. Most publishers are concerned with two factors when they consider new SDKs; 1) that the SDK technology does not disrupt or damage the application and 2) that the final application is not too big in size after adding new libraries. AdCel's new SDK addresses both concerns, since it has undergone positive testing and is significantly below average in size, at just 200 kilobytes (SDKs are installed within apps and sit directly on the devices - mobile, TV, etc.).

In addition, the new technology has market standard callbacks for parallel integrations with other demand SDKs. In other words, if ads go unfilled (unsold) on the programmatic platform, AdCel's SDK can interface with third-party SDKs to provide incremental fill (buyers or demand). Correspondingly, at the time of an ad-call, if engage:BDR's programmatic clients are filling an ad, AdCel's SDK signals other SDKs to hold off on loading an ad to the platform.

## TRUTH Technology

AdCel's SDK integration technology is also synced with their TRUTH Marketplace. The TRUTH technology (as announced on 4 October 2018) evolved into the 'TRUTH Marketplace,' which works to eliminate ad fraud (invalid traffic) within AdCel's inventory by verifying that all traffic is real through its user verification SDK.

The TRUTH Marketplace sits on apps and publisher websites, working to detect inconsistencies in ad transactions, which could signal ad fraud. A common ad fraud tactic is to spoof the device information, or user origin (device location), to increase the value of impressions. Fraudulent actors know that countries like the United States have high-paying ad markets, where impressions are likely to be of higher value. As such, these 'spoofers' fake ad requests, claiming that they are from the United States, when in reality, they may be users from another country. TRUTH detects this, eliminates this and then segments the valid users for buyers to target, providing significant value to its customers (increased yield and to eliminate waste).

**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

AdCel's proprietary technology monitors transactions and allows for easy detection of anomalies. In real-time, this technology creates block lists to prevent fraudulent actors from engaging in the ad bidding process. This technology allows AdCel to verify the validity of its inventory for its advertisers and also third-party companies who would eventually license AdCel's TRUTH Marketplace for inventory verification strategies.

The combined power of AdCel's publisher engagement and their ad fraud-prevention technologies will work to reduce ad fraud write-offs, increase the Company's pool of contributing publishers, and ultimately incrementally increase revenue throughput.

## AdCel Buyer Integrations Continue

Several of AdCel's 40+ buyer customers started the integration process in Q3 of 2018; management expects 2-3 to finish per quarter in 2019. The buyer integrations include previously announced powerhouses such as StartApp, and several others. Management is excited to update the market on these developments in the near term. Thank you for your time today.

For questions, please email [info@EN1.com](mailto:info@EN1.com).



On behalf of the Board  
Ted Dhanik  
Co-Founder and Executive Chairman  
engage:BDR Limited  
+1(310)954-0751  
[info@EN1.com](mailto:info@EN1.com)  
[twitter.com/TedDhanik](https://twitter.com/TedDhanik)  
[linkedin.com/in/TedDhanik](https://linkedin.com/in/TedDhanik)  
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[instagram.com/engageBDR](https://instagram.com/engageBDR)

**USA**  
engage:BDR  
9220 Sunset Blvd, Suite 100  
West Hollywood, CA 90069  
USA  
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[info@engagebdr.com](mailto:info@engagebdr.com)

**Australia**  
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Street  
Melbourne Victoria 3000  
AUSTRALIA  
+61 412 111 821  
[info@engagebdr.com.au](mailto:info@engagebdr.com.au)