

6 March 2019

ASX ANNOUNCEMENT

EN1's IconicReach Signs Global Fashion Icon ASHLEYlauren

Highlights

- ▶ ASHLEYlauren is a leading U.S. women's fashion label, sold globally and founder of annual National Dress Day (today, 6 March #NationalDressDay)
- ▶ Influencer campaign targets existing wholesale network support, brand awareness and new retailers' acquisition
- ▶ KPI's of the campaign are in-store foot traffic increase, reorders from their retailers in locations where influencers were based and new retailer signups

engage:BDR ("EN1 or Company") (ASX:EN1 and EN1O) is pleased to present a market update on a new IconicReach client, ASHLEYlauren. The campaign is targeting an increased in-store and online traffic through the reach of key micro-influencers, specifically to support existing retailers of ASHLEYlauren dresses, worldwide. Elements include influencer-developed (integrated) content across Instagram and the syndication of this content through geo-fenced display and video ad buys across the engage:BDR programmatic exchange, to hyper-target retailers within a specific geographic radius and retarget users to perform actions on these local retailers' ecommerce presence.

ASHLEYlauren

ASHLEYlauren is a modern, elegant and red-carpet ready evening wear line, which features social event, cocktail, mother of the bride, bridal, American prom (school formal or ball in AU), homecoming and pageant dresses. ASHLEYlauren dresses are constructed with today's woman in mind - special attention is paid to every detail to accentuate the shape of a woman's body. Using the latest in materials for a superior fit, the brand prides itself on creating a look and feel that brings out the essence of a woman's beauty.

ASHLEYlauren dresses have been featured in Upscale Living Magazine, Closer Magazine, Seventeen Prom, Teen Prom, the Latin Grammy Awards and TV y Novela's Lupita Jones. The brand's dresses are been worn by a number of known names, including Miss Puerto Rico World 2014, Miss Brazil Universe 2014, Miss Bahamas Universe 2014, Shaila Durcall, Eva Longoria, Karina Banda and many others.

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About the Campaign

ASHLEYlauren is launching campaigns with IconicReach to increase brand awareness and drive foot traffic into stores and their online sales channels. The ultimate goal is to increase dress sales during the brands busiest season; Prom.

By utilizing its proprietary, in-house technology and relationships, IconicReach is able to source groups of micro-influencers ideal for this campaign; 15,000 - 250,000, highly-engaged followers, per influencer. From that pool, IconicReach will select influencers based off of their audience's demographics, specifically, age range and geography, focusing on influencers with teen and young female followings, between the ages of 16 and 18 in the specific geographic regions which match the campaign's requirements.

Influencers were given dresses of their choice and were asked to create unique and engaging content of them wearing the products. The content will be published across the influencers' Instagram accounts, engaging their audiences with local retail locations where the dresses would become tangible to their followers.

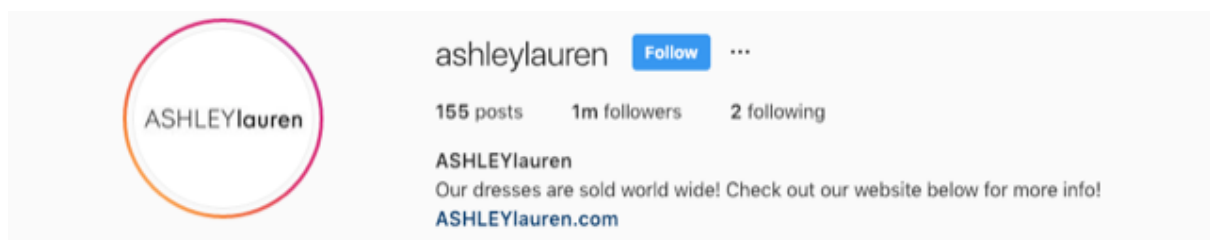
Campaign Results

Within the first 24 hours of the campaign, several influencers posted their custom content and yielded thousands of likes, clicks, views and comments; the cost per engagement to ASHLEYlauren was pennies and was received as a fantastic start to a very progressive campaign.

The primary goals of the campaign were to drive re-orders and to grow the wholesale network; EN1 will publish a case study with more comprehensive data about the results of this campaign, once the data is statistically relevant and all elements of the media plan have gone live.

ASHLEYlauren also received many original pieces of high-quality content, allowing the brand to repurpose this creative through all of their other marketing channels as well, including digital and off-line efforts. The content created by influencers will also be utilized by IconicReach and engage:BDR for display advertising which will retarget users within a specific geographic perimeter of ASHLEYlauren retailers.

ASHLEYlauren's Instagram Account



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About Ashley Lauren

Ashley Lauren, designer and owner of ASHLEYlauren, recognizes the power of fashion. Immersed in design, intrigued by the latest trends and influenced by classic silhouettes, she takes great pride in creating clothing that fits a unique style and personality. It is Ashley Lauren's passion for all things fabulous that motivates her to design a line that is both timeless and modern. The ASHLEYlauren collection can be found in specialty boutiques across the world.





"I love fashion, beautiful dresses crafted out of rich and luxurious fabrics. There is nothing more satisfying than seeing a woman enter a room in a great fitting dress and glowing with confidence. The dress plays an important part in making that entrance truly memorable; I am proud to be a part of its creation." - Ashley Lauren

Ashley Lauren founded National Dress Day (nationaldressday.com) as a way to relive and celebrate our dearest dress memories. "I have fond memories wearing dresses and I realized that dresses hold such powerful emotions for women," said Ashley Lauren about founding the national holiday. "I remember the dresses I wore to my prom, first job interview, first date, competing in a pageant, my first red carpet event, the list goes on. This is a fun day to cherish and celebrate those memories. To me this day is about empowering women to celebrate our femininity and cherish memories of wearing dresses. It's the women and their stories behind the dresses that make this day so special." Instagram @AshleyLauren

Management is excited for the addition of ASHLEYlauren to the IconicReach network. EN1 will update the market shortly on other IconicReach developments. Thank you for your time today.

For questions, please email info@EN1.com.



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