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## ASX ANNOUNCEMENT

### EN1's IconicReach signs #1 Korean Cycling Apparel Brand, NSR Riding

#### Highlights

- IconicReach to launch the U.S. market for NSR; the brand has significant reach throughout the Korean, Asian, and European marketplaces
- NSR enters onto the IconicReach platform to expand marketing opportunities, through integrated content and regional influencer events
- IconicReach's suite of automated tools, including influencer recruitment, regional influencer event management, reporting and accountability tools will be deployed for NSR
- Influencers with the most significant geographic and demographic relevance will be carefully chosen to launch the U.S. market for NSR

engage:BDR ("EN1 or Company") (ASX:EN1 and EN1O) is pleased to present a market update on a new IconicReach client and Korea's number one cycling apparel brand, Never Stop Riding (NSR Riding). The brand will tap into unique viral Instagram advertising opportunities through EN1's influencer marketplace, IconicReach, ultimately driving an incremental revenue stream for EN1. This new signing strengthens EN1's APAC focus, totaling 3 new Korean direct brand clients boarded in the past year (Coreana, LOVLUV & NSR).

#### About NSR Riding

Korea's top cycling apparel brand, NSR Riding, has been creating unique and reasonably-priced clothing to help riders maximise their performance since 2011. The brand utilises ergonomic technologies, top quality and function, and sophisticated designs to provide customers with the ultimate look and feel. NSR Riding's designs are breathable, highly visible, temperature controlling and moisture wicking.

The brand was founded and launched by Shin Textile Solutions Co., Ltd., a global clothing enterprise that has been working with world-renowned brands from Europe, North America, and Asia, including, New Balance, Le Coq Sportif, and Dainese. For the past 25 years, Shin Textile Solutions has seen great success within the outdoor sports apparel ecosystem. The

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company's overall goal focuses on creating clothing that stands out, provides supreme comfort, and facilitates performance for all levels of physical activity.

NSR Riding's products are on the market in its home region, but also in Asia and Europe. Today, there are many NSR Riding retail stores and hundreds of distributors, which sell apparel, as well as, gloves, helmets, shoes, goggles and bags. Customers can also purchase NSR Riding products on the brand's ecommerce platform, also now on Amazon and Paragon Sports. The brand currently has over 11,000 employees and expects to surpass 30,000 in the next five years.

NSR Riding also creates custom clothing for cycling groups, professional teams and individual riders. The brand is one of the main sponsors of the Korea Cycling Federation and Master's Cycling Tour in Korea.

## Benefits of Collaboration

NSR Riding is seeking to expand its international reach through influencer advertising. The brand will create large-scale ad opportunities, enabling IconicReach to fill their requirements with top micro-influencers who have highly-engaged audiences and vast reach, collectively. Influencers with the synonymous content, geographic and demographic insights will be chosen for the campaign. Influencers will be provided with products to review, enjoy and integrate with to create unique and original lifestyle content, which will be published on the influencers' social platforms, primarily Instagram, across NSR's social platforms and all other, digital and offline marketing efforts, potentially.

The campaign strategy will be deployed, leveraging IconicReach's proprietary technologies, which enable the automation of most elements of influencer campaigns, including influencer recruitment, outreach, communication, demographic matching, reporting, payments, communication and accountability to performance. Regional influencer event planning has also been automated recently within the IconicReach platform, making it seamless for brands to enable tangibility with their ambassadors and build additional layers of audience engagement.

This collaboration will work to increase IconicReach's penetration into the Korean marketplace. EN1 will update the market shortly on its effort to sign more Korean brands, in the near term. Thank you for your time today; please email [info@EN1.com](mailto:info@EN1.com) for any questions.



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