

13 March 2019

ASX ANNOUNCEMENT

EN1's IconicReach Signs 4 New Korean Brands, Beats Q1 Milestone Ahead of Plan

Highlights

- ▶ Ahead of schedule, IconicReach boards a total of six new brands in Q1 2019, thus far
- ▶ These four new brands are firmly established within the Korean marketplace and will serve to expand EN1's APAC expansion strategy
- ▶ IconicReach's Korean-focus has yielded a total of 7 direct-brand clients to date

engage:BDR ("EN1 or Company") (ASX:EN1 and EN1O) is pleased to present information on four additional new brands joining the IconicReach platform; WeDu Communications, Happyroom Co., Gio Clavis and Putti Atti. EN1 published its Strategic Plan to Profitability on 11 February 2019, where the Company announced IconicReach would sign 3-4 new direct brand clients per quarter. Management is excited to note, the *IconicReach team has achieved this milestone, and has signed 6 new brands in Q1 thus far, ahead of plan.* This is important because new clients generate and diversify revenue, and meeting milestones keeps management accountable to its shareholders.

About WeDu Communications

WeDu Communications is a global edu-culture communications brand, which creates e-learning products for children and the youth. The brand was founded in South Korea in 2003 with the hopes of creating useful learning tools for today's fast-paced, high-tech environment. WeDu Communications hopes to alter the way kids approach learning and create a positive mindset towards math.

One of the brand's main products is an elementary school-aged math comic book titled, "Ryan's Math Adventure," which unifies storytelling and math lessons into an adventure fantasy story. The product has two parts, the comic and a workbook with comprehensive exercises which helps students review concepts taught throughout the story. The comic series is currently offered in several languages including Korean, English, and Chinese and is available for purchase on Amazon.com.

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About Happyroom Co.

Happyroom Hueplus is a South Korean healthy lifestyles product company which provides tailored products to help relax and destress the body. The brand was established in 2001 and has become a well-known name in the health products market.

The brand's top products include the Hueplus neck and shoulder massager, the rolling massager, a footbath, and several other small massagers. Happyroom products are created using top-of-the-line technology, cordless features, and are affordable for middle class consumers. Its core-markets include the South Korea, the United States, Bahrain, China, Japan and Russia.

About Putti Atti

Putti Atti is a South Korean brand which designs silicone bottles, teethers, and pacifiers, with both the baby and the parent in mind. The brand's products are now sold in several US baby-centric stores, as well as, on Amazon.com.

The Putti Atti bottle is made from 100% liquid silicon and is flexible, non-toxic, and eco-friendly. The brand's products have been approved by the US FDA and the European Safety Standard. The bottle's patented design prevents spillage and features a colic prevention valve that reduces unwanted air intake. The bottle itself has handles, that allow the baby to improve cognitive skills needed to learn how to properly and independently drink.

About Gio Clavis

Gio Clavis baby products are available worldwide and the company is headquartered in South Korea. Through continuous product development and research, Gio Clavis strives for more comfortable, safer and differentiated products with parents in mind.

Gio Clavis is the expert through development of a safe and scientific pillow called the "Gio pillow" which can prevent flat head syndrome in young babies, and it is popular to many Korean parents. Gio Clavis has invested in outstanding human resources and R&D for comfort and safety of children.

Notable IconicReach Recent Signings

The Company recently announced new client ASHLEYlauren's launch and Korea's #1 cycling apparel company NSR Riding joined the IconicReach platform in Q1 2019, totaling 6 new clients in Q1 2019 to date.

LOVLUV

EN1 would like to highlight one of IconicReach's unique brand signings from Q4 2018, LOVLUV. This brand was not previously announced to the market but has the potential to penetrate high growth K-Beauty (Korean Beauty Product) markets.

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LOVLUV is a pioneer in the world of men's beauty, which aims to change the misconception that cosmetics are only for females. All of the packaging on LOVLUV's products is slightly larger and less femme, more gender-neutral, than typical female-centric makeup. The brand's philosophy is to create high quality products, with safe natural ingredients that cater to the needs of its customers.

South Korea is a pioneer when it comes to men's beauty. According to Euromonitor, the country has the largest market for male spenders on skincare, which grew by about 44% from 2011 to 2017. Some male beauty brands are beginning to make their way into Western markets, seeking to improve male skincare and provide "barely-there" everyday makeup to help them achieve a flawless natural look.

Furthermore, generational shifts suggest that younger generations are more likely to be open to using male beauty products. A 2016 survey by YouGov showed that almost half of the younger consumers surveyed thought it acceptable for men to wear cover-up makeup, compared to under 25% of those over 55 surveyed.

Korean beauty products, overall, are growing in popularity throughout U.S. markets. Their success abroad is due in part to the vibrant social media presence of influencers that won over their followers on Korean beauty trends. According to Mintel, a global intelligence agency, the Korean beauty market made over \$13.1 billion in sales in 2018 and is among the top 10 product markets in the world.

Benefits of Customer Acquisitions

As South Korea continues to lead popular trends in beauty, pop culture and consumer products, new clients that bridge the gap with the Korean marketplace are vital for the Company. These brand collaborations will serve to broaden IconicReach's scope, thereby drawing in a wider pool of customers, and growing revenue.

Influencers and social ad buying are the ideal tools to reach international consumers, who are well connected online, informed and eager to test out new products that they could share with others. Among the benefits of influencer marketing is its cost-effective nature. Unlike other modes of advertising, brands do not have to spend thousands of dollars on an advertisement that a consumer will only see for a few seconds or minutes. Instead, influencers target those most-likely to be interested in the brand's product and impact their decision to buy the product.

These new clients are part of the Company's larger effort to expand its presence in the Korean and APAC marketplace. The market can expect to see further updates on IconicReach partnerships in the coming months. For questions or comments, please email info@EN1.com.



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