

23 April 2019

ASX ANNOUNCEMENT

EN1's IconicReach adds Fastest Growing Viral Video App, TikTok

Highlights

- ▶ TikTok has over 150 million daily (500 million monthly) active users and was the world's most downloaded app in 2018
- ▶ TikTok is one of the largest and fastest growing social platforms, trending closely behind Facebook, Instagram and YouTube
- ▶ TikTok influencers and brands looking to reach specific audiences are able to join the IconicReach platform, effective immediately
- ▶ EN1 programmatic revenue update; the first 22 days of April have yielded the strongest revenue for the start of any month or quarter in company history

engage:BDR ("EN1 or Company") (ASX:EN1 and EN1O) is pleased to announce that IconicReach has expanded its influencer marketing to the video sharing app, TikTok. IconicReach will be starting its first TikTok campaign with influencers in the music space, with the intent of creating a viral dance contest by well-known artists. Campaigns on TikTok will be readily available for all new brands joining IconicReach, broadening IconicReach's ability to incrementally increase revenue and contribute to profitability.

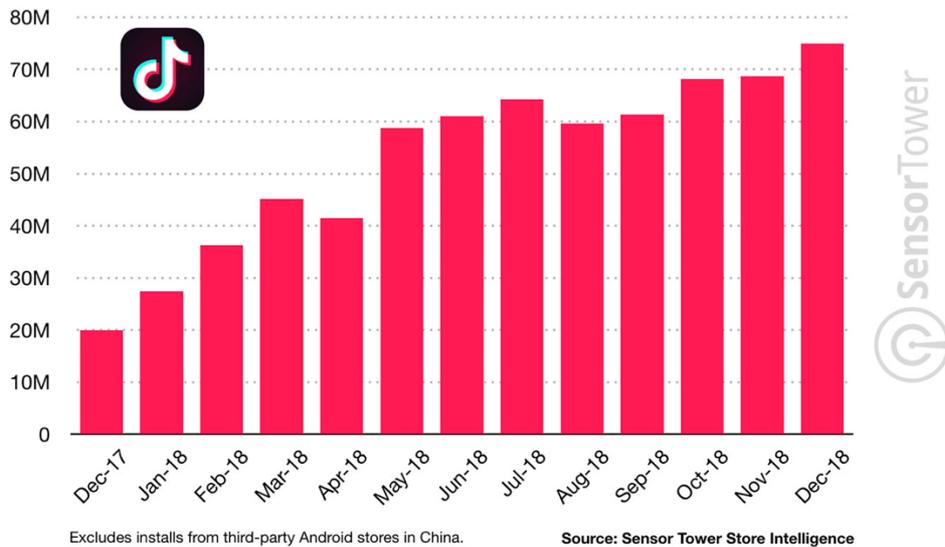
About TikTok

TikTok is a social video app owned by Chinese startup, ByteDance. The lip-sync app was originally known as Musical.ly, until August 2018, when ByteDance bought the app and merged it with TikTok. Today, the app has well over 150 million daily active users (500 million monthly active users) and among the most popular social platforms, behind Facebook, Instagram, and YouTube.

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

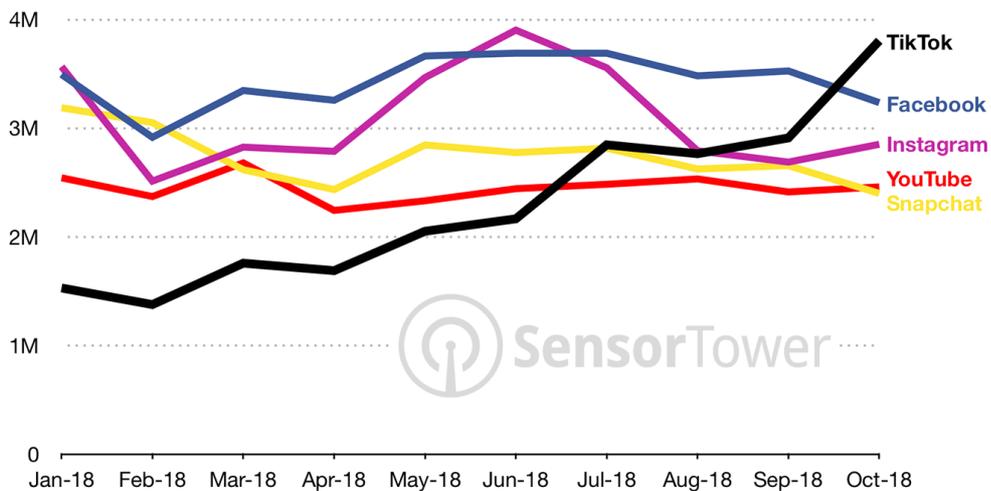
Australia
Scottish House Level 4 90 William
Street
Melbourne Victoria 3000
AUSTRALIA
+61 412 111 821
info@engagebdr.com.au

TikTok New Installs By Month (Worldwide)



SensorTower Data That Drives App Growth sensortower.com

TikTok Monthly Downloads in 2018 (United States)



SensorTower Data That Drives App Growth sensortower.com

The app allows users to record, watch and share 15 second videos, usually lip syncing to popular soundtracks, dancing, or creating comedy skits. The video clips can be edited to add special effects and color-changing lenses. Users can also browse and interact with the content of other users, including liking, commenting and sharing videos.

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

Unique TikTok features allow users who are in geographically different locations to perform a duet. A side-by-side view shows the two users together in one screen. Top videos on the app make it onto the 'search page,' and can be seen directly by all users. TikTok videos can be syndicated to Facebook and Instagram, enabling the content to be potentially viewed millions of times across other social platforms.

Benefits of adding TikTok Influencers

TikTok is currently represented by many media authorities as the next Instagram and SnapChat, but specifically for Generation Z. TikTok's unique interface links popular trending music and influencer content in a comprehensive video format, creating branding opportunities. Many prominent influencers on TikTok are not prominent on other social platforms, making this a unique and incremental marketplace revenue opportunity for early adopters.

Brands are aggressively looking to run successful challenges and contests on TikTok, leveraging popular hashtags and collaborating with TikTok influencers, at this early stage. As the app continues to grow and gain more users, it may create more opportunities for the Company to capitalise on user-brand integrations.

Programmatic Update

Management has been focused on accelerating programmatic publisher activations, as announced previously. There have been minor delays in deploying the committed capital to activate the second group of publishers, due to communication delays with international partners. Management is confident this round of activations should complete shortly, and updates will be delivered to the market quickly thereafter.

Revenue has been tracking substantially better than expected and Management is pleased to note, the first 22 days of April 2019 have yielded the strongest revenue for a start of a month (and also quarter) in company history, on the programmatic advertising product. Gross profit margins have sustained the 40-41% range and EN1's proprietary yield management Ai (artificial intelligence) has not been deployed as of yet but is planned to be live this quarter.

In the interim, for questions or creative feedback, please email info@engagebdr.com.



On behalf of the Board
Ted Dhanik

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

Co-Founder and Executive Chairman

engage:BDR Limited

+1(310)954-0751

info@EN1.com

twitter.com/TedDhanik

linkedin.com/in/TedDhanik

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facebook.com/engageBDR

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Forward Looking Statements

Statements made in this release which are forward-looking statements and are based on the Company's expectations, estimates and projections. Words such as "anticipates," "expects," "intends," "plans," "believes," "seeks," "estimates," "guidance" and similar expressions are intended to identify forward-looking statements. These words are not the exclusive means of identifying such statements. Any forward-looking statement made by the Company in this announcement is based only on information currently available to the Company and its current intentions (which may change) and speaks only as of the date on which it is made. Forward-looking statements are subject to a range of risks and uncertainties, some of which are beyond the Company's control. Risks and uncertainties can include matters inherent in the business of the Company, its management, its activities generally, and the market in which it operates. As a result, actual results could materially differ from those in the forward-looking statements. The forward-looking statements made in this announcement relate only to events as of the date on which the statements are made. The Company does not undertake any obligation to release publicly any revisions or updates to these forward-looking statements to reflect events, circumstances or unanticipated events occurring, or as a result of new information, future developments or otherwise after the date of this release except as required by the listing rules of ASX, by law or by appropriate regulatory authorities.

USA

engage:BDR

9220 Sunset Blvd, Suite 100

West Hollywood, CA 90069

USA

+1 310 954 0751

info@engagebdr.com

Australia

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AUSTRALIA

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