

2 May 2019

ASX ANNOUNCEMENT

EN1's IconicReach Signs Musician Sean Kingston in Six-Figure Contract

Highlights

- IconicReach to market Sean Kingston's highly anticipated new music
- Instagram, TikTok influencers and curated content pages targeted for campaign launch
- Artist relaunch campaign focused on music awareness, audience engagement and growth
- Initial pilot yields six-figure budget, scalable based on performance

engage:BDR ("EN1 or Company") (ASX:EN1 and EN1O) is pleased to announce a new six-figure IconicReach client, Jamaican-American singer and songwriter, Sean Kingston. The Company is excited for this unique opportunity to market Kingston's new music, including the new single "Peace of Mind" through giveaway contests and several additional campaigns on Instagram and TikTok. Management is looking forward to working with Kingston again, as he was initially founded on MySpace and became an international music icon at a very early age. Kingston is returning to publishing his music after six years and engaging with larger audiences through IconicReach.

About Sean Kingston

Sean Kingston was born in Miami, FL and raised in Kingston, Jamaica. Kingston's

USA
engage:BDR
8349 Sunset Blvd, Ste 302
West Hollywood, CA 90069
USA
+1 310-954-0751
info@EN1.com

Australia
Scottish House
Level 4, 90 William Street
Melbourne Victoria 3000
AUSTRALIA
+61 396 927 222
info@EN1.com

career took off after he was discovered on MySpace and signed by multi-platinum producer J.R. Rotem's record label, Beluga Heights. From 2005 to 2009 Beluga Heights worked with some of the biggest names in American music, including 50 Cent, Dr. Dre, Snoop Dogg, Rhianna, Britney Spears, Jennifer Lopez and Jason Derulo.

By the age of 16, Kingston already had a record deal with Beluga Heights in partnership with Sony Music. By the spring of 2007, Kingston launched his first single "Colors 2007," featuring platinum artists, Game and Rick Ross.

Kingston's second hit single, "Beautiful Girls," peaked at #1 on the Billboard Hot 100 list and sold over a million copies in the United States. The song was well-known worldwide and topped music charts in countries like Australia, Canada, Spain, the UK and New Zealand.

In 2009, he released his sophomore album, 'Tomorrow,' which featured the singles 'Fire Burning,' 'Face Drop,' and 'My Girlfriend.' In 2010 Kingston collaborated with Nicki Minaj on the single "Letting Go (Dutty Love)" and Justin Bieber on "Eenie Meenie." In 2013, Kingston released his third album, Back 2 Life.

In the years since Kingston's music career took off, he has worked with artists like Justin Bieber, Rihanna, Sean Paul, Migos, Flo Rida, Tiesto, Juelz Santana, Nicki Minaj, Wiz Khalifa and T.I. Kingston also had vast success touring with Gwen Stefani, Kelly Clarkson and Beyonce.

IconicReach Collaboration

Throughout his career, Kingston has skillfully employed social media as part of the marketing campaign for his music, perhaps more so than other artists. He strives to connect with his fans on a personal level, which has helped his music resonate among the younger audiences.

Since driving awareness to his new music is important to Kingston, he partnered with IconicReach to develop innovative ways to deliver his message to new generations of fans. As part of the campaign, IconicReach will be promoting Kingston's songs on social media using micro & macro influencers and content curated publishers.

Content curated pages are centered around a specific topic, such as music, travel, or food. These pages repost content from other platforms, thereby streamlining information from a variety of sources to a targeted audience. The content that is curated on these pages usually includes popular search terms for a specific area of interest, thus attracting audiences most likely to engage with the content.

USA

engage:BDR
8349 Sunset Blvd, Ste 302
West Hollywood, CA 90069

USA

+1 310-954-0751
info@EN1.com

Australia

Scottish House
Level 4, 90 William Street
Melbourne Victoria 3000

AUSTRALIA

+61 396 927 222
info@EN1.com

Content curation is focused on re-publishing material on a page where it will be viewed by individuals interested in relevant topics. There are virtually no limits on the type of content that can be reposted by curators, including videos, photos, articles and more. Since content curation does not rely on creating original content, it has a relatively low-cost, but large audience.

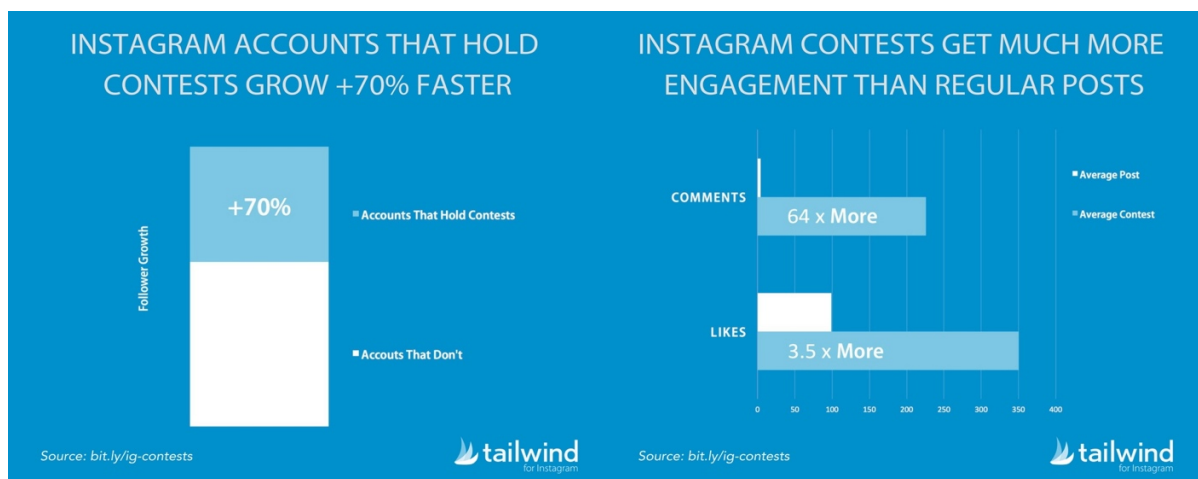
The campaign will also utilise influencers to deliver viral content produced by Kingston during tour dates, which will be syndicated across thousands of Instagram pages. By running contests and giveaways with key influencers and Sean Kingston himself, IconicReach will obtain significant individualised content, which will be republished on Instagram, Facebook and TikTok.

The ultimate goal of the campaign is to syndicate awareness of Kingston's new music and social channels, audience growth, and present his music to new, but relevant audiences.

“Peace of Mind” Contest

As part of the initiative to promote Sean Kingston's new single, Kingston has collaborated with IconicReach to launch a giveaway contest for all-expense paid week-long trips to a resort in Jamaica for fans. The contest was announced through an Instagram video by Kingston following the song's release. Several studies on social media engagement strategies indicated that accounts which hold contests tend to grow substantially faster than those that do not.

Example: Study by Tailwind App



USA
engage:BDR
8349 Sunset Blvd, Ste 302
West Hollywood, CA 90069
USA
+1 310-954-0751
info@EN1.com

Australia
Scottish House
Level 4, 90 William Street
Melbourne Victoria 3000
AUSTRALIA
+61 396 927 222
info@EN1.com

IconicReach strategically collaborated with Palace Resorts and the Jamaican Tourist Board to provide airfare and accommodations for contest winners. Contest rules are simple; Instagram users must follow @SeanKingston, @PalaceResorts, and @VisitJamaica. The individual must also like the announcement post and tag three friends on Instagram.

To maximise awareness, IconicReach will be promoting the contest on all social media channels, including paid-social (Facebook) and display advertising, leveraging EN1's new social content syndication technology. The giveaway will also be published across hundreds of content curated pages during the giveaway campaign. The content curated pages will feature a call to action, driving viewers to Sean Kingston's Instagram page. The winner will be chosen in late May and announced by Kingston.

Benefits of Collaboration

Collaborations with well-known celebrities like Sean Kingston help the Company build valuable repertoire as a reliable source for bleeding-edge marketing expertise for the entertainment community. Having celebrity endorsement will grow the Company's exposure and serve to reach more clientele, including artists, new brands and advertisers. Leveraging Management's MySpace background enables access to a wide spectrum of other potential entertainment clients which IconicReach targets to onboard in 2019. Ultimately, unique opportunities, such as this one, aid in driving revenue growth and profitability.

"I'm so honored to get to work with MySpace Tom again, I was discovered on MySpace so excited about the opportunity with his IconicReach team!" – Sean Kingston

In the interim, for questions or creative feedback, please email info@engagebdr.com. For press inquiries regarding Sean Kingston, please contact Dawn Miller at SK@miller-pr.com



On behalf of the Board
Ted Dhanik

USA
engage:BDR
8349 Sunset Blvd, Ste 302
West Hollywood, CA 90069
USA
+1 310-954-0751
info@EN1.com

Australia
Scottish House
Level 4, 90 William Street
Melbourne Victoria 3000
AUSTRALIA
+61 396 927 222
info@EN1.com

Co-Founder and Executive Chairman
engage:BDR Limited

+1(310)954-0751

info@EN1.com

twitter.com/TedDhanik

[linkedin.com/in/TedDhanik](https://www.linkedin.com/in/TedDhanik)

Follow us on social media:



[facebook.com/engageBDR](https://www.facebook.com/engageBDR)

[linkedin.com/company/engage-BDR](https://www.linkedin.com/company/engage-BDR)

twitter.com/engageBDR

[instagram.com/engageBDR](https://www.instagram.com/engageBDR)

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

8349 Sunset Blvd, Ste 302

West Hollywood, CA 90069

USA

+1 310-954-0751

info@EN1.com

Australia

Scottish House

Level 4, 90 William Street

Melbourne Victoria 3000

AUSTRALIA

+61 396 927 222

info@EN1.com