

7 May 2019

ASX ANNOUNCEMENT

EN1 IconicReach Beats Q1 & Q2 Milestones Ahead of Plan

Highlights

- ▶ Ahead of schedule, IconicReach beats Q1 milestones by signing 6 new customers, nearly 200% of goal
- ▶ Significantly ahead of schedule, IconicReach meets entire Q2 milestone by signing 4 new customers to date for Q2, all in April
- ▶ IconicReach added a total of 10 new customers to its platform in 2019 to date
- ▶ EN1 recently announced group 2 publisher activations will start going live this week; A\$10.7k per day expected incremental revenue from this group
- ▶ Management challenges EN1's April results with steeper goals for May; April receipts A\$1.41M, cash outflow A\$1.42M, net cash A\$10k
- ▶ Management is excited and working feverishly to close April 2019 financial results to update the market with imminently

engage:BDR ("EN1 or Company") (ASX:EN1 and EN10) is pleased to present information on three new customers joining the IconicReach platform; Provillus, NutraPrice Pure, Coset Korea. EN1 published its Strategic Plan towards Profitability on 11 February 2019, where the Company announced IconicReach would sign 3-4 new customers per quarter. Management notes, the IconicReach team has achieved this milestone, and has signed four new brands in Q2 thus far, ahead of plan. This includes the partnership with singer, Sean Kingston, which was announced last week. One of IconicReach's new customers is based in Korea, aligning with the Company's strategic goals to expand presence in the Asia Pacific region.

Additionally, IconicReach signed 6 new customers in Q1, about 200% of plan.

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About Provillus

Provillus, a U.S.-based brand, is an all-natural hair growth supplement that provides nutrition to restore dead hair follicles and prevent hair thinning. Users apply the mix of natural vitamins, minerals and herbs to the site where hair growth is needed via dropper or in spray form. There are two specially designed formulas; one for men and one for women.

The brand partnered with IconicReach to gain influencer-generated content that can be cross-purposed and posted on other marketing channels. Since Provillus is a relatively new brand, it is also looking to increase brand awareness and expand its client base.

About NutraPrice Pure

NutraPrice Pure is a U.S.-based health supplement brand that focuses on clean ingredients in its formulas. The brand formulates its products to popular diet habits like Keto, in addition to, remedying common symptoms of aging, through advanced joint health formulas and cognitive enhancement supplements.

NutraPrice Pure has been in business for over 25 years and seeks to revitalise its customer base. The brand is looking to use both male and female fitness influencers to promote their products in addition to healthy lifestyles. NutraPrice Pure will partners with influencers over ages 45+ to cater to clients with muscle weakness and joint pain.

About Coset Korea

Coset Korea is a leading world provider of quality packaging solutions and services for specialised products for the telecommunications and industrial sectors. The company specialises in lensed fiber production and transport, reducing the time-to-market for customers. The brand was founded in 1999 and has long been serving as strategic technology and manufacturing partner for global partners in various stages of development. Through a partnership with IconicReach, Coset Korea is looking to grow brand awareness and expand global partnerships.

Benefits of Partnerships

Earlier in the year, the Company announced new clients that joined the IconicReach platform including, Sean Kingston, WeDu Communications, Happyroom Co., Gio Clavis, Putti Atti, ASHLEYlauren and NSR Riding. IconicReach surpassed its

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expectation of 3-4 new customers per quarter, with a total of 10 new clients in 2019 to date.

Every new customer is looking to grow their user base and acquire individualised content that can be syndicated on their websites, Facebook, Instagram and TikTok instances. The new customers cover the broad spectrum of consumer goods, making it difficult for some of them to target their niche audiences. IconicReach's diverse base of influencers helps brands hone-in on individuals deeply ingrained in a particular niche and provides a simple one-stop-shop for each brand to reach their marketing needs.

As more brands enter into IconicReach's platform, management expects a positive reflection on the Company's incremental revenue, gross margin and profitability. Over the next few months, the market can expect to see IconicReach maintain the same momentum with client announcements, exceeding the Company's goals.

Other Updates

Management is pleased to announce the cash flow and revenue results listed below for the month of April 2019. Additionally, EN1's finance team is working around the clock to close April's financial books and results and expects to deliver preliminary figures shortly.

- ◀ April 2019 was the strongest programmatic revenue month in company history
- ◀ April consolidated revenue A\$1.22M
- ◀ Overall gross profit margins of 40%
- ◀ April consolidated receipts A\$1.41M
- ◀ April consolidated cash outflow A\$1.42M
- ◀ April net cash used in operating activities A\$10k
- ◀ A\$250k deployed for second group of publisher activations
- ◀ A\$10.7k incremental daily revenue expected from new activations

“April was a very strong month from our perspective, but why not keep raising the bar starting with May! Management is looking forward to challenging those results this month and delivering something we can all be proud of!” - Ted Dhanik, CEO & Executive Chairman

In the interim, for questions or creative feedback, please email info@EN1.com.



On behalf of the Board
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~ Preliminary financial results published above are subject to audit, adjustment and closing, as they are estimates and figures may be rounded.

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.

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