

24 June 2019

ASX ANNOUNCEMENT

EN1 Exceeds 2019 Integrations Target

Highlights

- ▶ engage:BDR signs 4 large new programmatic partnerships
- ▶ 2019 annual target of 194 integrations now exceeded with 195 to date, 6+ months ahead of schedule
- ▶ New partners include, AppLovin, mobilityware, Somo Audience and Verve
- ▶ AdCel deploys Unreal Engine plug-in, 2nd monetization SDK to the marketplace (Epic Games, maker of Fortnite), ahead of schedule
- ▶ AdCel releases React Native monetization SDK, 2nd mediation plugin to marketplace

engage:BDR (“EN1 or Company”) (ASX:EN1 and EN1O) is pleased to update shareholders with 4 new programmatic integrations, performance to goal, AdCel recent developments and commentary.

On 11 February 2019, Management updated the market with the Company’s Strategic Plan to Profitability, highlighting specific milestones targeted with dates to achieve them. Management expected 194 total programmatic integrations by the end of 2019; today, Management is pleased to update shareholders that this target has been achieved (195) and the goal has now been reset to include an additional 20 new integrations for the balance of the year.

Management is honored to be aligned with the new partners who are leaders in the U.S. programmatic marketplace and have significant influence in the industry today.

Additionally, AdCel released its monetization SDK (software development kit) for the Unreal Engine, ahead of schedule (announced 11 February 2019). Unreal Engine is the 3D game development platform by the makers of the world famous Fortnite game. AdCel is the second mediation (monetization) plugin to be released for Unreal

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Engine 4. Since Unreal Engine is currently one of the largest 3D game platforms in the world, Management feels the AdCel integration is a significant revenue opportunity for EN1 immediately.

AdCel also released a monetization plugin for the React Native app development platform. This platform was initially developed by Facebook and is now a popular open source development environment (Instagram, AirBnB, Bloomberg, Uber, Pinterest, Facebook, etc); AdCel was the second mediation (monetization) plugin to be deployed for this platform as well.

Monetisation plugins are native on devices (mobile or TV) within the app's SDKs, creating advertising opportunities. Having direct integrations, or plugins, with development platforms enables app publishers to quickly, in an automated capacity, integrate AdCel within their apps. AdCel expects to board a significant volume of new publishers in 2019 through these two channels, further compounding revenue without adding any incremental operating expenses.

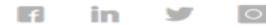
In the interim, for questions or creative feedback, please email info@EN1.com.



On behalf of the Board
Ted Dhanik
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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.

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