

22 July 2019

ASX ANNOUNCEMENT

EN1 12 New Programmatic Partners Go Live

Highlights

- ◀ Twelve new programmatic integrations go live in time for Q3 & Q4 demand
- ◀ All twelve programmatic integrations (partnerships) are now generating revenue
- ◀ Live integrations include: AppLovin, Criteo, LoopMe, MediaForce, MobFox, Nativo, Nimbus from Timehop, PubNative, SoMo Audience, StartApp, Velis Media and Verve

engage:BDR (“EN1 or Company”) (ASX:EN1 and EN1O) is pleased to update shareholders on signed partnerships which have been pending successful integration (below) have been fully-integrated and are now live.

AppLovin	Top 5 global in-app ad platform
Criteo	#1 Global leader in retargeting
LoopMe	Leading Ai-based mobile app ad platform
MediaForce	Top 5 global auto insurance advertiser
MobFox	Top 10 mobile SDK
Nativo	Top 5 global native ad platform
Nimbus from Timehop	Top-tier mobile ad platform
PubNative	Premium mobile-first ad platform
Somo Audience	Proprietary Mobile OTT/CTV ad platform
StartApp	Top 5 global in-app media buyer
Velis Media	Premium mobile ad platform
Verve	Patented Mobile ad platform for precise location targeting

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Management is particularly excited about the caliber of these partnerships and their timing, as demand continues to increase due to the strength of the second-half of the year and cash available today to fuel inventory. The fundamental change in dynamics in 2019 enabled significant growth potential over 2018's performance, due to two critical components – the number of integrations live and cash available to activate inventory for the heavier demand in the second-half.

In 2018, the Company had about 40% of the programmatic integrations it has today. Additionally, the Company did not have the capital available to reserve inventory for the second-half, starting in July last year. Today, the Company has over 200 programmatic integrations and significant capital (A\$2.6M+ on the Company's recent 4C) to immediately reserve inventory for the stronger demand in the second-half. This capital does not include the anticipated US\$15m+ facility, which the Company aims to adopt imminently. The incremental capital from the facility would enable the Company to deploy its Net0 publisher payments strategy, significantly increasing the potential for boarding volumes of inbound new and incremental supply to further fuel the heavy demand in the second-half.

Brand and agency budgets (spend) throughout the year are typically segmented by quarter; the first month of each quarter usually experiences the lightest demand, as it ramps-up towards the end of the quarter. The next quarter's demand can start off lighter in the first month in comparison to the last month of the previous quarter. Budgets are set by quarter and the last month of each quarter is usually the strongest because campaign budgets need to be fulfilled by the end of that quarter, or the budgets are lost (use it or lose it), so demand increases significantly towards the end. As a result, the strongest months in each respective quarter are typically March, June, September and December, and the lightest months are January, April, July and October. There are many exceptions; for the Company, availability of capital (inventory) and strength of demand (live integrations) would enable the smoothing of these patterns. Additionally, integration challenges, technical issues and delays would impair these expectations, as experienced in June 2019.

Many of the twelve integrations discussed today are in validation phases on lower volumes, and Management expects to grow traffic (inventory) incrementally once counting discrepancies at scale have been eliminated (between the Company and the partners) and the partners whitelist more of EN1's inventory. Management expects to update the market on the performance of these integrations (revenue) in the near-term.

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Thank you for your time today. In the interim, for questions or feedback, please email info@EN1.com.



On behalf of the Board
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Forward Looking Statements

Preliminary financial results published above are subject to audit, adjustment and closing, as they are estimates and figures may be rounded.

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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