

12 August 2019

## **ASX ANNOUNCEMENT**

### **EN1 Milestone Update to 2019 Strategic Plan**

#### **Highlights**

- ▶ AdCel signed and integrated two new app publishers installed on over 85M mobile devices globally
- ▶ AdCel released SDK adapters for the two largest app marketplaces, Twitter's MoPub and Google's AdMob
- ▶ engage:BDR signs two new programmatic partners
- ▶ IconicReach signs five new brands
- ▶ EN1 has achieved 16 of the 20 strategic milestones to date for the calendar year 2019 (plan announced on 11 February 2019), significantly ahead of schedule
- ▶ 43 new customers and over 100 new publishers signed in 2019 to date

engage:BDR ("EN1 or Company") (ASX:EN1 and EN1O) is pleased to present shareholders with an update to the 2019 Strategic Plan to Profitability, announced on 11 February 2019. Additionally, this update includes new business activity for all three business units; engage:BDR, AdCel and IconicReach.

AdCel recently signed and quickly integrated two new large app publishers – Ask.fm and Tellynom. The two publishers combined enable AdCel to potentially be installed on an additional 85M devices world-wide, at full-scale. Management expects material revenue impact as these partners continue to scale inventory availability to AdCel; the engage:BDR programmatic exchange is integrated into the AdCel demand stack and is also providing incremental yield. This brings AdCel's total new client signings in 2019 to 4.

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Additionally, AdCel integrated the two largest mobile app platforms within the AdCel monetisation SDK - Twitter's MoPub and Google's AdMob. These integrations enable AdCel to work with significantly more publishers (who currently work with Twitter's MoPub and Google's AdMob), as many clients preferred working with monetisation partners who were demand-agnostic, as AdCel and engage:BDR are and now could technically facilitate these requirements. AdCel publishers would be enabled to continue working with these buyers, while benefiting from AdCel's incremental demand and potentially stronger yield for their ad inventory.

Since the last update on 31 May 2019 (AGM investor presentation), AdCel has developed and deployed the automated publisher monetisation tool suite, which enables app developers to integrate AdCel's mediation technology on a self-serve basis, with greater syndication scale potential and no human bottlenecks or costs. Additionally, AdCel released its VR (virtual reality) ads SDK (software development kit); this provides AdCel's and engage:BDR's programmatic buyers access mobile VR ad inventory, a pocket of high demand in the U.S. currently. Also, AdCel deployed its TRUTH verification SDK, which verifies and validates user-data passed through the bid-stream in the programmatic environment, as fraudulent user-data is an area of significant concern in the ecosystem today (i.e. fraudulent location, device ID, and app name data). The TRUTH verification SDK is independent of AdCel's monetisation products; it is licensed as SAAS (software as a service) mostly to advertisers, not publishers.

EN1's programmatic exchange signed two new partners Insticator and AdMix (VR ads). On 11 February 2019, the Company published its Strategic Plan which included a target to reach 194 programmatic integrations by 31 December 2019. Management is excited to update the total number of integrations is now 198. Server-side header bidding and the CTV (connected TV) & mobile streaming audio ads PMP (private marketplace) were also milestones recently achieved on the programmatic exchange side of the business. The total number of new programmatic partners signed in 2019 to date is 28; EN1 has boarded over 100 new direct publishers to date in 2019.

IconicReach recently signed five new customers; Rila (Zillow competitor), Organic Basics, Big Bear Grills (Food Network Star Aaron McCargo) and 100MME. Additionally, IconicReach deployed its app for influencers in the App Store (Apple iOS). This app facilitates the ability for IconicReach to board volumes of new influencers on a scalable, self-serve capacity and attracts influencers to sign up to promote campaigns which are available for self-serve submissions. IconicReach has signed 15 new customers to date in 2019.

IconicReach finished its integration with the engage:BDR programmatic ad exchange recently, providing clients of both platforms the ability to cross-target users and essentially bridge the gap between the two marketing channels (influencer marketing

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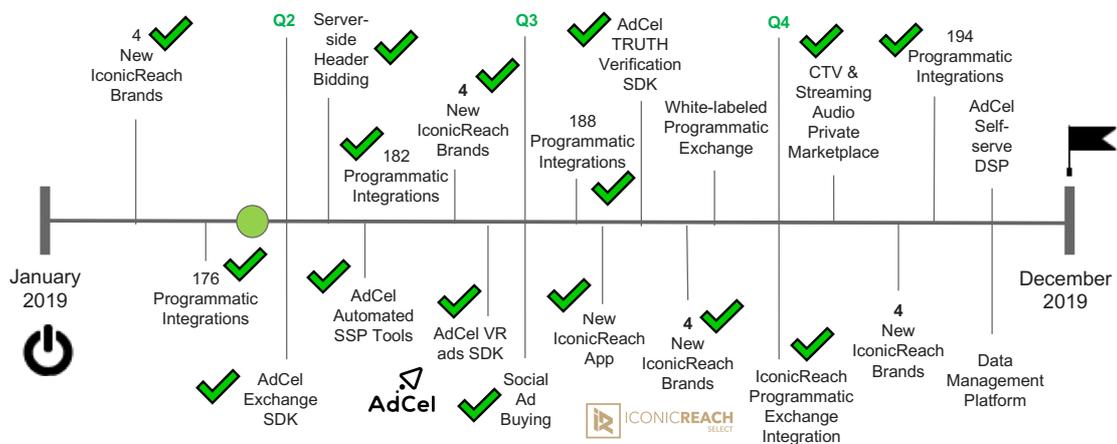
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and programmatic ads). engage:BDR clients now have the capability to publish social creatives, which are automatically created and dynamically integrate brands' influencer and social content into their traditional digital ad buys (display, video and native ads) and enables IconicReach clients to access the audiences of their social media influencers across the programmatic ad ecosystem. This new technology, named 'AMP social', bridges the gap between the two very different digital marketing arenas, adding significant value to existing customers and attracting new clients with a unique solution to an industry-wide challenge.

The Company's solicitors continue to work through the final stages of document redlines with regards to the debt facility previously discussed. Management is looking forward to the launch of the Company's strategic payment plan, NetZero, to attract incremental volumes of publishing partners for the balance of the year and foreseeable future.

## 2019 STRATEGIC PLAN TO PROFITABILITY & MILESTONES.

\*as announced on 11 February 2019



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Thank you for your time today. For questions or feedback, please email [info@EN1.com](mailto: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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