

25 September 2019

## **ASX ANNOUNCEMENT**

### **Proprietary Technology Deployed; Top Publisher Reactivated**

#### **Highlights**

- ◀ EN1 architected, developed and deployed a new proprietary creative categorisation technology
- ◀ EN1's largest publisher has now been reactivated at full scale

engage:BDR ("EN1 or Company") (ASX:EN1 and EN1O) is pleased to update shareholders with a summary of events related to a recent voluntary pause (August) and successful reactivation of the Company's largest publishing partner (today).

The Company's engineering team designed a solution to an industry-wide creative/ad categorisation challenge. After several iterations, the Company's engineering team deployed a robust proprietary solution which enabled EN1 to safely reactivate its largest publisher as at today. The new technology also creates an opportunity to potentially license the solution to several industry peers facing similar challenges; Management will update shareholders as this develops. Extensive testing has proven the efficacy of this technology and it has been deployed in full production; EN1's largest publisher is live again at full volume.

In the interim, for questions or feedback, please email [info@EN1.com](mailto:info@EN1.com).

#### **USA**

engage:BDR  
8439 sunset blvd., ste 302  
west hollywood, ca 90069  
+1-310-954-0751  
[info@EN1.com](mailto:info@EN1.com)





#### **Australia**

scottish house  
level 4, 90 william street  
melbourne victoria 3000  
+61 396 927 222  
[info@EN1.com](mailto:info@EN1.com)



On behalf of the Board  
Ted Dhanik  
Co-Founder and Executive Chairman  
[twitter.com/TedDhanik](https://twitter.com/TedDhanik)  
[linkedin.com/in/TedDhanik](https://linkedin.com/in/TedDhanik)

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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.

#### USA

engage:BDR  
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[info@EN1.com](mailto:info@EN1.com)