

1 June 2020

ASX ANNOUNCEMENT

New Revenue Stream Deployed

Highlights

- ◀ EN1 has deployed an incremental revenue stream as at 29 May 2020
- ◀ New product is now generating revenue and has the capacity to materially grow EN1 business
- ◀ EN1 revenue since 2017 has been 100% mobile **app** and CTV advertising; mobile & desktop **websites** have now been re-deployed
- ◀ New technologies also deployed to support a new web advertising business
- ◀ New programmatic integrations have been activated and others are in the integration que, specifically for web inventory

engage:BDR (“EN1 or Company”) (ASX:EN1 and EN1O) is pleased to update shareholders with the recent deployment of a purely incremental revenue stream.

Mobile & Desktop Web

Since 2017, engage:BDR has been 100% focused on mobile apps and CTV (CTV more recently). The Company has significant experience in web advertising since 2009 but decided to deprecate the web business and related technologies and focus purely on mobile app advertising starting in 2017, as CPM's and advertiser targeting capabilities became exponentially greater than the web.

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Common app advertising publishers include casual games, utility apps, social media, education and video apps. Typical web advertising publishers include news, entertainment, weather, reference, and a variety of other types of content including editorial and sponsored.

Due to current environmental changes, websites are also (like apps) seeing greater traffic, and as a result, Management sees immediate opportunity to return to the web. This move will enable potential re-activation of thousands of web publishers the Company has worked with over its first 7 years and many buyers who can now be integrated programmatically. The Company's business development and engineering teams have been working diligently (remotely) to architect and deploy an entirely new programmatic web advertising business with its associated technologies; these efforts have now yielded the first dollars generated, as of 29 May 2020. Management will update shareholders regarding traction and new programmatic integrations for web advertising, shortly.

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



On behalf of the Board
Ted Dhanik
Co-Founder and Executive Chairman

Forward Looking Statements

Preliminary financial results published above are subject to audit, adjustment and closing, as they are estimates and figures may be rounded. The "~" symbol refers to figures which have not been audited, adjusted and are preliminary estimates. 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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