



LEADER IN VIDEO ADVERTISING

Investor Roadshow.

August 2018

ASX:EN1

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BOARD & MANGEMENT TEAM AND CAPITAL STRUCTURE.

A\$0.092

SHARE PRICE

269 million
ORDINARY
SHARES
30.0
LISTED OPTIONS

A\$24.7M

MARKET CAP

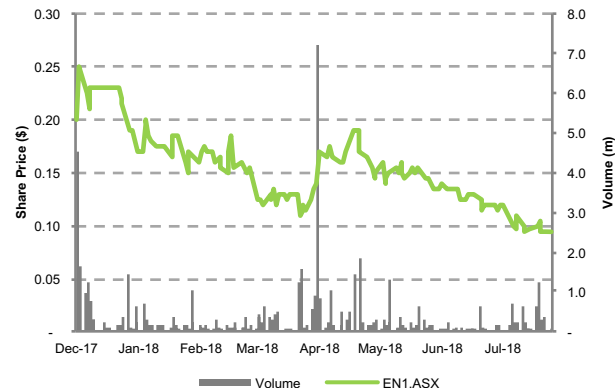
A\$1.5M

CASH

A\$0.0M

(ZERO)

DEBT (LTD)



Ted Dhanik Executive Chairman / Chief Executive Officer

Co-founder of engage:BDR LLC.



Kurtis Rintala Executive Director / Chief Operating Officer

Co-founder of engage:BDR LLC.



Tom Anderson Non Executive Director

In 2003 Tom founded and served as President of MySpace



Bruce McMenamin Non Executive Director

Member of the Institute of Chartered Accountants AANZ. Over 35 years experience as a practicing accountant and professional advisor.



Ron Phillips Non Executive Director

35 years experience as a senior advertising and media buying executive

Substantial Shareholders

Ted Dhanik	20.8%
Kenneth Kwan	20.7%
Kurtis Rintala	13.1%
Merrill Lynch (Australia) Nominees	4.2%
Abdulaziz Saleh Alrajhi	3.5%
Total Top 10	61.3%

WHAT WE DO?

engage:BDR (“engage”) has developed proprietary technology that manages internet video and display advertising for advertisers, advertising agencies and the websites that display those advertisements.

It acts as an *intermediary* between **advertisers** and **website publishers** by:

- consolidating advertising inventory (video and display content);
- automating the workflows for both advertisers and website publishers; and
- offering precise targeting capabilities at significant scale.

This automated process of online advertising inventory trading is called “**programmatic advertising**”

The Company integrates client platforms into its own programmatic platform enabling the dynamic buying and selling of advertising inventory through an online marketplace.

The Company currently has 82 clients integrated into its platform, has # additional integration contracts executed and client platforms being integrated, and a further 65 potential clients in its business development pipeline



ENGAGE
BDR



ENGAGE
BDR

WHAT WE DO.



WEBSITES & APPS

Consumers visit our clients' websites or apps on mobile devices, desktops or smart TV's

AUCTION

We determine what ad is shown to these consumers based on data we have about them and what our advertisers are willing to pay (bid), for that site/app, the placement on the page and this specific user

PUBLISH

We show our advertiser's ad to that consumer on the website or app

BILLING

The consumer sees the ad and the publisher bills us for that advertising spot

FINANCIAL MODEL.



PREPAYMENTS

We use prepayments to gain access to exclusive publisher ad inventory or preferential ad placement and volume. The prepayments are an asset, (same as cash), on our balance sheet until consumed. We can request repayment at anytime of any unused funds

I.E. A \$100,000 ON 1 JANUARY 2018

AUCTION

We submit bids to our publishers for their inventory only when we have bids from our advertisers for the ad inventory. We do not bid, unless we have a guaranteed sale. We are only billed if we win the auction and the ad screens

BUYER BIDS \$10, WE SUBMIT A BID OF \$5 TO OUR PUBLISHER THE AUCTION

CONSUME

If we win the auction, then our buyer's ad is displayed to the user

We are paid by our advertising clients generally within 120 days with a typical operating margin of 50%

ADVERTISING INVENTORY

The Company provides advertising solutions for website publishers and advertisers across mobile, desktop, and tablet devices.

engage:BDR's technology allows publishers to achieve optimal monetisation of Display and InStream Video inventory.

The Company's technology creates additional incremental video advertising opportunities (OutStream) on websites, which allows it to differentiate its advertising inventory from its competitors and increase advertising revenues for its clients.

INSTREAM VIDEO



**PRE- & MID-ROLL
CONTENT
SYNDICATION**

OUTSTREAM VIDEO



**CORNERSTREAM
CONTENTSTREAM**

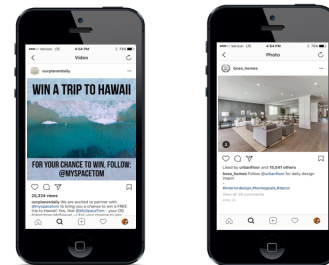
DISPLAY



**ABOVE-THE-FOLD
FIRST-THROUGH-FIFTH IMPRESSION**



INSTAGRAM INFLUENCER MARKETING



TRANSITION AND CURRENT COMPOSITION

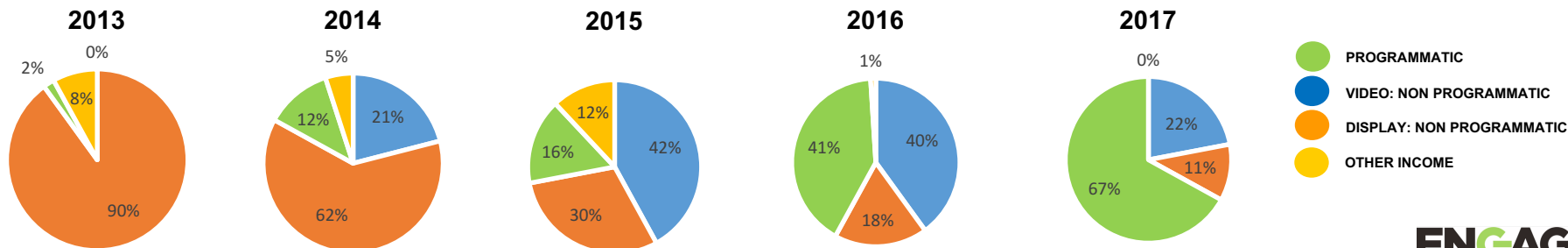
engage:BDR has been at the forefront of a number of major developments in the digital advertising industry. Historically, advertising campaigns were purchased and sold manually (“**non-programmatic**”), which was both costly and inefficient.

PROGRAMMATIC PLATFORM: In 2014/2015, engage:BDR began developing a “**programmatic**” platform that utilised sophisticated technology to buy and sell advertising, making the process significantly faster, more cost efficient and easily scalable.

VIDEO PLATFORM: As consumption of digital video content began to grow, the Company migrated its business into the developing video market. In 2014, the Company began serving video advertising through a third party supplier, while concurrently developing its own video-serving advertising technology. In December 2015 the Company launched its own video-serving platform eliminating third-party dependency and dramatically operating reducing operating costs.

The Company’s significant investment in technology in the period between 2015 and 2017, which has resulted in the business now being primarily programmatic based display video advertising, has enabled engage:BDR to more rapidly develop and expand its business, while substantially reducing its operating costs and increasing its margins.

ENGAGE:BDR REVENUE COMPOSITION (2013 – 2017)



COMPLETION OF THE TRANSITION.

2015

- **Non-programmatic business** - advertising campaigns were purchased and sold manually by sales people which was both costly and inefficient



85+

2015 EMPLOYEES

2016

- engage:BDR decided to transition its entire advertising business to a full programmatic advertising business.
- This has enabled the Company to eliminate its entire sales team (removing almost 60 % of its total headcount) and thereby significantly reduce the costs of its operations and consequently increase its operating margins.



65

2016 EMPLOYEES

2017 - 2018

- engage:BDR has now completed the transition of its business and accordingly now has a relatively low and more predictable and fixed cost structure. The businesses costs are similar whether the Company processes 1,000 transactions a day or 1 billion transactions a day.
- By having a largely fixed cost structure, additional revenues, achieved through the ongoing platform integrations go largely to the bottom line.



26

CURRENT EMPLOYEES

engage:BDR has established direct relationships with many of the top 1000 sites/networks/apps.

The Company's in-house publisher development team work daily with its publishers to ensure that campaigns meet the advertisers' and publishers' expectations.

The Company currently has relationships with publishers in more than 30 countries.

PUBLISHER RELATIONSHIPS



CUSTOMER RELATIONSHIPS



proactiv+



sage

NASTY GAL



T-Mobile

American Apparel™

shoedazzle*

JUSTFAB™

teleflora.

ASPCA

lendingtree™



Gorilla™ Glass

BEACHMINT



ENGAGE
BDR

engage:BDR has directly integrated into many major advertising platforms which utilise the Company's inventory to deliver their client's advertising campaigns.

PREMIUM DEMAND PARTNERSHIPS

Aol.

 **videology**[®]

TREMOR
VIDEO

 DoubleClick
Ad Exchange by Google

BrightRoll
o o o o o o o

ALTITUDE
Digital 

 appnexus

LiveRail 

 **specificmedia**

SPOTX

mOcean
mobile

smaato[®]

OPERA
MEDIWORKS

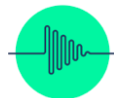
Simpli.fi

Avazu

rockyou

 **STICKYADS**_{TV}

 **RhythmOne**



PubMatic

 **sourceknowledge**

sociomantic

 **pulsepoint**[™]

[a·mo·bee]

MobFox

FINANCIALS UPDATE

engage:BDR guidance is to:

- achieve revenues of between AUD \$24.0 – AUD \$24.5 million in 2018 financial year (Calendar year end);
- achieve EBITDA of between AUD \$1.25 and AUD \$1.5 million for the same period.
- The Company is currently performing in line with its revenue and earnings year forecast
- The Company's Q1 2018 programmatic revenue was significantly higher than for the equivalent Q1 2017 period.
- Revenues in Q2 are also significantly higher for the previous corresponding period in 2017.

The Company's influencer marketing business “**Iconic Reach**” is also experiencing significant growth and is expected to generate revenue of over AUD \$3 million with a ~50% gross margin for the 2018 calendar year.

The Company is expecting to generate more than **75%** of its annual revenues in Q3 and Q4 with a majority in Q4 as in previous years

2017 –

The decline in revenue in 2017 was largely due to the winding down of the Company's traditional non-programmatic digital advertising business and significant delays in the IPO (3 month delay).

The entire Q4 2017, which is historically the largest revenue quarter of the year for all media companies including engage:BDR experienced a marked decline in revenue due to delays in the Company receiving the IPO proceeds and consequently the inability of the Company to reserve and pre-pay for media inventory during that period.

FINANCIALS UPDATE

Gross Margin.

As a result of the reduced emphasis on the Company's traditional non-programmatic digital advertising business and the significant growth of its programmatic advertising business, and the continuing migration of digital advertising from display (static) advertising to video (full motion) advertising, engage:BDR expects to be able to significantly grow its total revenues and improve its gross margins in the 2018 and 2019 calendar years.

In the year ended 31 December 2016, the Company's gross margin was 41%.

In the year ended 31 December 2017, the gross margin had increased to approximately 47%.

The transition from traditional digital advertising to programmatic advertising was ongoing during the year ended 31 December 2017 and accordingly not all of the efficiencies and cost savings of the move to programmatic advertising were achieved during the 2018 year.

ADCEL ACQUISITION

August 2018

In June 2018 the Company announced the acquisition of digital media company AdCel

By acquiring AdCel, the Company will be able to increase its current rate of integrations and add over 6,000 exclusive new apps to its publisher supply portfolio.

The acquisition of AdCel significantly increases the combined Company's advertising inventory available for sale and is expected to create a multiplier effect on revenue as it will significantly increase the number of publishers onto which the Company can sell inventory and at the same time allow AdCel clients to be sold onto engage:BDR sites.

In addition, advertising buyers will now receive improved data through the bid request stream, allowing more efficient targeting of ads and delivering the most relevant advertisements to the audience engaging with the app.

AdCel's mobile programmatic platform reaches over 420 million users every month, enabling it to collect a dataset of over 1 billion mobile behavioral profiles. By combining this reach, dataset and superior yield optimisation with engage:BDR's premium range of publisher advertising solutions, the Company is aiming to create a one-stop-shop mobile solution for publishers enabling them to maximise inventory yields.

Existing customers of AdCel include many of the world's largest tech companies, including Google, Twitter and Amazon.

OPERATIONAL OUTLOOK - ASIA

Aiming to become Asia's largest trade desk and media re-seller in internet video and display advertising

engage:BDR has recently entered into new integration agreements with two of Asia's largest programmatic advertising companies continuing the rapid expansion of its programmatic advertising business into the fast growing Chinese and Indian markets.

China based Yeahmobi, operates an advertising platform designed to help mobile technology companies achieve global growth, acquire active users and better monetise their inventory. The Company is headquartered in China and has offices in Japan, the USA and Germany.

The second company is one of India's largest mobile first digital advertisers. The Company has its headquarters in India, and 20 offices around the world with over 1,000 employees.

engage:BDR is seeking to acquire additional publishers, brands and agencies in Asia to expand the use of its programmatic platform into various Asian markets which are still largely operating on a traditional and expensive non-programmatic basis. With the development of these Asian markets both organically and through acquisition, there is opportunity for the Company to gain significant market share and scale and improve revenue and profitability.

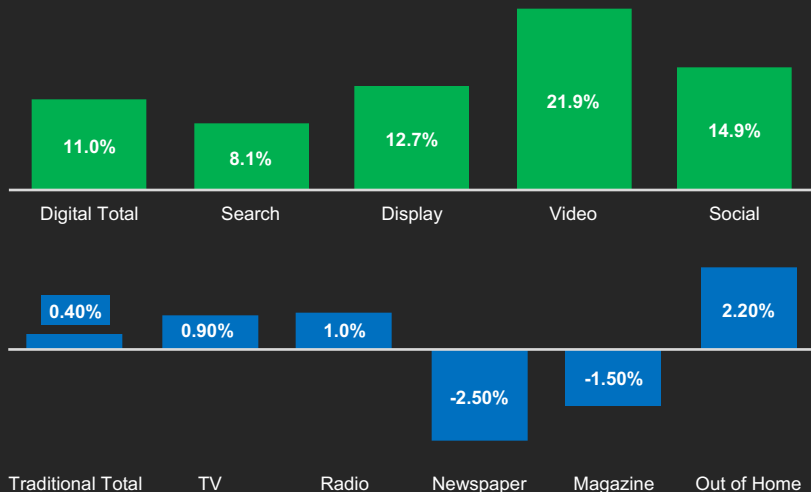
Additionally, engage:BDR continues exploring acquisition opportunities in the Asia Pacific region to compound acceleration of its organic growth strategy.

INDUSTRY OVERVIEW.

ESTIMATED ADVERTISING GROWTH BY CHANNEL

Digital advertising, particularly video advertising, spending is expected to continue to grow rapidly across all channels, while traditional advertising channels will continue to slow:

AD REVENUE GROWTH (US)
Compound Annual Growth Rate 2015 - 2020



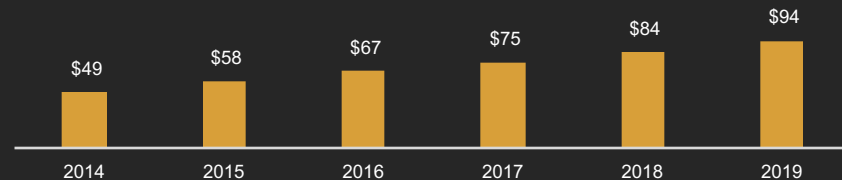
Note: Digital formats include mobile

ESTIMATED DIGITAL ADVERTISING EXPENDITURE

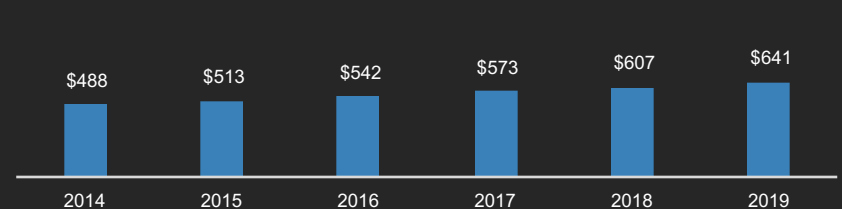
Annual revenue for Internet advertising, including display and video advertising across all devices, reached record highs in 2017 and is expected to continue to grow over the next 3 - 5 years.

The graphs below demonstrate the historical and anticipated growth in digital advertising spending in the U.S. and Globally:

US DIGITAL AD SPENDING (IN US\$ BILLIONS)



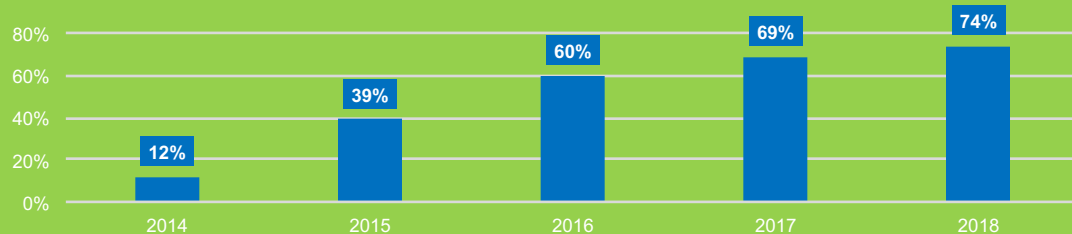
GLOBAL DIGITAL AD SPENDING (IN US\$ BILLIONS)



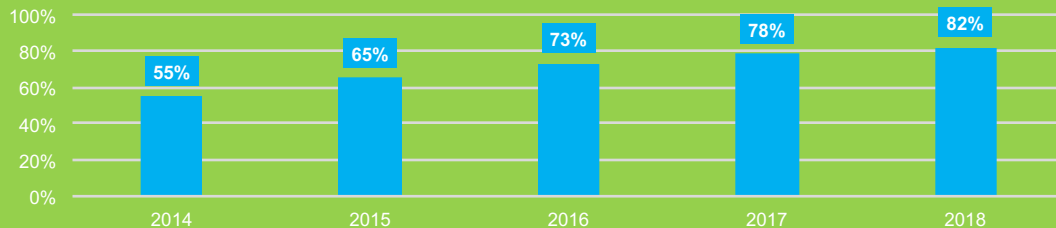
PROGRAMMATIC ADVERTISING

The graphs below illustrate the increase of “Programmatic” vs. “Non-Programmatic” spend in Video and Display advertising

PROGRAMMATIC SPEND AS A PORTION OF VIDEO ADVERTISING



PROGRAMMATIC SPEND AS A PORTION OF DISPLAY ADVERTISING



Programmatic ad spending (rather than traditional, manual buying and selling) has increased significantly in recent years, attracting new advertisers to digital advertising and increased spending from existing advertisers because of its automated and easy deployment, ability to better target users, rather than content, and extensive reach.

engage:BDR invested heavily in developing its programmatic advertising capabilities early on, and is now extremely well positioned by having both programmatic bidding and auctioning (buying and selling) capabilities.

The Company's significant investment, during the period from 2015 to 2017, in its sophisticated technology platform positions the Company to be a significant player in the digital advertising industry.



ICONIC**REACH**
SELECT

ICONICREACH.

ICONICREACH IS A LEADING SELF-SERVE INFLUENCER MARKETING PLATFORM DEVELOPED BY ENGAGE:BDR.

Photos below are of celebrities who attended our Sundance 2018 Launch Event with the Associated Press.



**Usher & Dexter
Darden**



Black Eyed Peas



Austin Mahone



Common



Pia Mia



Hilary Swank



Piyanka Chopra



Liane V.



**Idris Elba & Jason
Isaacs**



Jay Ellis



MEAGAN GOOD

THE RISE OF INFLUENCER MARKETING



SELF-SELECTED AUDIENCES

Users opt into receiving content from personally selected accounts, so the audiences are highly relevant, looking for opinions, and engaged. The key is finding a true fit between influencers and brands, which many marketers are still struggling to execute.

AD-SHY MILLENNIALS

Younger generations are increasingly negative to traditional forms of advertising, often utilising tools like ad blockers. Brands can improve the way they communicate with this group by partnering with content creators to present their products in a more genuine and accessible way.

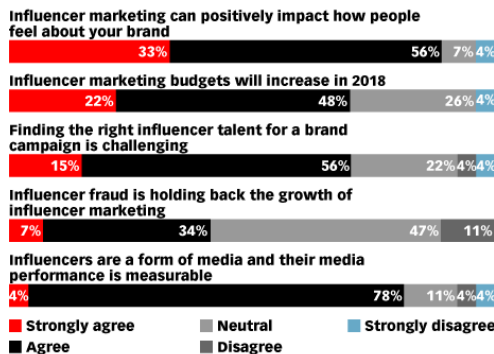
CUSTOMER ENGAGEMENT

Influencer posts begin a conversation between tastemakers and their followers. This mode of two-way communication invites consumers engage with marketing messages, building trust and engagement with the brand.

"The market—estimated to be worth \$2 billion in 2017 and set to reach \$10 billion by 2020—will continue to see more growth in the industry and become an efficient marketplace."

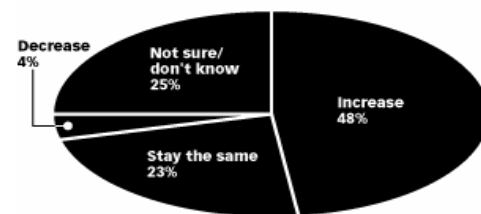
source: adweek.com

Attitudes Toward Influencer Marketing Among US Agency and Brand Marketers, Nov 2017
% of respondents



Note: numbers may not add up to 100% due to rounding
Source: WhoSay, "Influencer Marketing Insights," Dec 12, 2017
233820 www.eMarketer.com

Expected Change in Their Company's Influencer Marketing Budget in 2017 According to US Marketers
% of respondents



Source: Lingia, "The State of Influencer Marketing 2017," Nov 30, 2016
220614 www.eMarketer.com

Source: eMarketer.

COMPANY FINANCIALS.

COMPANY FINANCIALS 2015 - 2018

SINCE 2009, engage:BDR has demonstrated its ability to quickly adapt in a dynamic and constantly changing market.

As a Company that had never undertaken a formal capital raising until its 2017 IPO, the ability to innovate and grow in a dynamic and rapidly developing market is a testament to the Company's state of the art technology and experienced management.

In addition to growing its business in the USA and Europe, the Company is looking to expand significantly in the rapidly developing Asia Pacific region.

The Company has a number of acquisition opportunities that it has been considering that will further enhance its position within the industry and significantly grow its revenues and earnings.

FINANCIAL SUMMARY

AUD ('000)	FY 2015	FY 2016	FY 2017	FY 2018E
Revenue	\$35,032	\$20,487	\$13,136	\$24,410
Gross Margin	\$10,385	\$8,312	\$6,170	\$11,921
PBT	-\$3,476	-\$3,442	-\$10,565	-\$2,740
EBITDA (adjusted)	-\$2,368	-\$1,216	-\$3,802	\$1,421

USD / AUD 0.73128 (10 August 2018)
Company operates on a calendar year

2016 / 2017 comparison

2017 Revenues were lower due to the transition of the business from non-programmatic to programmatic and from predominantly display advertising to largely video based advertising and delays experienced and costs incurred due to the IPO

2018 REVENUES ARE FORECAST TO RISE TO BETWEEN AUD \$24.0 MILLION AND AUD \$24.5M AND EBITDA TO AUD \$1.25 MILLION TO AUD \$1.5 MILLION

MARKET CAPITALISATION:

A\$24.5 MILLION

(as at 10 August 2018)

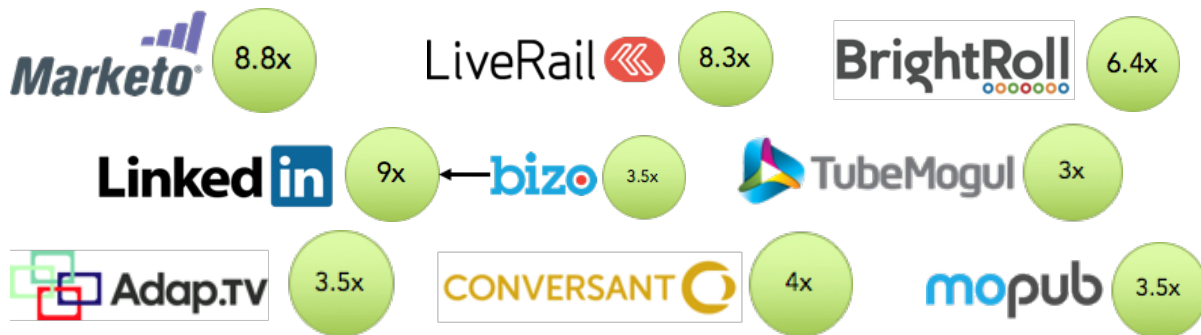
~1.8x FY2017 Revenue

Publicly traded digital media companies trade at relatively high revenue multiples indicative of the market's anticipated future growth potential

COMPARATIVE INDUSTRY VALUATIONS



Private deals have also placed great value on digital media companies:



MANAGEMENT TEAM.



TED DHANIK EXECUTIVE CHAIRMAN / CHIEF EXECUTIVE OFFICER

Ted Dhanik is one of the co-founders of engage:BDR LLC. He serves as Chief Executive Officer of the Company overseeing corporate development, strategic marketing, sales and business development, and product strategy.

From 2003 to 2008, Ted worked with MySpace.com developing strategic marketing initiatives. He worked closely with founders Chris DeWolfe and Tom Anderson and was responsible for launching the brand in its early days through a combination of on and offline campaigns. Ted also worked in business development at LowerMyBills.com from its early days until its acquisition by Experian. Ted was also an integral part of the development and launch of the consumer lending program at NexTag Corporation.

He has worked for, or been a partner at, several other companies in business development, sales, and managerial positions, including Xoriant Corporation, Atesto Technologies, Brigade Solutions, Beyond.com/Cybersource Corporation and Merrill Corporation.

Ted also advises a number of technology startups including Fighter, LottoGopher and Schizo Pictures and is an active mentor at Los Angeles-based startup accelerator Start Engine. He is passionate about being a thought leader in the industry and he is regularly published in leading publications.

He regularly contributes to discussions about industry standards and achieving positive change, sitting on IAB committees including the Anti-fraud Workgroup, Anti-malware Workgroup, Traffic of Good Intent Task Force, Programmatic Counsel, Digital Video Committee, Mobile Advertising Committee and Performance Marketing Committee.



KURTIS RINTALA EXECUTIVE DIRECTOR / CHIEF OPERATING OFFICER

Kurtis Rintala is one of the co-founders of engage:BDR. He serves as an Executive Director and is the Chief Operating Officer overseeing the day-to-day operations and leading the execution of the strategic direction of the Company.

Kurtis is responsible for establishing policies that promote the company culture and vision. He sets goals for performance and growth and leads employees to encourage maximum performance and dedication. He evaluates performance by analysing and interpreting data and metrics. Kurtis began his career in the technology industry in 2003 as an early member of the Internet start up, LowerMyBills.com



TOM ANDERSON NON EXECUTIVE DIRECTOR

Tom Anderson was appointed to the Board as a Non Executive Director to provide the Company with the benefit of his wide ranging expertise in social media and innovative product design and to assist to steer the company's future growth strategy.

In 2003 Tom founded and served as President of MySpace, simultaneously inventing "social media" while revolutionizing the music industry. After its launch Myspace became the #1 most visited site on the web quickly, surpassing company's such as Google, Yahoo and Amazon. At its peak, Nielsen Net Ratings reported that MySpace captured more than 10% of all minutes spent online worldwide.

By the time Anderson left the company in 2009, he had amassed more than 350 million friends on MySpace, making him the first and still ultimately the biggest "influencer" of all time. His MySpace profile photo, the lo-res, pixelated photo which he never changed and still uses to this day is estimated to have been viewed more times than any single photograph in history. Before retiring in 2009, TIME Magazine included Tom among its list of the 100 most influential people in the world, and Barbara Walters named him one of her 10 Most Fascinating People.



BRUCE McMENAMIN NON EXECUTIVE DIRECTOR

Bruce is a member of the Institute of Chartered Accountants AANZ. He has over 35 years experience as a practicing accountant and professional advisor. He specialises in all levels of business strategy, corporate finance, mergers and acquisitions. As and adviser to some of Australia's largest privately owned companies and high net worth families he has been involved in many significant corporate transactions and resultant operations. He has been a member of numerous audit and finance committees and has a strong focus on governance and compliance.

Other current Directorships include the Starlight Children Foundation Ltd, and Doxa Youth Foundation

Bruce received his Bachelor of Business (Accounting, Practicing Chartered Accountant and a Fellow of the Institute of Chartered Accountants.



RON PHILLIPS NON EXECUTIVE DIRECTOR

Ron has over 35 years experience as a senior advertising and media buying executive. He specialises in forms of offline and online advertising with a particular focus on government communications and strategies.

He worked for Clemenger Advertising and Clemenger Harvie as a senior executive for many years before joining Mitchel and Partners which is now Aegis Dentsu one of the worlds largest media groups.



APPENDIX.

COMPANY **KEY FACTS.**

9.5
YEARS
OPERATING



PROPRIETARY
ALL TECHNOLOGIES, INCLUDING
AD SERVING AND
REAL TIME AUCTIONING /
BIDDING TECHNOLOGIES

500M+
UNIQUE USER
REACH



RANKINGS
#9 US VIDEO
#20 US DISPLAY
(comScore ranking)

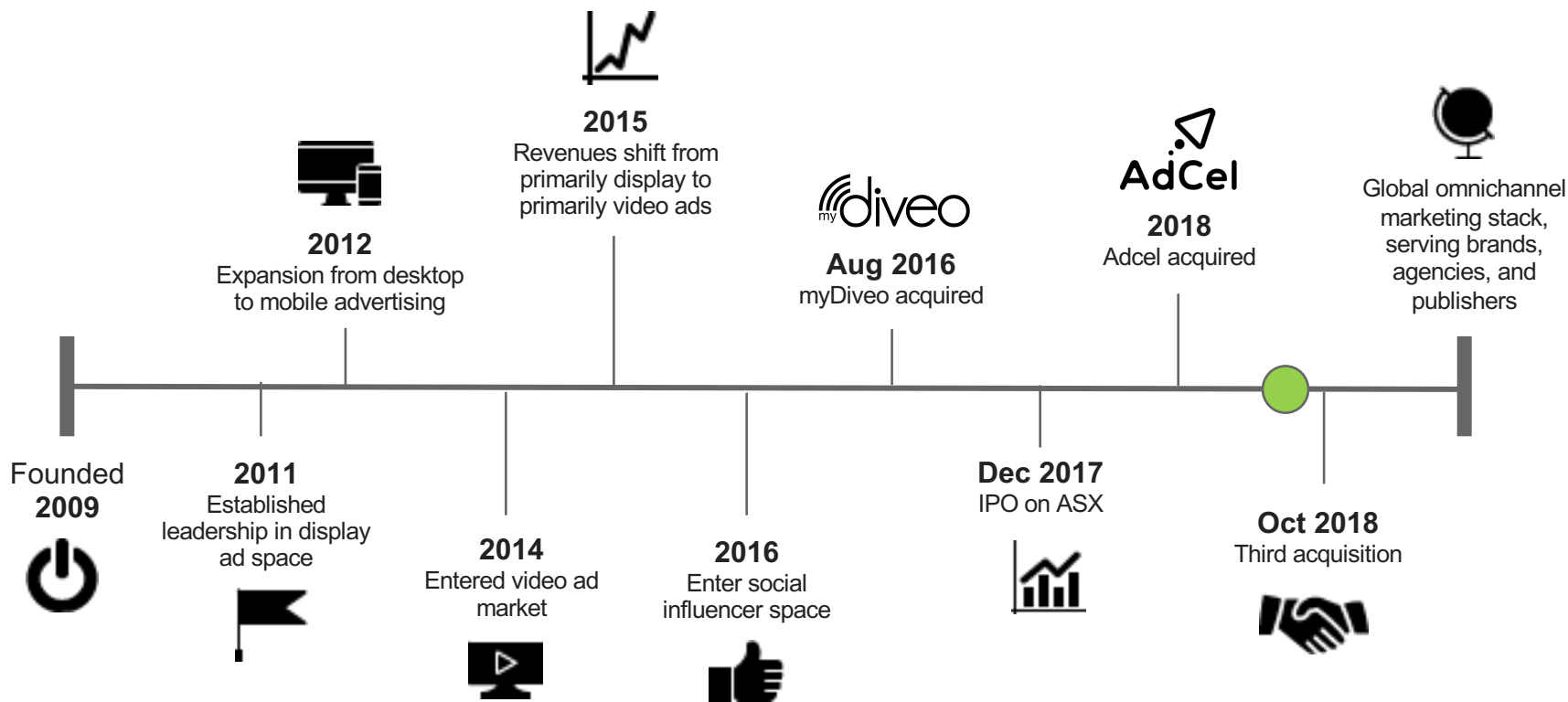
26
EMPLOYEES



REVENUE
AUD \$200M+ REVENUE
ACHIEVED SINCE 2009

2018 FORECAST REVENUE
AUD \$24.5m
2018 FORECAST EBITDA
AUD \$1.4m

COMPANY PAST, PRESENT & FUTURE.



CORPORATE STRUCTURE AND MAJOR SHAREHOLDERS.

CORPORATE STRUCTURE / SHAREHOLDERS

engage:BDR Limited has:

268.9 million shares on issue
\$24.7 million market capitalisation

146.9 million shares (58.2%) are owned by the Company's founders and are subject to escrow restriction as follows:

- 100% escrow for 12 months (i.e. until 14th December 2018); and
- 50% escrow for 24 months (i.e. until 14 December 2019)

The Company also has 30.0 million listed tradable options on issue exercisable at \$0.25 cents per share before 14 December 2020.

If exercised in full the options will result in the Company receiving a further \$7.5m in cash (5.0 million of these options are held by the lead manager of the IPO and are escrowed for 2 years from the date of listing

DETAILS OF SHAREHOLDINGS

Founders (escrowed)	146,928,131	58.20%
Top 20 Shareholders	212,636,068	79.58%
Total Remaining Holders	54,559,511	20.42%
Total Shares on Issue	267,195,579	100.00%

COMPANY'S INDUSTRY RANKING.

engage:BDR has been listed numerous times in comScore's Top Video advertising companies (measures reach of unique users).

the Company has achieved a Top 10 ranking (exceeding the reach of a number of the Company's traditional and larger competitors).

The Company was rated #9 in video in the USA, the worlds largest internet market.



PRODUCTS				INDUSTRIES				INSIGHTS				PROGRAMMATIC				CROSS MEDIA				LEARNING				ABOUT US				CAREERS			
INSIGHTS /																															
Rankings																															
				+				Total Internet : Total Audience								233,992															
								Top 100 Video Properties								N/A															
1			+		P		U		AOL, Inc.								130,720														
2					P		U		BrightRoll Platform								100,681														
3			+		P		U		Google Sites								98,765														
4					P		U		Altitude Digital								86,722														
5			+		P		U		SpotX Video Advertising Platform								84,737														
6			+		P		U		Teads Sites								75,513														
7			+		P		U		LiveRail								71,746														
8			+		P		U		Specific Media								67,450														
9					P		U		Engage:BDR								55,140														
10			+		P		U		Tremor Video								52,103														
11			+		P		U		YuMe								46,712														
12					P		U		ROCKYOU.COM*								45,095														
13					P		U		Videology								44,814														
14					P		U		Electric Sheep								35,922														
15			+		P		U		Yahoo Sites								32,165														

PRESS.

Forbes

WALL STREET
JOURNAL

TE
TechCrunch

VentureBeat

FORTUNE

Los Angeles Times

FAST
COMPANY

ad
exchanger

M&W
mobile advertising watch

WIRED

ADWEEK

Ad Age

NBC NEWS

Thalamus

Entrepreneur

CMO
by Adobe

DIGIDAY

ANA

eMarketer

iMEDIA
CONNECTION

QUARTZ

MediaPost

comSCORE

mediabistro

THE
MAKEGOOD

CSO

BizReport

ICONICREACH
SELECT

E! NEWS

2018 Sundance Film Festival Star Sightings

<http://www.eonline.com/photos/23536/2018-sundance-film-festival-star-sightings/821765>

ET

Stars Sundance 2018

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