15 October 2018

ASX ANNOUNCEMENT

Partnership with U.S. Traffic Quality Leader Pixalate, Yields Industry Leading Metrics for EN1

Highlights

- ❖ EN1 yields nearly 30% improvement in overall inventory quality

- ❖ Industry leading results achieved 4% IVT

- ❖ Pixalate is an industry traffic quality leader in the U.S. and partnered with most top-tier Ad Tech firms

Analysis

engage BDR ("engage:BDR or Company") (ASX:EN1 and EN1O) is enthusiastic to announce its partnership with leading U.S., traffic quality platform, Pixalate. Management sees this partnership as a beneficial means of ensuring more transparency for buyers, which will result in increased trust, retention, efficiency, ROI and revenue.

Partnership Insight

The Company integrated Pixalate for supply scanning, focusing on its pre-bid intelligence and post-bid solutions. From July 2018 to August 2018, the Company gained 26% growth in network traffic quality. The Company feels this was an incredible improvement and 4% IVT puts the Company among the top ranking within its industry.

About Pixalate, a U.S. Traffic Quality Leader

Pixalate is among the few real-time data platforms with a comprehensive suite of products specifically built to bring increased transparency to programmatic advertising. Pixalate's top service is traffic source quality intelligence to improve marketer outcomes. They are focused on analysing fantastic amounts of data; 100 billion programmatic impressions, 15 million domains, and 350 million IP addresses monthly to ensure sincere and authentic ad inventory reaches their clients' networks. Traffic quality (TQ) products come in three different tiers, pre-bid screening, post-bid solutions and media ratings.

"Pixalate monitors hundreds of billions of ad events in real time by tapping into the global RTB data stream, providing insights to optimise performance, benchmark supply quality, and provide pure, high performing ad inventory."

PIXALATE PRODUCT SUITE

Protecting every ad stage with a coordinated system of **IVT**, **viewability**, and **brand safety** solutions
INVALID TRAFFIC (IVT)

ANALYTICS

Scaled monitoring

Display, App, Video, OTT
APIs updated hourly
Depth at scale
Detailed dashboard

BLOCKING

Six feeds for full protection

IP, **Data Center**, App,
Device, UA, **Domain**
Custom Risk Scoring
APIs or FTP lists
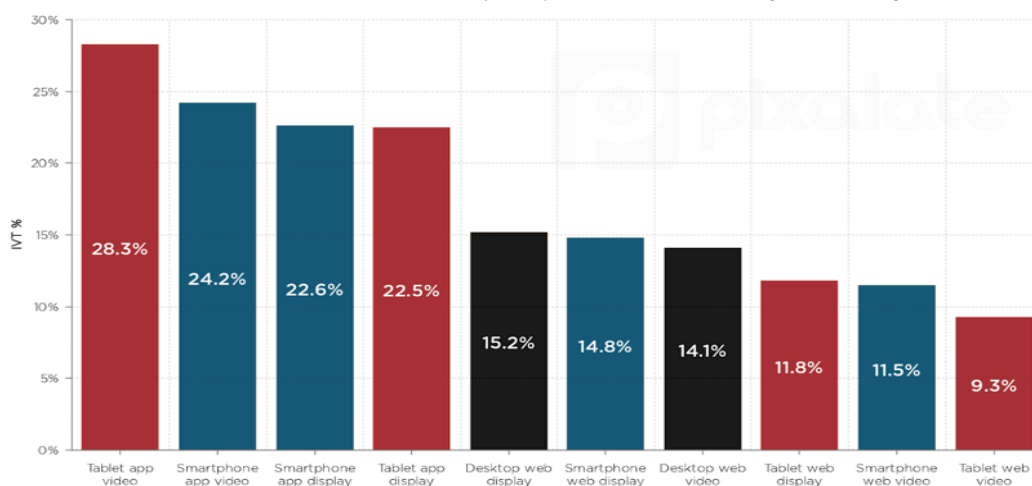
MEDIA RATINGS

Vetting and discovery

Detailed app ratings
One-stop-shop for app risk
Upload your supply pipeline
Effective quality growth

In addition, its mobile in-app viewability solutions, 1Tag and Mobile Rich Media Ad Interface Detections (MRAID), further strengthen the company's ability to detect invalid traffic and provide comprehensive mobile performance measurements. MRAID is an IAB-backed application programming interface (API) that gives clients more transparency within in-app ecosystems. Meanwhile, 1Tag is a cross-platform tag, capable of measuring inventory quality and viewability on desktop, mobile in-app, mobile web and OTT. These two work together in synergistic harmony to collect data points to enable a strong ROI for markers by showcasing high quality inventory.

Pixalate Q2 2018 Success

INVALID TRAFFIC (IVT) **IVT Rate by Device and Channel**
Unfiltered invalid traffic ("IVT") rates across desktops, smartphones & tablets. United States. May 2018. Measured by Pixalate.

ENGAGE BDR

Pixalate is headquartered in Santa Monica, California, and offices in New York, Sweden and India. Their reach and client base spans across the globe with significant scale and penetration throughout the digital media industry.

For more information about Pixalate, visit their extensive website at: pixalate.com.

Jalal Nasir, CEO

Jalal Nasir is the founder and current CEO of Pixalate. Nasir has a range of experience in data security, ad analytics, knowledge management and traditional commerce.

Jalal gained valuable experience at the industry giants; as a Software Development Engineer at Amazon and as a Senior Program and Product Manager at Microsoft. Before founding Pixalate, Nasir also worked as the Director of Product Development at Lime Engine, The Senior Director of Ad Operations at Geeknet and the Director of Product Management at TrustArc.

On behalf of the Board
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