

15 October 2018

## **ASX VIDEO ANNOUNCEMENT**

### **EN1's Revenue Opportunities Maximised by Proprietary Ai (Artificial Intelligence) for Programmatic Advertising**

#### **Analysis**

engage BDR ("engage:BDR or Company") (ASX:EN1 and EN1O) is enthusiastic to announce its revenue is significantly generated through its proprietary artificial intelligence technologies, which automate and maximise revenues and margins. EN1's sales channels have been fully automated and it has zero sales people across engageBDR and AdCel, its subsidiary. EN1 is proud to announce that it is close to fully automating the supply or media sourcing channels as well, through its machine-learning and ai technologies.

#### **Video Insight**

Ted Dhanik, CEO and Chairman of the Company, dives deep into an elaborate 8 minute expose about EN1's Ai technology, the automation of the sales channel and the prospective automation of the supply channel as well. He also discusses the maximisation of margins as a result of EN1's machine-learning technologies which predict, in real-time (within 200 milliseconds, at 70BN auctions/day), which ad inventory would be valuable and deliver the strongest ROI (return on investment) to buyers and what they would pay for them at that given second.

He talks about the contrasts between the traditional media sales channels, the Company's history there, and how the new programmatic model, coupled with Ai, has compounded industry ad spends, media companies' revenues and value for advertisers (buyers). Today, the value-chain has collapsed in the areas of sales channels for digital media; he discusses how the supply side of the ecosystem is now due for optimisation, and how the Company is embracing artificial intelligence to collapse the value-chain more by eliminating inefficiencies through leveraging cutting-edge, proprietary technologies which EN1 has developed in-house.

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We hope you enjoy the video; please feel free to send questions to [info@en1.com](mailto:info@en1.com).  
Thank you!

Please view the video here:  
<http://engagebdr.com/asx/video>



On behalf of the Board  
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