

23 October 2018

ASX VIDEO ANNOUNCEMENT

EN1 CEO Interview with Social Media Authority About Iconic Reach

Highlights

- Dan Fleyshman, influencer marketing pioneer and the Company's advisor for nearly 8 years, shares his perspective on the importance of influencer marketing and self-serve platforms within the digital marketing ecosystem
- Dan Fleyshman's clients include the Kardashian Family, many of world's largest influencers and global brands

engage BDR ("engage:BDR or Company") (ASX:EN1 and EN1O) is pleased to discuss Iconic Reach's importance in the market and influencer marketing with renowned social media experts, Dan Fleyshman.

Video Insight:

Dan highlights that despite their following size, micro influencers have a powerful impact on their highly-engaged audiences. He claimed that most influencers only have about 1-3% engagement rates, as compared to some of the Company's influencers that reach 36+ % engagement. Fleyshman also mentions that, the instantaneous nature of social media allows you to see ad campaign results right away. Most importantly, Fleyshman pinpoints self-serve platforms as a vital tool to effectively connect influencers and brands and drive positive campaign results.

Dan Fleyshman's extensive market insight and years of experience continue to be highly valuable to the Company following our IPO last December. In this recent conversation, Fleyshman reaffirms the value, efficiency, and fast results that come with using influencer marketing strategies and the efficiency of self-serve platforms.

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About Dan

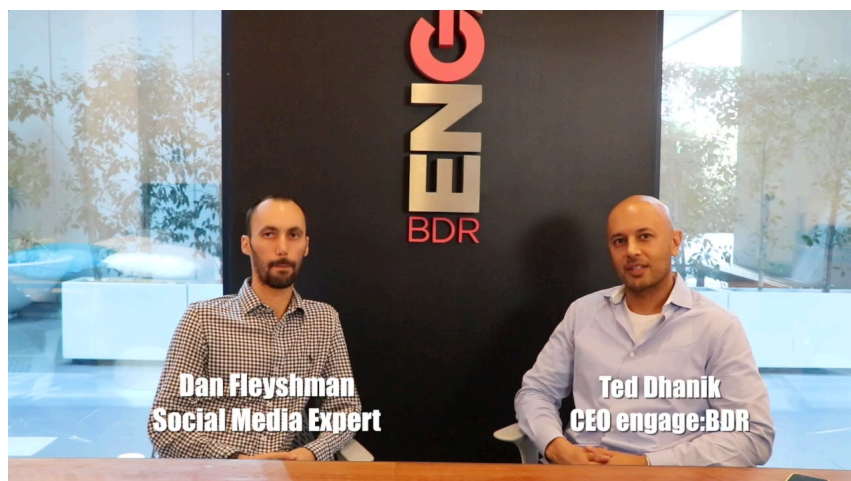
At age 23, Dan became the youngest founder of a publicly traded company in history. His trademark brand, "Who's Your Daddy," successfully obtained a \$9.5 million license deal with STARTER apparel that put his clothes into major department stores within a few years founding.

Ten years later, in 2010, Dan resigned from his "Who's Your Daddy" endeavors and launched Victory Poker, a digital poker site that boasted to be among the top three largest online poker forums. The site saw tremendous success until U.S. regulations outlawed online gambling in 2011.

Fleyshman's 3rd entrepreneurial endeavor, Celebvidy, pioneered the influencer marketing industry by providing a platform to connect consumer and celebrities. In addition, Fleyshman serves as an Angel Investor for over 24 companies across the mobile app and tech industries.

Please view the video here:

<http://engagebdr.com/asx/video>



On behalf of the Board
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