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ASX VIDEO ANNOUNCEMENT

EN1 CEO Discusses Inventory and Integrations

Highlights

- EN1's inventory is centered around highly demanded video pre-roll, in addition to other formats like, display, native, and influencer marketing
- The acquisition of AdCel helps double number of integrations from 60 to 180, within the first 10 months of 2018

engage BDR ("engage:BDR or Company") (ASX:EN1 and EN1O) is pleased to discuss what the Company's ad inventory looks like and, the purpose and benefits of programmatic integrations, with our CEO, Ted Dhanik.

Video Insight:

In this video, Ted Dhanik highlights that, engage BDR premium inventory consists of digital video, display, native, and influencer branded-integrations through IconicReach. The largest chunk of the Company's inventory is focused on digital video, which currently has **demand significantly exceeding supply** in the US. The majority of what the Company is focused on are video pre-roll, however, engage BDR is still actively utilizing the other formats as well.

Display advertisements continues to play a role in the Company's advertising strategy because with the right type of targeting and access to premium websites and content, this content is extremely well-performing for certain campaigns.

Ted goes on to discuss the importance of integrations and the purpose of AdCel integrations into engage BDR's ecosystem. Programmatic companies only seek to integrate with top-tier companies that provide significant value within the programmatic ecosystem. These companies want to share their traffic, buyers, and demand with *strong* partners.

The Company is integrated into a spec, called OpenRTB. Typically, engineers spend about 4-12 weeks to integrate one partnership. However, integrations require both partners to dedicate engineering resources to complete the integration process in parallel into the OpenRTB Spec. The next phase is comprised of a series of testing for digital targeting, buying and transactions. Once the testing is completed, the integration is released from the beta stage and goes live on the platform.

The vast majority of the Company's integration partners were very difficult to obtain and Dhanik emphasizes that engage BDR is proud to have been chosen as an integration partner. Integrations significantly impact the Company's revenue and are valuable key

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performance indicators (KPIs) for how much revenue the Company will make. The Company began the year with nearly 80 integrations and is now up to 160.

The Company's largest acquisition this year, AdCel, had over 40 integrations of their own. As engage BDR begins to incorporate AdCel partners into its ecosystem, this will work to compound revenue since the Company's traffic will be acquired by AdCel partner buyers and vice versa.

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



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