



ARTIFICIAL INTELLIGENCE IN DIGITAL ADVERTISING

Investor Presentation.

November 2018

ASX:EN1

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WHAT IS IT?



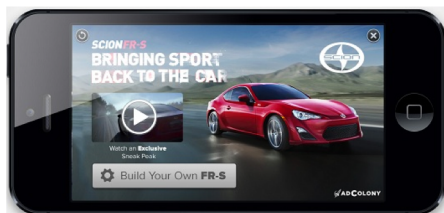
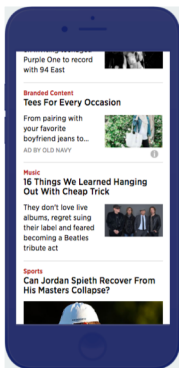
engage:BDR (“engage”) has developed proprietary technology that automates the transaction of digital video, display advertising and influencer marketing for advertisers, advertising agencies and the publishers which display these advertisements.

OUR BRANDS.

ENGAGE

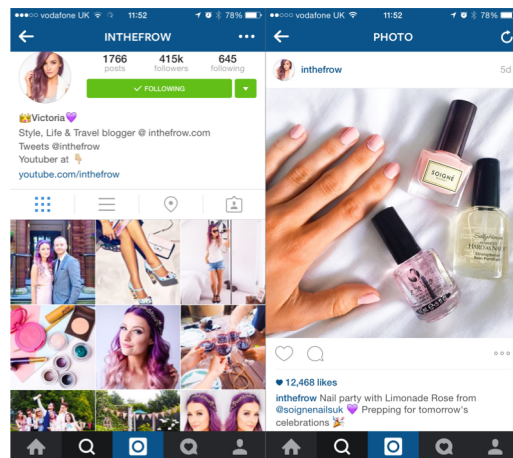
BDR

PROGRAMMATIC ADS MARKETPLACE
VIDEO
DISPLAY
NATIVE



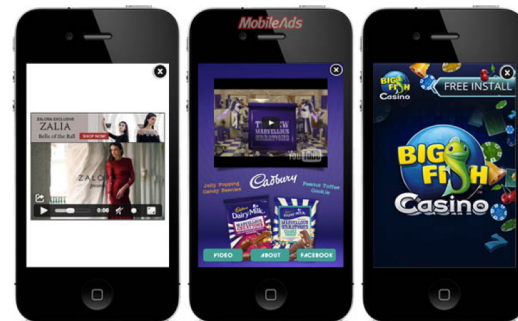
ICONICREACH

INFLUENCER ADS MARKETPLACE
INSTAGRAM & YOUTUBE



AdCel

MOBILE IN-APP ADS
VIDEO
VOICE & AUDIO
DISPLAY

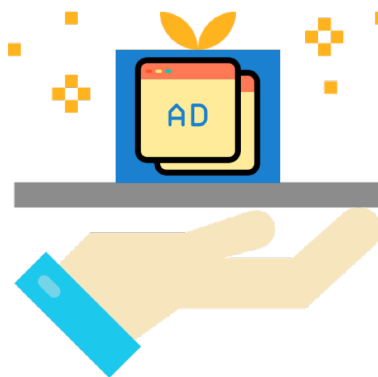


WHAT WE DO.

- 1) Our artificial intelligence algorithms look for valuable ad inventory, programmatically
- 2) We wrap it with significant value that demands our margins (consumer data, exclusivity, etc)
- 3) Our Ai predicts what the market is willing to pay for inventory, in real-time
- 4) We offer it in an automated capacity to our programmatic marketplace
- 5) Buyers bid on the ad inventory; we select the highest bidder as the buyer
- 6) We buy the inventory (risk-free) and sell it immediately to our buyer (the highest bidder)



WE BUY AD SPACE



**WE WRAP IT WITH
SIGNIFICANT VALUE**



**WE SELL IT WITH A
MARK UP**

DISRUPTION: **ARTIFICIAL INTELLIGENCE.**

engage:BDR's revenue is generated through its proprietary artificial intelligence technologies, which automate and maximise top-line revenue and operating margins. EN1's sales channels have been fully automated and it has no sales people across engage:BDR and AdCel, its subsidiary. The Company is proposing to fully automate the supply or media sourcing channels as well through its machine-learning and Ai technologies, by 2019.

EN1's Ai technology, the automation of the sales channel and the prospective automation of the supply channel as well, enable the Company to be differentiating and disruptive in an extremely high growth industry which has extremely high human capital costs. The maximisation of EN1's margins is a result of its machine-learning technologies which predict, in real-time (within 200 milliseconds, at 70 billion auctions/day), which ad inventory would be most valuable and deliver the strongest ROI to buyers, then predict what they would pay for them at that given fraction of a millisecond.

The new programmatic advertising model, coupled with Ai, has compounded industry ad spends, media companies' revenues and value for advertisers. Today, the value-chain has collapsed in the areas of sales channels for digital media; the supply-side of the equation is now due for optimisation, and 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.

COMPANY **KEY FACTS.**

9.75
YEARS
OPERATING



500M+
UNIQUE USER
REACH



\$0
OUTSIDE
CAPITAL UNTIL
IPO



22
EMPLOYEES



PROPRIETARY

ALL TECHNOLOGIES, INCLUDING:
AD SERVING
REAL TIME AUCTIONING / BIDDING
SELF-SERVE MARKETPLACES



RANKINGS

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



REVENUE

~A\$200M+ REVENUE
ACHIEVED SINCE 2009

BOARD & MANGEMENT TEAM AND CAPITAL STRUCTURE.

ASX:EN1

A\$0.06

SHARE PRICE

285M

ORDINARY SHARES
30M LISTED OPTIONS

A\$17.1M

MARKET CAP

SIGNIFICANT SHAREHOLDERS

Ted Dhanik	19.6%
Kenneth Kwan	19.5%
Kurtis Rintala	12.3%
Merrill Lynch Nominees	3.99%
Abdulaziz Saleh Alrajhi	3.27%
Total Top 5	58.66%

CORPORATE STRUCTURE

146.9M shares (52%) are owned by the Company's founders and are subject to escrow restrictions.

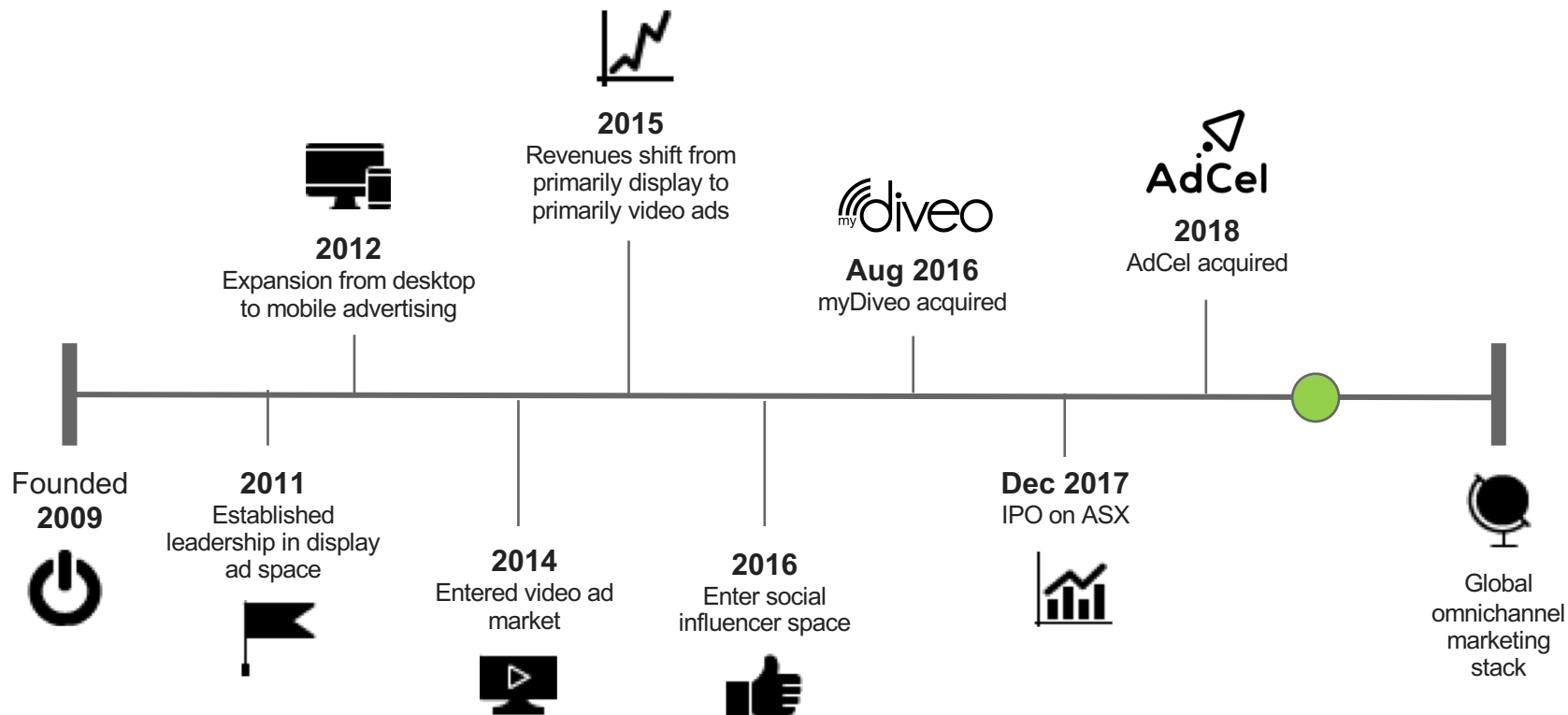
The Company also has 30M listed tradable options on issue exercisable at \$0.25 per share before 14 December 2020.

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.)

SHAREHOLDINGS

Founders (escrowed)	147M	52%
Top 20 Shareholders	218M	76%
Total Remaining Holders	67M	24%
Total Shares on Issue	285,504,644	100%

COMPANY PAST, PRESENT & FUTURE.



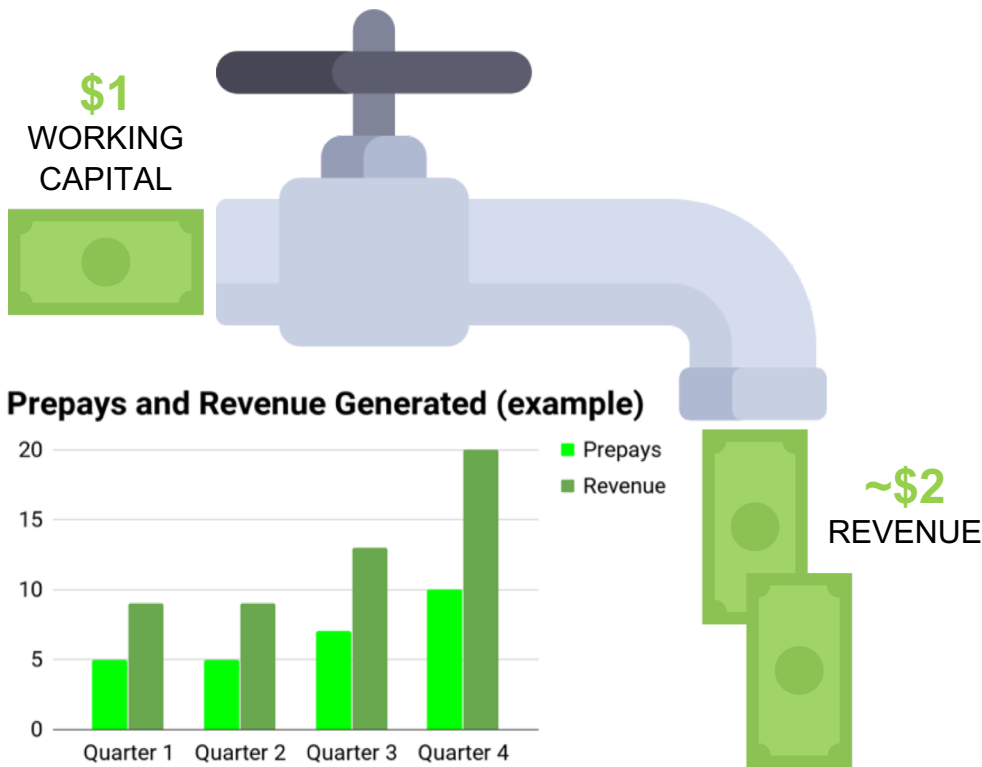
DOUBLE OUR INVESTMENT.

Media Prepays

Media prepays are vital to the Company's success, allowing the Company to gain access to preferential ad inventory ahead of competitors. Prepays help publishers cash flow better with no finance or interest costs to them. In exchange, publishers give the Company priority and incremental access to their highest demand and most premium lines of inventory (which demand the highest margins).

Every dollar spent on media prepays has about a 40-50% margin of returns currently. In other words, for every \$1 that the Company spends on prepaid media, it can make nearly \$2 in revenue in return for selling that ad space.

Prepay cycles vary throughout the year, becoming more robust during peak season in quarters 3 and 4. During the first half of the year, prepays could be made at the beginning of each quarter and exhausted by the end, or quicker, based on demand at the time. However, in the second half of the year, prepays are made on a monthly-basis, due to higher demand, and are exhausted by the end of each month.



WHAT IS PROGRAMMATIC ADVERTISING?

engage:BDR (“engage”) has developed proprietary technology that acts as an intermediary between **advertisers** and **website** and **app publishers** by:

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

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

The Company currently has **120+ client integrations** in its platform and 40+ in its AdCel subsidiary and has many additional integration contracts executed and client platforms being integrated, and a further 65 potential clients in its business development pipeline



User surfs web
or apps



Bids are placed
for ads which
target this user



An advertiser wins
the auction



A relevant ad is
shown
to the user

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) until consumed. We can request refunds at anytime of any unused funds

I.E. A\$100,000 PREPAID

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.

**BUYERS BIDS \$10, WE SUBMIT
A BID OF \$5 TO OUR
PUBLISHER
THE AUCTION (40-50% GP)**

CONSUME

If we win the auction, then our buyer's ad is displayed to the user and we are billed (deducted from our prepayment).

**WE WIN THE AUCTION, THE
PUBLISHER SUBTRACTS THIS
\$5 FROM OUR PREPAY**

PAID

We are paid by our advertising clients generally within 120 days with a typical gross margin of 40-50%

**WE BILL THE ADVERTISER
FOR ~A\$200,000**

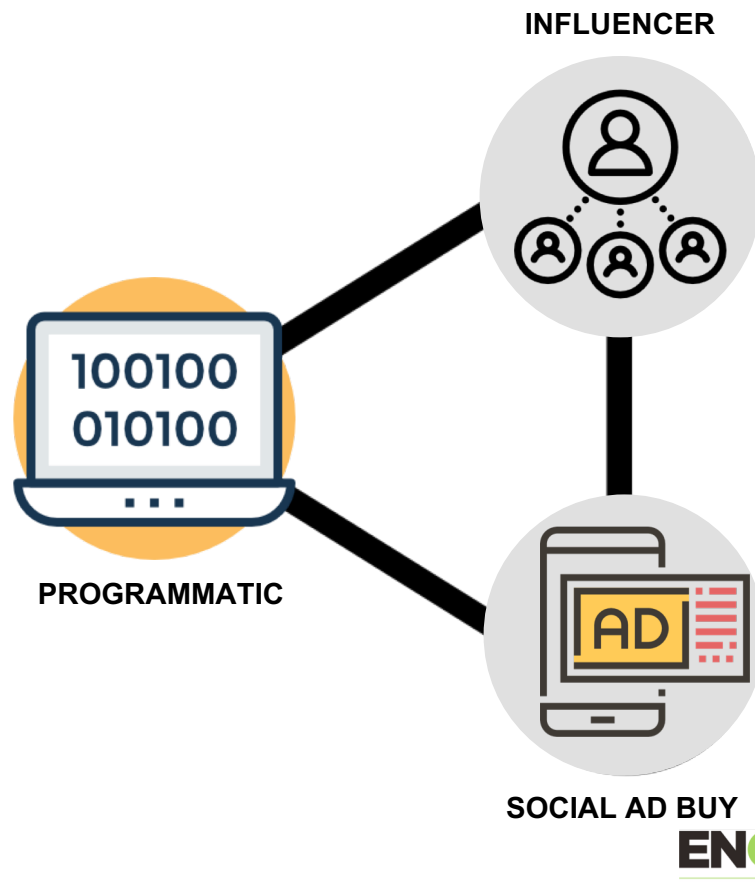
WHERE WE'RE GOING.

Triple Threat

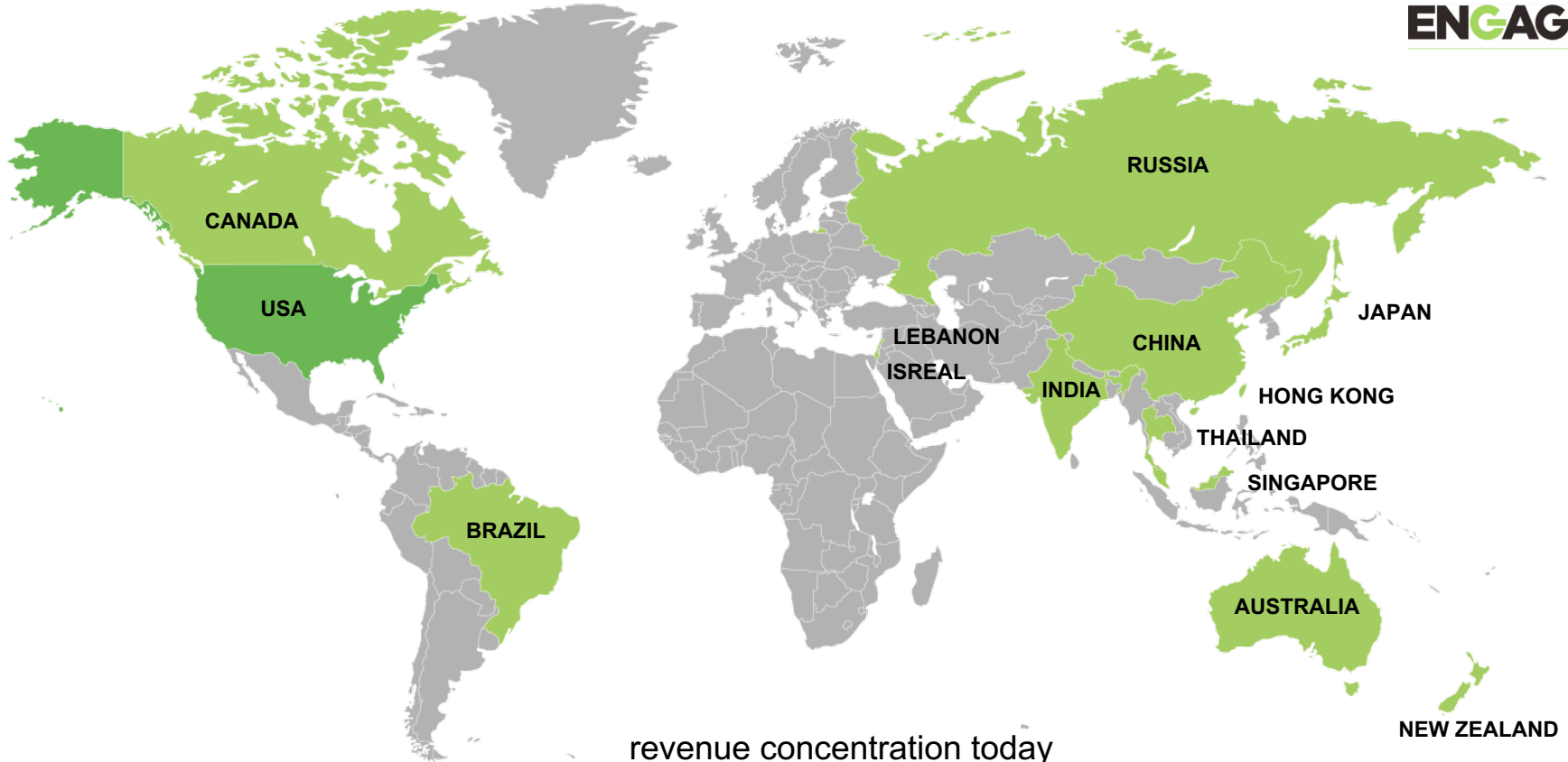
The Company is currently conducting detailed due diligence on advertising businesses with a view to partner, then possibly acquire a programmatic social ad buying company in 2019, if the partnership is successful and the share price supports it. If this acquisition is undertaken and integrated into the Company's existing business, it could significantly increase the Company's revenues and expand its range of digital media products and service offerings.

There are three distinct areas where marketers spend their digital media budgets: **programmatic advertising, influencer marketing, and programmatic social ad buying**. engage:BDR already operates in the programmatic and influencer marketing ecosystems and the addition of a programmatic social ad buying platform would significantly enhance the Company's product suite.

The companies considered are extremely experienced in the areas of social ads and media buying on the world's largest media platforms, including, Facebook, Instagram, SnapChat, Twitter, YouTube and LinkedIn. The Company's paid media strategy, coupled with their technological know-how, would reduce marketing budget waste and maximise the reach of ads across social media platforms.



GEOGRAPHIC FOOTPRINT.



revenue concentration today

ADVERTISING INVENTORY.

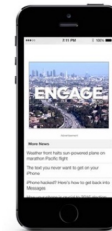
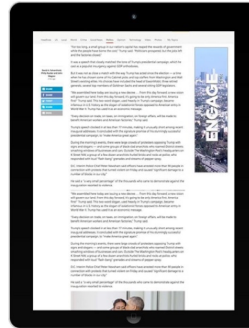
The Company provides high-yield and high-performance advertising solutions for website and app publishers and advertisers across mobile, desktop, tablet devices, and television.

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

SMART TV ADS



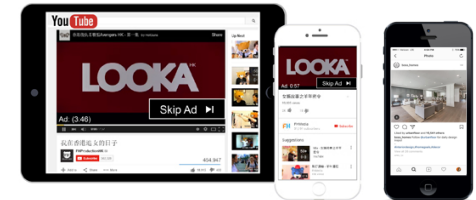
DISPLAY ADS



VIDEO ADS



INFLUENCER MARKETING



TRANSITION AND CURRENT COMPOSITION.

Historically, advertising campaigns were purchased and sold manually with expensive sales people, paper contracts and 6+ month sales cycles (“**non-programmatic**”), which was both costly, political and inefficient.



PROGRAMMATIC PLATFORM

In 2014 & 2015, engage:BDR began developing a “programmatic” platform to buy and sell advertising, making the process significantly faster, more cost efficient and exponentially scalable.

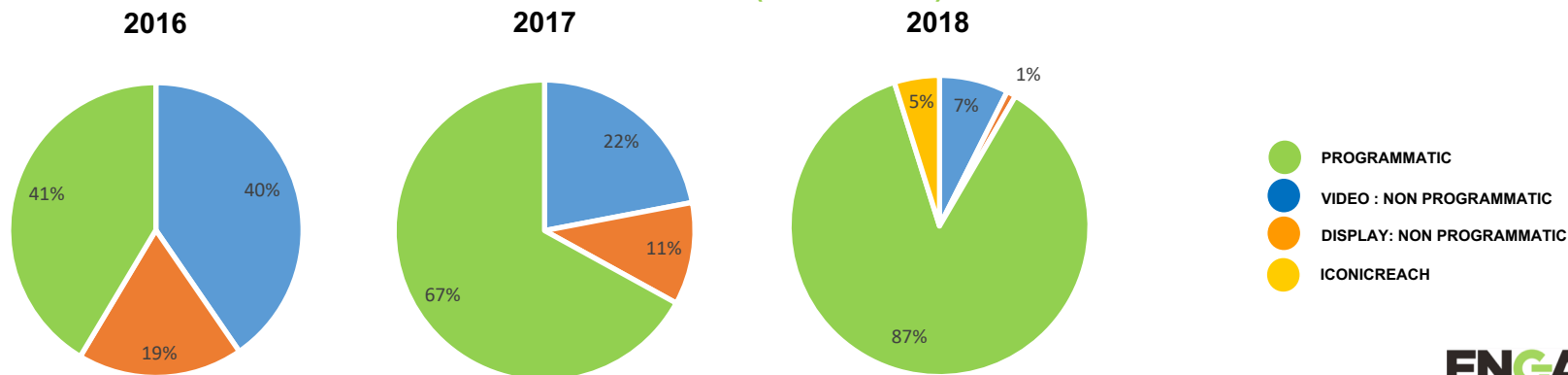


VIDEO PLATFORM

In December 2015 the Company launched its own video-ad serving platform eliminating third-party dependency and dramatically reducing operating costs.

The Company’s significant investment in technology between 2016 and 2018 has resulted in a majority of the revenue being generated by software. This has enabled engage:BDR to more rapidly develop and expand its business, while substantially reducing its operating costs and increasing its margins and overall scalability.

ENGAGE:BDR REVENUE COMPOSITION (2016 – 2018)



COMPLETION OF THE TRANSITION.

2015 Variable-cost structure; humans generated 90%+ of the revenue

- ❖ **Non-programmatic business** - advertising campaigns were purchased and sold manually with paper contracts and long sale cycles by expensive sales people; this was both costly and inefficient.



2016

- ❖ engage:BDR decided to transition its entire advertising business to fully programmatic. This enabled the Company to eliminate its entire sales team (removing almost 60% of its total headcount) and significantly reduced the cost of its operation and increased its operating margins.



2017 – 2018 Fixed-cost structure; software (not people) generates 100% of the revenue

- ❖ **Fully programmatic business** - 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 business' 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.



RELATIONSHIPS.

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

The Company currently has relationships with top-tier advertisers, demand side platforms and publishers in more than 30 countries.



CUSTOMER RELATIONSHIPS



ENGAGE BDR

PREMIUM

DEMAND PARTNERSHIPS

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

Aol.

smaato

BrightRoll

OPERA
MEDIWORKS

SPOTX

Simplifi

PubMatic

appnexus

TREMOR
VIDEO

DoubleClick
Ad Exchange by Google

August 2018

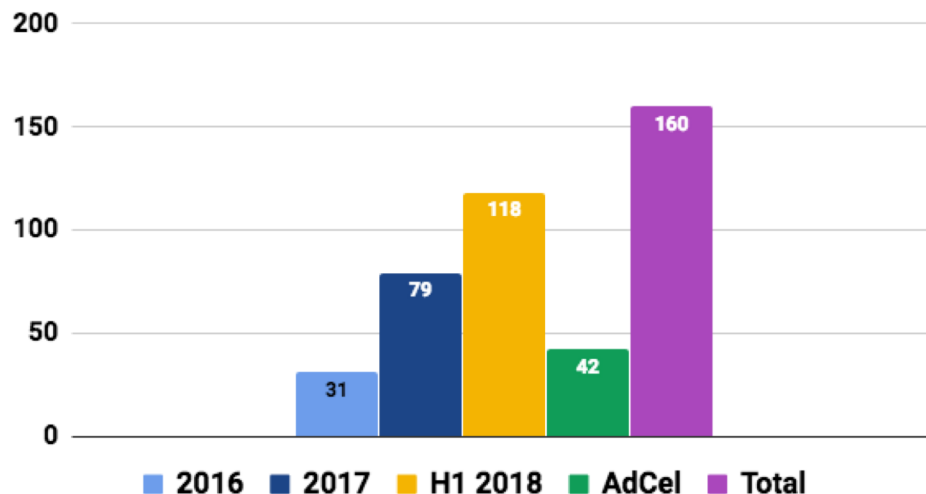
In August 2018 the Company announced the acquisition of mobile media company AdCel. By acquiring AdCel, the Company will add over 6,000 exclusive new apps to its publisher supply portfolio, and 40+ buyer integrations.

The acquisition of AdCel significantly increases the combined Company's advertising inventory available for sale while providing significantly increased demand through 40+ new buyer integrations; this is expected to create a multiplier effect on Revenue.

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.

Programmatic Integrations



OPERATIONAL OUTLOOK – ASIA.

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

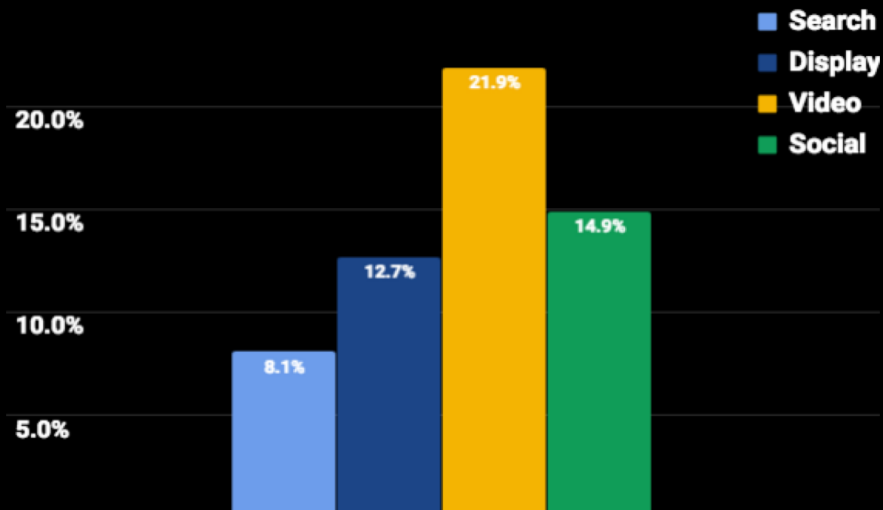
engage:BDR is seeking to acquire publishers and media trading companies in Asia to expand the use of its programmatic platform in Asian markets which are still largely operating on a traditional and expensive non-programmatic basis. With the development of these Asian markets both organically and through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

INDUSTRY OVERVIEW.

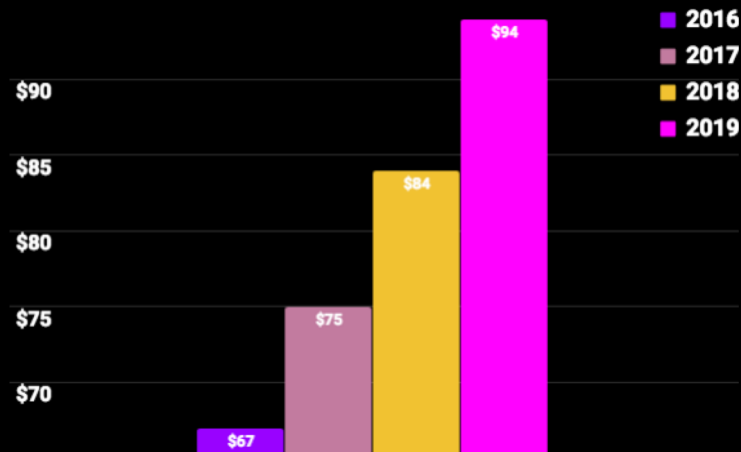
ESTIMATED ADVERTISING GROWTH BY CHANNEL

AD REVENUE GROWTH (US)

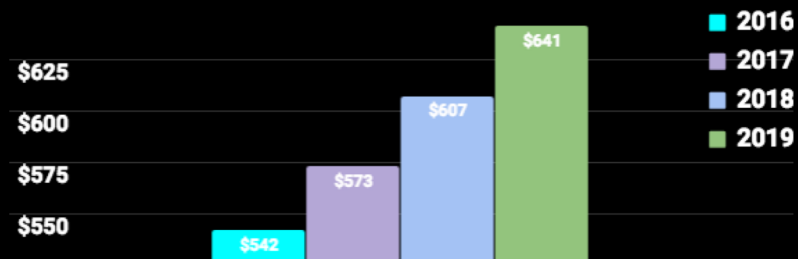
Compound Annual Growth Rate 2015 - 2020



ESTIMATED DIGITAL ADVERTISING EXPENDITURE US DIGITAL AD SPENDING (IN US\$ BILLIONS)



GLOBAL DIGITAL AD SPENDING (IN US\$ BILLIONS)



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**



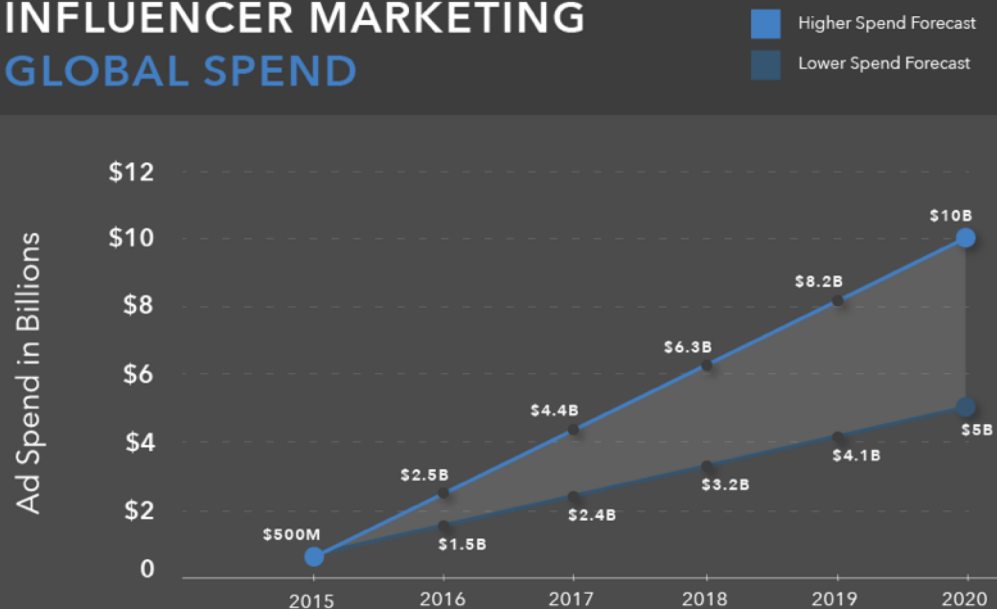
Jay Elis



MEAGAN GOOD

THE RISE OF INFLUENCER MARKETING.

INFLUENCER MARKETING GLOBAL SPEND



*“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.”*

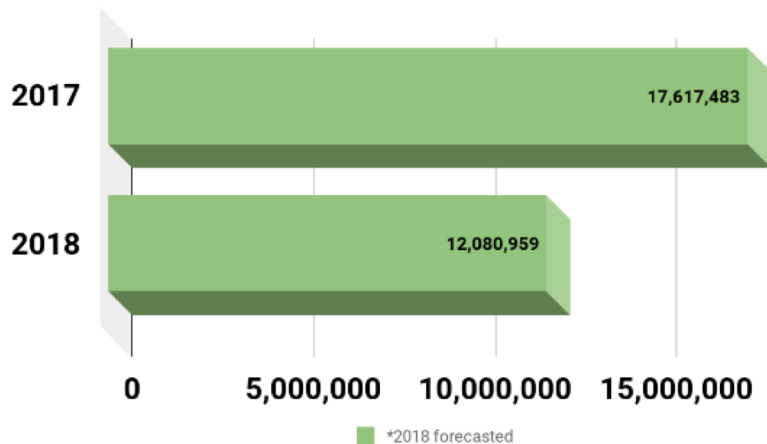
source: adweek.com

FINANCIALS UPDATE.

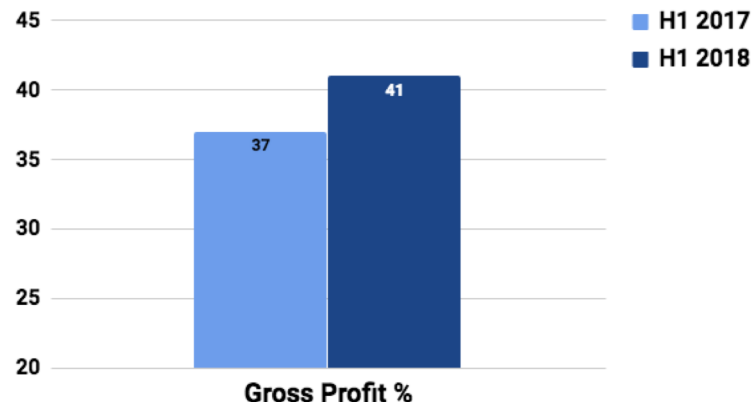
Operating Expenses Decrease

The Company's operating expenses dropped 17% in 1H 2018 vs. 1H 2017, and is **expected to reduce 31% for the year**, compared to the same period in 2017. *Figures include interest expense, tax, depreciation, amortisation and share-based payments.

Annual OpEx 2017 v. 2018 (\$AUD)



Gross Profit %



Gross Margin

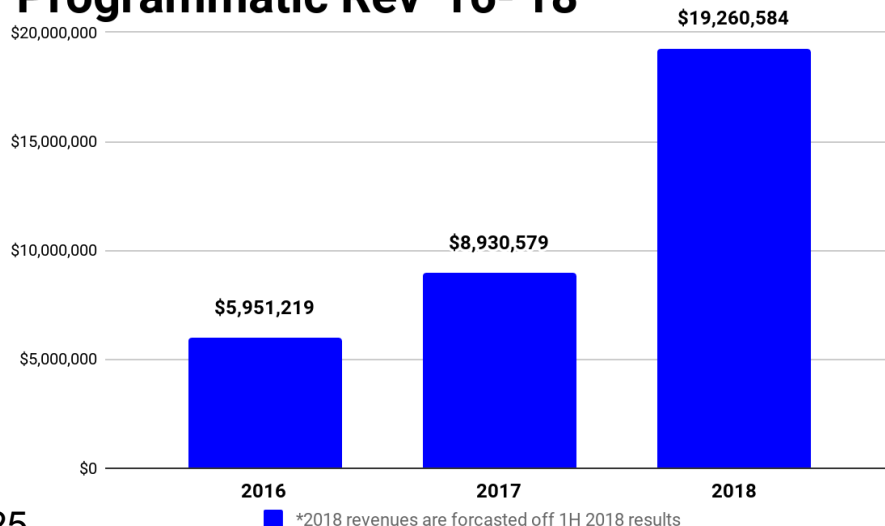
As a result of the reduced emphasis on the Company's traditional non-programmatic digital advertising business and the significant growth of its programmatic advertising business, the Company is experiencing a revenue shift from display (static) advertising to video (full-motion) advertising, which enables higher gross margins. engage:BDR expects to significantly grow its revenues and improve its gross margins in the 2018 and 2019 calendar years, as more video advertising is sold, proportionally.

FINANCIALS.

SINCE 2009, engage:BDR has demonstrated its ability to quickly adapt in a dynamic market, **without ever raising capital** until it's IPO in December 2017, generating ~\$200M AUD.

The Company's programmatic revenue **grew nearly 50% from 2016 to 2017**, and potentially **over 100% growth in 2018**, over 2017's result.

Programmatic Rev '16-'18



FINANCIAL SUMMARY

(\$AUD)	2017	H1 2018
Revenue	\$13,135,970	\$6,083,466
Gross Margin	\$6,170,129	\$2,499,075
Loss after tax	(\$10,564,957)	(\$4,226,445)
Interest expense	\$981,538	\$179,311
Depreciation and amortisation	\$2,485,353	\$1,122,708
Tax	\$1,044	\$519
EBITDA	(\$7,097,022)	(\$2,923,907)
Asset impairment	\$1,851,599	\$1,249,784
Shares issued to employees for IPO	\$3,437,070	
A/P Reassessment		\$1,609,106
One-time Legal Expenses	\$1,130,147	\$663,592
Normalised EBITDA	(\$678,206)	\$598,575

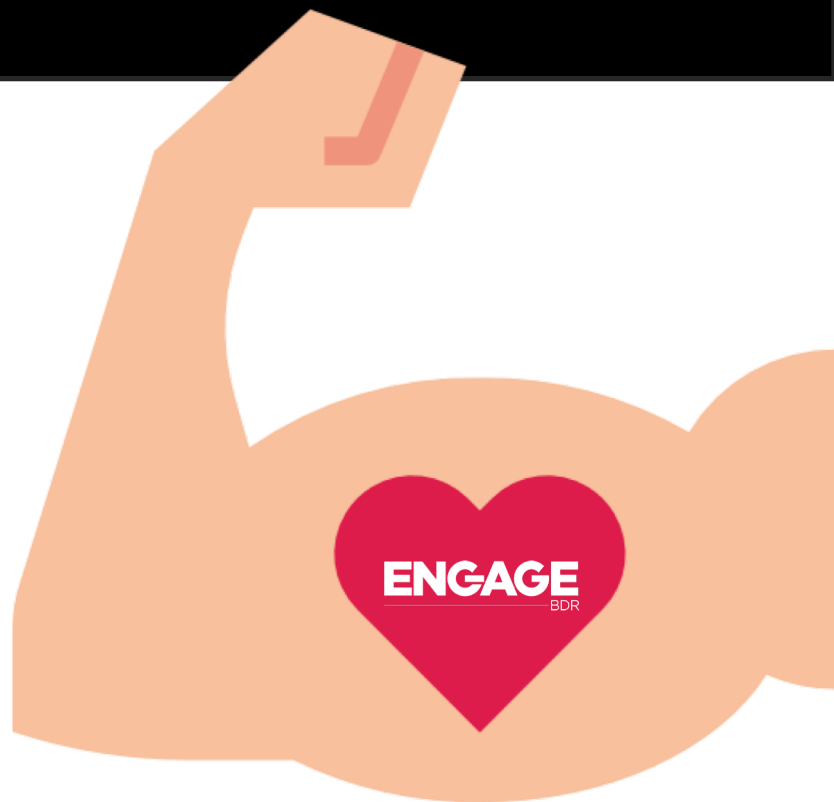
USD / AUD 0.73128 (10 August 2018)
Company operates on a calendar year

COMPETITION.

EN1 coexists with its competitors in the digital ad ecosystem by mutually providing unique demand and supply to partners who happen to also be competitors. The digital ad space is very unique from this perspective, where there is significant opportunity for companies to coexist and thrive by working together.

‘Frenemies’ are companies that compete aggressively for the same direct brand business, but also might be buying significant ad inventory to fill those clients from their competitors. Relationships are strong and the industry has built consortiums for companies to grow and evolve together as an industry. Companies specialise in unique audiences since millions of apps and websites exist; no one company has access to all publishers, so the opportunity to provide access to buyers is significant.

Video advertising is in an inventory constrained environment; there is exponentially more demand than there is supply. The question is who has access to quality video inventory, not who is providing access cheaper, as it is not commoditised. Being a part of this supply chain enables margin growth and stronger demand for companies every year.



COMPARATIVE INDUSTRY VALUATIONS.

MARKET CAPITALISATION:

A\$17.1 MILLION

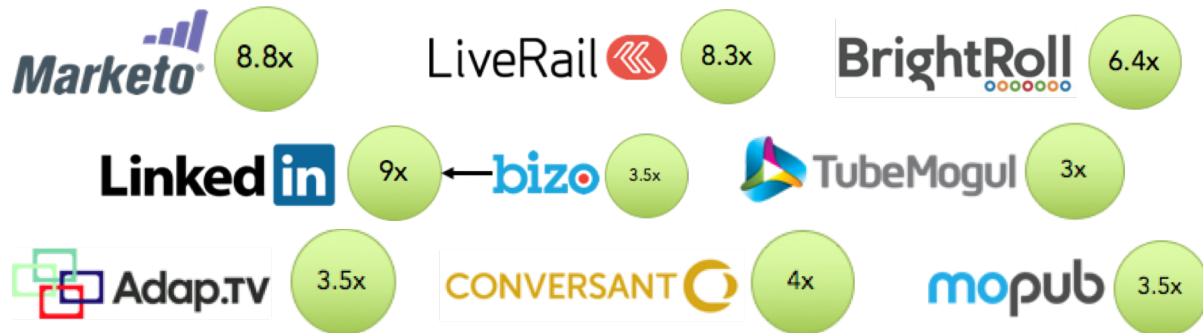
(as at 4 October 2018)

1.31x FY2017 Revenue

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

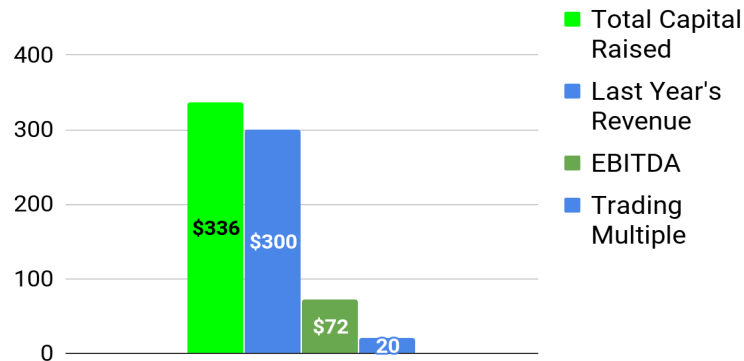


Private deals have also placed great value on digital media companies:

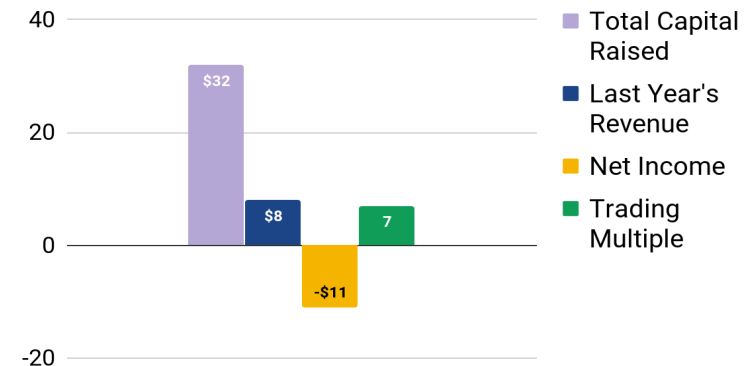


INDUSTRY PEERS.

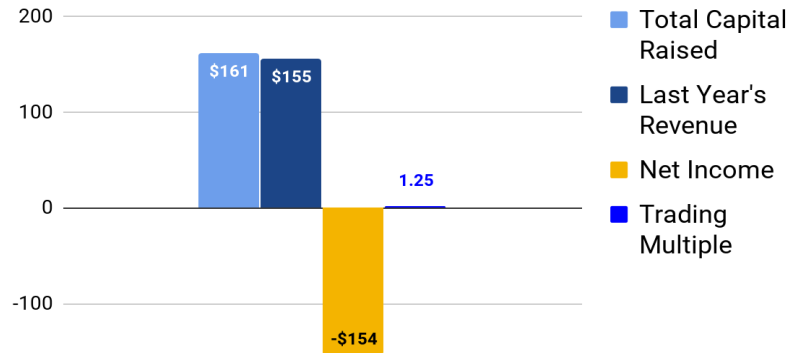
The Trade Desk NASDAQ TTD (\$USD Millions)



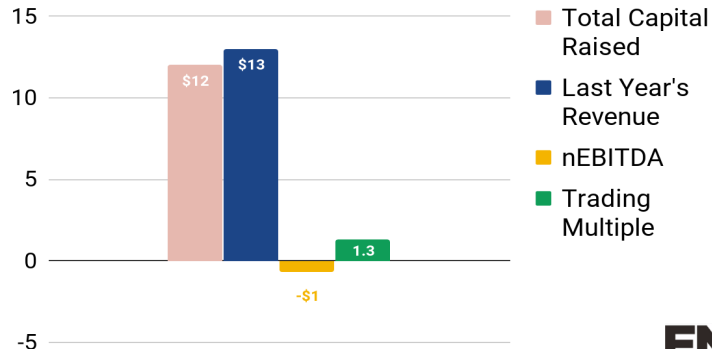
Adslot ASX ADJ (\$AUD Millions)



Rubicon Project NYSE RUBI (\$USD Millions)



engage:BDR ASX EN1 (\$AUD Millions)



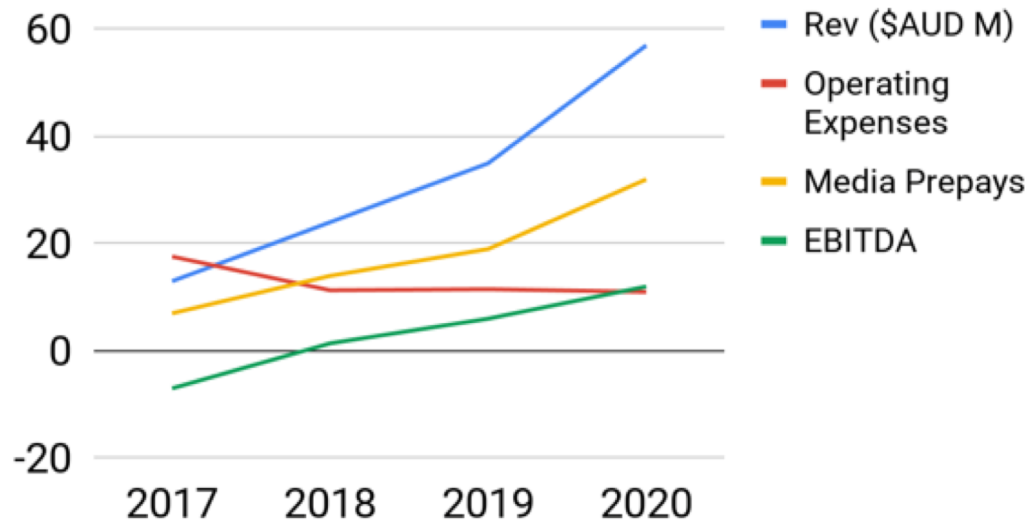
INFLECTION POINT.

Inflection Point

Currently, the Company is in the phase in which it needs outside capital for revenue and profitability growth.

The graphic depicts an estimated inflection point, wherein the Company's EBITDA will outgrow its operating expenses and will yield enough capital to allow significant prepaying for ad inventory in Q1, Q2, and every month of Q3 and Q4 of subsequent years. From that point forward, the Company will be financially self-sufficient and will no longer require outside investments to expand. Although the exact inflection point date has yet to be determined, the Company has very positive outlooks on the years ahead.

Estimated Inflection Point*



**Post 2018 statistics do not represent projections and are only examples*

MANAGEMENT TEAM.



TED DHANIK EXECUTIVE CHAIRMAN / CHIEF EXECUTIVE OFFICER

Ted Dhanik a co-founder of engage:BDR. He serves as Chief Executive Officer of the Company, overseeing all aspects of the business. 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 infancy. Ted also worked in business development at LowerMyBills.com in its early stages until acquisition by Experian. Ted was also an integral part of the development and launch of the consumer lending program at NexTag Corporation. 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 a co-founder of engage:BDR. He serves as an Executive Director and is the Chief Operating Officer overseeing day-to-day operations and leading the execution of the strategic direction. 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, where he worked closely with Ted Dhanik.



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 with 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.



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.



DARIAN PIZEM NON - EXECUTIVE DIRECTOR

Darian Pizem is the co-founder of Blockbuster Ventures. He has worked across many different industry verticals within technology over the past 12 years and has co-founded blockchain development Company that provided turn key solutions for blockchain products to launch. Darian has also worked with Australia leading digital marketing company Now We Collide, he has a strong network with the tech market in Asia and Australia. Darian's leading focus is to take great businesses to market and provide the best resources to always deliver strong success.

INDUSTRY RANKING.

engage:BDR has been listed numerous times in comScore's Top Video advertising companies rankings (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																															

PRESS.

Forbes

WALL STREET
JOURNAL

TC
TechCrunch

VentureBeat

FORTUNE

Los Angeles Times

FAST
COMPANY



WIRED

ADWEEK

Ad Age

NBC NEWS

MediaPost

Entrepreneur

CMO
by Adobe

DIGIDAY



2018 Sundance Film Festival Star Sightings

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



Stars Sundance 2018

<http://www.etonline.com/slideshow/gallery/stars-sundance-2018-94594/50114>



John Legend Promotes His Movie Monster at Sundance 2018

<https://www.usmagazine.com/celebrity-news/news/john-legend-promotes-his-movie-monster-at-sundance-2018/>



Sundance Film Festival 2018

http://photos.extratv.com/galleries/sundance_film_festival_2018#708723



Very Important Photos Spotted Last 24 Hours

<https://radaronline.com/photos/very-important-photos-spotted-last-24-hours-3/>

Aol.

Sundance 2018 Celebrity Sightings

<https://www.aol.com/article/entertainment/2018/01/22/sundance-2018-celebrity-sightings/23340285/>



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