

4 February 2019

ASX VIDEO ANNOUNCEMENT

EN1 Hits 175+ Integrations; 3 New Partnerships incl. European Mobile App Leader

Highlights

- ▶ Three new programmatic integrations were signed and will be added to the Company's programmatic exchange
- ▶ European leader Appodeal signs programmatic partnership with EN1; currently works with over 30,000+ app publishers
- ▶ EN1's total programmatic integrations reach over 175, to contribute to revenue growth in 2019

engage BDR ("EN1 or Company") (ASX:EN1 and EN1O) is pleased to discuss three newly signed programmatic integrations, with the Company's CEO, Ted Dhanik. With the addition of these three programmatic integrations, the Company has reached over 175 integrations.

New Integrations

The first new integration added to the Company's platform is Appodeal, a mobile app monetization leader in Europe. "Appodeal's ad monetization platform includes a mediation solution with 60 demand sources in one software development kit (SDK). That saves developers from having to supplement many different ad networks individually in their apps," according to VentureBeat reporting. Appodeal is now working with over 30,000 apps, from independent to enterprise.

In addition, Appodeal is one of the largest mobile SDK monetization players in the European ecosystem. The company is headquartered in San Francisco, CA, and has offices in Minsk, Belarus, and Barcelona, Spain. The Appodeal integration is cornerstone in expanding the Company's opportunities in the European marketplace.

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The second integration is Mobikok, a Chinese demand-side platform with significant business in China and within the APAC marketplace. Through this integration, the Company hopes to grow its Asia-Pacific presence.

The final integration is Showcase Ads, leading self-serve demand-side ad network for marketing professionals and agencies. They specialize in Video, Display, Native ads. Showcase has a reach of over 750 million mobile web, in-app, and desktop users worldwide. In addition, the company has approximately 20 billion daily impression opportunities through various user interactions.

Integration Benefits

These three integrations come a great time for EN1. By partnering with engage:BDR at the beginning of the year, the integrations can gain momentum throughout the year and quickly provide incremental revenue once they're integrated, validated and go live.

Programmatic integrations are paramount to the Company because they encompass the Company's key revenue-driving component. The more integrations EN1 has, the higher the supply and demand opportunities. The supply and demand exchanges then create a network effect of mutual benefits.

An increased amount of buyers and sellers also works to drive up bid rates, as competition develops. The benefit of having a partner network is that they are also customers who will be buying supply.

Integrations help determine the strength of the Company's revenue. Therefore, starting 2019 with a number of new integrations paves the way for higher revenue potential for the year.

As mentioned in previous announcements, programmatic integrations are very hard to obtain. The most difficult aspect is getting partners to sign, since ad fraud within the programmatic ecosystem has made companies wary of integrating. Companies that are new to the programmatic space have a harder time getting such programmatic partnerships.

The barriers to entry are significant, and it is difficult to replicate the success of companies that have been active within the programmatic ecosystem for a long time, such as engage:BDR.

2019 marks the Company's 10th year. During this time, the Company has become very reputable and developed strong credibility within the United States, Canada, South America, Europe and Asia. EN1 has a strong footprint in the United States, and is actively looking to branch out and work more with international partners. To





this extent, the Company's integrations play a vital role in helping the Company expand its international presence.

In the next few months, the market can expect updates on when the new integrations will go live and begin generating revenue.

Please view the video here:

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



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