

03 June 2019

## ASX ANNOUNCEMENT

### EN1 Trading Update

#### Highlights

- AdCel's revenue doubles again, at 400% of April's daily average
- AdCel is now run-rate profitable
- EN1 reached daily revenue of A\$59k
- Preliminary May revenue A\$1.44M
- May gross profit margins grew to about 45%

engage:BDR ("EN1 or Company") (ASX:EN1 and EN1O) is pleased to update the market on recent trading activity, specifically around AdCel's exponential revenue growth, EN1's peak revenue and preliminary consolidated revenue for the month of May. Additionally, a video is published of the Chairman's Address during the AGM.

AdCel boarded new mobile app publishing partners by the middle of May as announced on 20 May 2019. Management updated the market with regards to their impact, as daily revenue doubled; Management targeted revenue to double once again sometime in June. Revenue has now doubled again, ahead of the June target, at a rate of about 400% (A\$5.8k/day) of April's daily average (A\$1.4k/day). Based on new publishers' performance, AdCel's revenue is expected to double once more, by the end of July (A\$11.5k/day). The new publishing partners are still at test capacities, in the 10-20% range of their available traffic. As these new publishers increase traffic to AdCel, revenue will scale in parallel.

AdCel is now run-rate profitable for monthly-basis; as a result, Management expects AdCel to deliver monthly EBITDA positive results starting in July.

Consolidated revenue reached A\$59k per day by the end of May 2019. Management is confident the Company will reach its target of A\$65k by the end of June 2019 (Q2), or before. Gross margins have grown to the 45% mark, with no compromise for revenue growth.

**USA**  
engage:BDR  
8349 Sunset Blvd, Ste 302  
West Hollywood, CA 90069  
USA  
+1 310-954-0751  
info@EN1.com

**Australia**  
Scottish House  
Level 4, 90 William Street  
Melbourne Victoria 3000  
AUSTRALIA  
+61 396 927 222  
info@EN1.com

Preliminary analysis of consolidated revenue for the month of May shows approximately A\$1.44M, about 20% higher than the previous month.

Management will update the market with a comprehensive P&L once accounts have been finalised for the month. In the interim, questions and/or creative feedback are welcome, please email [info@EN1.com](mailto:info@EN1.com).

Please view the Chairman's AGM Address (31 May 2019) video here: <http://engagebdr.com/asx/video>



On behalf of the Board  
Ted Dhanik  
Co-Founder and Executive Chairman  
[twitter.com/TedDhanik](https://twitter.com/TedDhanik)  
[linkedin.com/in/TedDhanik](https://www.linkedin.com/in/TedDhanik)  
Follow us on social media:  
     
[facebook.com/engageBDR](https://www.facebook.com/engageBDR)  
[linkedin.com/company/engage-BDR](https://www.linkedin.com/company/engage-BDR)  
[twitter.com/engageBDR](https://twitter.com/engageBDR)  
[instagram.com/engageBDR](https://www.instagram.com/engageBDR)



### Forward Looking Statements

Statements made in this release which are forward-looking statements and are based on the Company's expectations, estimates and projections. Words such as "anticipates," "expects," "intends," "plans," "believes," "seeks," "estimates," "guidance" and similar expressions are intended to identify forward-looking statements. These words are not the exclusive means of identifying such statements. Any forward-looking statement made by the Company in this announcement is based only on information currently available to the Company and its current intentions (which may change) and speaks only as of the date on which it is made. Forward-looking statements are subject to a range of risks and uncertainties, some of which are beyond the Company's control. Risks and uncertainties can include matters inherent in the business of the Company, its management, its activities generally, and the market in which it operates. As a result, actual results could materially differ from those in the forward-looking statements. The forward-looking statements made in this announcement relate only to events as of the date on which the statements are made. The Company does not undertake any obligation to release publicly any revisions or updates to these forward-looking statements to reflect events, circumstances or unanticipated events occurring, or as a result of new information, future developments or otherwise after the date of this release except as required by the listing rules of ASX, by law or by appropriate regulatory authorities.

**USA**  
engage:BDR  
8349 Sunset Blvd, Ste 302  
West Hollywood, CA 90069  
USA  
+1 310-954-0751  
[info@EN1.com](mailto:info@EN1.com)

**Australia**  
Scottish House  
Level 4, 90 William Street  
Melbourne Victoria 3000  
AUSTRALIA  
+61 396 927 222  
[info@EN1.com](mailto:info@EN1.com)