

23 January 2020

## ASX ANNOUNCEMENT

### EN1's AdCel Boards First NetZero Publisher

#### Highlights

- AdCel has boarded its first NetZero publisher
- First publisher's current volumes are over 1M active users
- Management expects \$235K monthly incremental revenue upon integration; AdCel revenues expected to double

engage:BDR ("EN1 or Company") (ASX:EN1 and EN1O) is pleased to present shareholders with an update on the EN1's NetZero publisher payments product.

#### NetZero

AdCel signed and is now integrating onto the platform, Mystery Tag, an app publisher with many popular game titles, totaling approx. 1M active users. This volume translates to about \$235K in incremental monthly revenue for AdCel upon integration and expected to scale 30% by Q3 2020. This incremental revenue would double AdCel's current revenue.

AdCel expects to complete the integration in the coming weeks. AdCel will be exclusively integrated with this publisher which will include AdCel's mediation SDK directly on every device where the publisher's apps are installed. Management will update shareholders on the progress of the integration and performance to expectations periodically.

Thank you for your time today. For questions or feedback, please email [info@EN1.com](mailto:info@EN1.com).





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#### Forward Looking Statements

Preliminary financial results published above are subject to audit, adjustment and closing, as they are estimates and figures may be rounded.

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.

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