

14 February 2020

ASX ANNOUNCEMENT

New NetZero Clients, New Programmatic Integrations & New Publishers

Highlights

- ▶ AdCel has boarded two new additional large NetZero publishers
- ▶ These two new NetZero publishers' current volumes are over 20M active users
- ▶ Management expects an additional \$220K monthly incremental revenue upon integration of both; AdCel revenues expected to triple with all three new NetZero publishers
- ▶ First AdCel publisher expected to be live any day, currently in Apple's review que
- ▶ EN1 integrates two new large-scale programmatic partners, EMX Digital & RevContent
- ▶ EN1 boards new large-scale app publishers iFunny & Treble, totaling over 12M active users (non-NetZero)
- ▶ EN1's programmatic advertising marketplace for cannabis advertisers has gone live and is now generating revenue

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, new programmatic partnerships and new publishers boarded.

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NetZero

AdCel signed and is now integrating onto the platform, AdvancedApp, an app publisher with the large utility app title 'Advanced Download Manager', totaling approx. 15M active users. Another new NetZero client is PanSoft, with several game and utility titles, totaling about 5M active users. This combined volume translates to about \$220K in incremental monthly revenue for AdCel upon integration. This incremental revenue (including the first NetZero publisher announced recently) would triple AdCel's current revenue, when compared to January 2020.

AdCel expects to complete the integration in the coming weeks. AdCel will be exclusively integrated with these publishers 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.

AdCel's first NetZero publisher MysteryTag, is expected to be live any day now; it is currently in the Apple App Store que for review.

New Programmatic Partnerships

EN1 recently signed two large scale programmatic partnerships, EMX Digital and RevContent; both companies generate 100's of millions of dollars, each, annually and are expected to be strong contributors for the engage:BDR programmatic exchange. Management expects integrations to go live within the next two weeks as both are now integrated, and both are in testing phases. Management expects significant revenue contribution as the demand and ad opportunities are very unique, non-overlapping with current EN1 business.

New Publishers

EN1 is boarding two new large-scale app publishers iFunny with 10M+ active users and Treble, with about 2M active users. These two new publishers are not on the NetZero program, they are new to the engage:BDR exchange and are expected to contribute significant volume and revenue.

Cannabis Private Marketplace

EN1 has deployed, after significant time invested in development, its cannabis advertiser private marketplace. This PMP has gone live last Friday and is now

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generating revenue. Management expects this to scale rapidly and will report movement.

Thank you for your time today. For questions or feedback, please email info@EN1.com.



On behalf of the Board
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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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