

24 February 2020

## **ASX ANNOUNCEMENT**

### **NetZero Revenue & New Integration Live at \$10K+ Incremental Revenue per Day**

#### **Highlights**

- ▶ AdCel's first NetZero publisher is now live on test traffic at \$3.5K revenue per day
- ▶ First publisher's test volumes are at about 150K of 1M active users, or 15% of their available volume
- ▶ Management now anticipates much more than the original estimate of \$235K monthly incremental revenue upon full integration
- ▶ Newly signed and integrated programmatic buyer is live at \$7K revenue per day, currently

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 and a brand new programmatic buyer integration. Both new developments are generating \$10K+ of incremental revenue per day, currently, and are expected to scale soon. All figures are in AUD.

#### **NetZero Revenue is Live**

AdCel signed and integrated onto the platform, Mystery Tag, an app publisher with many popular game titles, totaling approx. 1M active users. Management initially anticipated about \$235K in incremental monthly revenue for AdCel upon full integration, however, on about 15% test traffic, AdCel is currently seeing \$3.5K per day, about 300% higher than expected. Management expects AdCel to be live across all users within the next week or two.

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Management will update shareholders imminently regarding AdCel's other NetZero publisher integrations once they're live and this publisher, once it has scaled.

## A New Programmatic Integration is Live





EN1's programmatic ad exchange reXer, recently signed new buyer Reset Digital onto the platform. The integration was recently completed, and the buyer went live within the last few days, currently spending \$7K daily. This integration brings EN1's total programmatic integrations to 220. Management will update shareholders shortly as this buyer scales and about new integrations going live.

Reset Digital is an American programmatic buyer led by management from global brands McDonald's, Proctor & Gamble, Campbell's, Subway and other large U.S. advertising organisations.

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



On behalf of the Board  
Ted Dhanik  
Co-Founder & Exec Chairman

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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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