

1 April 2020

## **ASX ANNOUNCEMENT**

### **EN1 Advisory Council Established**

#### **Highlights**

- ◀ Warren Zenna; Publicis Groupe, Havas Media, iCrossings, Zeta
- ◀ Sean Clayton; MIT, Publicitas, SITO Mobile
- ◀ James Hritz; Newscorp, Twitter, MySpace, Grindr
- ◀ Jonathan Slavin; Lycos, FastClick, CPXi, Newscorp, Washington Post

engage:BDR ("EN1 or Company") (ASX:EN1 and EN1O) is pleased to introduce shareholders with the members of EN1's recently formed advisory council.

#### **EN1 Advisory Council**

Management recently formed the EN1 Advisory Council to enable the Company's access to key incremental clients, publishers, strategic partners and technologies through the influence, relationships and access of well-known and respected AdTech industry leaders. Founding members include Warren Zenna, Sean Clayton, James Hritz and Jonathan Slavin.

The Company's executive team works closely with the Advisory Council, on a daily basis, on tactical execution. The Advisory Council is currently focused on opportunities with immediate revenue impact which have already resulted in recent client on-boarding and revenue contribution. Management expects acceleration in client and publisher wins as a direct result of the Advisory Council's involvement, for the foreseeable future.

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## Warren Zenna – Market Positioning, Strategic Alliances & Tech



Warren embarked on his career in digital marketing in pre-Google 1995. Since that time, he's had the opportunity to span the entire marketing services industry from startups to large hold-co's as well as small boutique firms including Zeta Global, iCrossing, Publicis Groupe, Havas Media and Location Sciences.

Most recently, Warren was President US of Location Sciences, a UK-based AdTech company that developed a platform which verifies the accuracy and veracity of location data used in online advertising. In his role he was responsible for all US revenue growth and operations. To date his efforts have yielded holding company deals with Havas and Horizon as well as campaigns for Toyota/Lexus and Westfield Malls. He also oversaw all of the company's marketing and sales enablement efforts – redeveloping the brand positioning, proposition, sales process, sales messaging and strategy- and hired three sales

reps in the US. Total ownership of the budget, PL, forecasting and allocations.

From 2014-2018, Warren was EVP, Managing Director of North American Operations for Havas Media's Global Mobile Marketing unit, Mobext. In this role, Warren was hired to build Havas' North American mobile advertising offering comprising a full-stack solution for brands to engage with mobile-first audiences its own trading platform and self-service model. His organisation oversaw the development and advancement of mobile marketing for all of Havas Media's North American clientele. Warren took a 4-person advisory group generating a revenue of \$1.2M and turned it into a multi-office unit that generated \$50M in revenues with 20% average operating margin. The offering integrated across all Havas Media teams and provided activations and attribution for OOH, Radio, TV, and mobile first audiences for the programmatic group.

Among Warren's past roles, in 2009-2012 Warren was the Head of Strategy at Publicis Groupe's Mobile Marketing unit, Phonevalley. In this role, Warren lead all Sales and Strategy and developed Publicis' North American mobile consulting practice. With his leadership, the unit grew exponentially, with staff in NY, Chicago and San Francisco. Warren oversaw a team of 20 key clients including Bank of America, Citi, AstraZeneca, Novartis, L'Oréal, Microsoft, Pantone, ExxonMobil and Amex.

Warren is a frequent industry speaker and contributor to marketing and technology publications including Forbes, Media Post, Digiday, AdWeek & AdExchanger. Warren has lived and worked in NYC since 1987.

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## Sean Clayton – Brand, Agency & Programmatic Demand



As a 15-year digital media veteran, Sean is considered a guiding light in the digital marketing landscape. With an extensive background in developing comprehensive digital marketing solutions, Sean uses data and human psychology to power holistic and hyper-targeted omni-channel client solutions. Fusing critical insights with market intelligence, his solutions are known for driving user acquisition, multiplying conversions and strengthening brand-focused outcomes. Sean leads initiatives for Fortune 500 brands as well as major distributors in the entertainment industry. Industry agnostic, he has delivered record-breaking performance results, surpassing revenue and profit-margin objectives.

In his current role as Chief Strategy Officer and President of the Entertainment Division at SITO Mobile, an insights-driven consumer behavior and location sciences company, Sean leads the strategic advisory group, where he focuses on enhancing SITO's product development offerings with a data-first, consultancy approach to evolving client needs. Under his leadership, the strategic advisory group provides enterprise clients with the powerful ad media and data-driven intelligence solutions they need to drive robust revenue growth. As President of the recently launched Entertainment Division, Sean works with Lionsgate, Sony, and Fox, to craft results-focused data, media, and attribution solutions. In the first year alone, SITO's Entertainment Division eclipsed \$15M in revenue. Since joining SITO in 2016, Sean has played a critical role in fortifying SITO's position as a leader in data-based marketing, propelling company revenues north of \$50M.

Prior to joining SITO, Sean was instrumental in building data-driven media solutions for digital marketing providers – New Base, Splash Media, and Multiview. Using a content-centered macro strategy to develop unique data sets, Sean is credited for increasing media performance toward a combined revenue total of \$200M across these three companies.

Entrepreneurial at heart, Sean has also worked at the grassroots level, strategising and building businesses, managing & optimising them from the ground up. Bringing this spirit with him in every role, Sean marries agility with cutting edge user acquisition & marketing strategies to help brands uncover & execute available, but unknown sustainable solutions across a wide range of areas including planning, ad ops, e-commerce and creative direction. Being a student of his craft, Sean has recently completed course work at the Massachusetts Institute of Technology – Sloan School of Management, centered around innovative technologies and blockchain solutions. Sean is a frequent industry speaker and contributing thought leadership author to Martech Series, eMarketer and Street Fight.

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## James Hritz – Publisher Development; Mobile & CTV Apps



James has been an executive, innovator and thought leader in the mobile and online advertising space for over 15 years. For the past three years, as Head of Advertising for Grindr, James successfully architected and executed a 400% ad revenue increase.

James' leadership drove revenue through initiatives innovating on ad product, launching Grindr's self-serve advertising marketplace and implementing the Grindr Exchange – a publisher owned exchange where Grindr managed over 20 direct buying relationships with leading DSPs. Also, in the past year, James was a key member of the Max Advertising team (as investor, product and most successful client). Max innovated in-app header bidding technologies and realised a successful \$90M exit (purchased by Applovin).

Prior to Grindr and Max, James was at MoPub where he worked with top tier publishers on ad monetisation best practices and was instrumental in MoPub's acquisition by Twitter. James has also been CRO for Tunewiki, where he developed and managed the app's advertising program and was one of the original MoPub launch clients.

Before focusing on mobile, James spent eight years at Newscorp (Fox Audience Network) where he was Vice President of Strategy and Business Development and had responsibility for monetising MySpace's nearly 8 billion daily impressions. At Newscorp, James was the chief architect of the Fox Audience Network (\$250M annual business) that became the number two online advertising network in the U.S. and was a key member of the team that pioneered real-time bidding and hyper-targeting.

James is part of small group of ad executives who has seen the industry from its beginnings through the complete evolution of the programmatic ecosystem. James' experience at every seat at the advertising table – small, publisher, large publisher, mobile publisher, ad network, exchange and DSP give him a unique perspective and mindset that easily translates the technical and business end of advertising into tangible revenue results.

James attended the University of Pittsburgh where he majored in math and economics and the George Washington University where he received a master's in economics. James' outside interests include photography, horseracing, programming, learning Mandarin and the history of Southern California.

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## Jonathan Slavin – CTV & Programmatic Demand



Slavin brings two decades of experience in sales, strategy and business development leadership across the digital media space. With a true understanding of what it takes to navigate the quickly converging world of media and technology, his track record of success includes developing, establishing, and improving business performance for both demand and supply-side players, as well as for advertising technology providers.

His early career included revenue-responsible roles at high profile companies including Lycos (acquired by Telefonica in 2000), FastClick (sold to ValueClick in 2005), The Washington Post and Fox Interactive. Later, Slavin held a corporate leadership role as

Managing Director/President of semantic targeting company Ad Pepper Media – an early leader in contextualised targeting and protecting advertisers from fraud and negative adjacently. Within his first year, he successfully grew revenue to over \$40M, building significant global partnerships with OMG, Havas, and IPG. The underlying semantic technology was ultimately sold to WWP trading desk Xaxis.

As Chief Revenue Officer at global digital media company CPXi, Slavin grew revenue more than 500% during his tenure and was a founder of its programmatic division bRealTime. Under his guidance, bRealTime grew \$125M/year + in under 3 years. Every key DSP (i.e., Google, The Trade Desk, MediaMath, DataXu, Index Exchange) and SSP (i.e., Pubmatic, Rubicon, ADX, OpenX, AppNexus) integrated into what quickly became a market leading, high quality exchange both domestically and internationally. In 2016, bRealTime was acquired by the Engine Group and today is known by EMX.

Today, Slavin runs JTG Ventures – a consultancy delivering white glove revenue/business development solutions for growth-focused clients across multiple spectrums (OTT, Video, Mobile, others) of the digital media landscape. Key clients include E.W. Scripps, RevContent, MAVEN, & POWR (a leading OTT technology provider). The results of JTG have been enormous -- unlocking well over \$150M in topline revenue for its clients over the past 3 years. An industry thought leader, Slavin is a noted speaker and contributor to AdAge, Digiday, and DMEXCO.

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In the interim, for questions or feedback, please email [info@engagebdr.com](mailto:info@engagebdr.com).



On behalf of the Board  
Ted Dhanik  
Co-Founder and Executive Chairman

### **Forward Looking Statements**

Preliminary financial results published above are subject to audit, adjustment and closing, as they are estimates and figures may be rounded. Figures have not been audited, adjusted and are preliminary estimates.

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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