

18 May 2020

## ASX ANNOUNCEMENT

### May 2020 Mid-Month Trading Update + 20% over April

#### Highlights

- May revenue until the 16<sup>th</sup> was \$630K; daily revenue has improved 20% over the same period in April and is expected to continue to improve

engage:BDR ("EN1 or Company") (ASX:EN1 and EN1O) is pleased to present shareholders with a trading update and commentary for interim May 2020 financial performance with a comparative analysis of the prior month, same period. Management notes all figures are unaudited, as all financials are pending audit. All figures are in AUD.

#### Interim Financial Results

Q2 2020 Interim Results	Revenue	Gross Profit	GP%
April 2020 until the 16 <sup>th</sup>	\$525K	\$215K	41%
<b>May 2020 until the 16<sup>th</sup></b>	<b>\$630K</b>	<b>\$258K</b>	<b>41%</b>

May 2020 revenue started stronger than April, due to increasing advertiser demand. Revenue is expected to continue to increase throughout the balance of the month and greater through the end of the second quarter.

Daily revenue analysis shows a 20%+ increase over the past 16 days (over April); Management expects revenue to continue to normalise over the balance of the month and into June.

#### Revenue Seasonality

Consistent to EN1's results, the advertising industry traditionally expects 65-70% of its revenues in the second half of the year (July – December), as experienced by EN1 in 2019 (34% / 66%). Management expects 2020 to produce similar revenue seasonality, as experienced in 2019 and all prior years.

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## In Closing

"We are seeing daily improvement across our key metrics, which is a strong indication that the worse of this global crisis could be behind us now. Large U.S. states have opened, and many others are partially opening. I expect to see stronger demand in the coming weeks, which will translate to greater revenue for the Company.

Irrespective of the global crisis and impact to our business, **the Company has STILL had its strongest H1 since listing.** Prior to the global crisis, we had a stronger revenue trajectory, but we should still yield stronger H1 revenue than any previous year (since listing on the ASX).

Advertising companies see their greatest revenue months after June; we are approaching that time again this year and looking forward to the seasonality in our favor." Ted Dhanik – Exec. Chairman & CEO

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. The "~" symbol refers to figures which 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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