

15 June 2020

ASX ANNOUNCEMENT

Global Partnership Signed with Kochava

Highlights

- ◀ EN1 signs global partnership with mobile apps leader Kochava
- ◀ Integration is on track to be live by the end of June 2020
- ◀ Partnership is expected to yield immediate revenue
- ◀ Partnership is focused on the growth of EN1's hyper-local programmatic business

engage:BDR ("EN1 or Company") (ASX:EN1 and EN1O) is pleased to present shareholders with news about a new key partnership and integration with Kochava, the global leader in mobile apps data and user identification.

About Kochava

Kochava is a leading provider of secure, real-time data solutions. They help customers establish identity, define and activate audiences, and measure and optimize all aspects of their marketing. Kochava provides enterprise brands with a consolidated Unified Audience Platform including data management and onboarding, cross-device configurable attribution, analytics, engagement, industry-leading fraud protection, and data enrichment. With a culture of customer-driven service and innovation, dedication to data security, and the most powerful tools in the ecosystem, Kochava is trusted by the top global brands to harness their data for growth.

Partnership Scope

Management expects considerable revenue impact, once integrated, for the Company's existing programmatic business. Increased sell-through of existing ad inventory (existing publishers) to current and new buyers are to be realised through this integration. EN1 expects to sell many times more hyper-local ads as a direct result of the Kochava integration; hyper-local inventory has been generating most (85%+) of

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EN1's revenue since 2018. More sell-through of existing inventory is expected to also drive incremental growth in CPM's (rates), additionally.

Hyper-local

Hyper-local advertising is mobile app inventory targetable to the exact latitude & longitude coordinates (GPS) of each user at the exact moment the ad is loaded, down to street level. This ability enables advertisers to spend marketing dollars on precisely the exact user in the exact location which fits the goals of the campaign, at a specific moment. This capability is only possible through programmatic advertising, and specifically, only mobile app inventory (GPS / latitude & longitude coordinates). Other channels such as desktop and mobile web provide marketers access to users' IP addresses for targeting, but they are not as useful, valid or in demand as GPS coordinates.

For questions or feedback, please email 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," "~" or 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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