

22 June 2020

## **ASX ANNOUNCEMENT**

### **Programmatic Integration with Major Publishing Platform**

#### **Highlights**

- ◀ EN1 signs leading publisher management platform FatTail
- ◀ FatTail will bring EN1 direct & incremental access to thousands of top-tier publishers incl. Forbes, Conde Nast, Hearst, WebMD, etc
- ◀ New integration to include Programmatic Guaranteed inventory across all devices, specifically focused on CTV & OTT
- ◀ New integration is on track to be live by mid-July 2020

engage:BDR (“EN1 or Company”) (ASX:EN1 and EN1O) is pleased to present shareholders with news about a new strategic programmatic partnership with FatTail, a leading publisher management platform.

#### **About FatTail**

Founded in 2001, FatTail is a leading provider of cloud software that automates and controls the entire advertising lifecycle for publishers. Their mission is to see professional journalism endure by helping publishers of great content flourish. Their passion is defying expectations by delivering innovative solutions to complex business challenges that drive revenue, operational efficiency, agility and control for their customers.

AdBook+ is the culmination of nearly 15 years of continuous development, and today offers a complete set of ad operations, sales and financial tools that enable publishers to run their entire advertising business from within FatTail's cloud-based SaaS platform. The Company's integrations with other best-of-breed technology partners allow publishers to use AdBook+ as a true one-product solution for optimally managing the sale and fulfillment of guaranteed ad inventory across all media products and sales channels.

#### **Partnership Scope**

Through an openRTB Programmatic Guaranteed integration into its publisher management platform, AdBook+, FatTail will provide EN1 direct incremental access to thousands of top-

##### **USA**

engage:BDR  
8439 sunset blvd., ste 302  
west hollywood, ca 90069  
+1-310-954-0751  
[info@EN1.com](mailto:info@EN1.com)

##### **Australia**

scottish house  
level 4, 90 william street  
melbourne victoria 3000  
+61 396 927 222  
[info@EN1.com](mailto:info@EN1.com)

tier publishers (Conde Nast, Forbes, Hearst, Financial Times, Scripps, Triad Digital, etc) the Company does not currently work with. EN1 has growing demand across its buyers for CTV and OTT inventory; FatTail's publishers represent considerable inventory in these areas today.

FatTail and EN1 share a common mission; both platforms were developed to provide publishers with monetisation alternatives to the heavyweights, mainly Google. Google's publisher ad serving solutions (DFP) have been industry standards since display advertising began; this ad serving technology locked Google into having the first look at publisher ad inventories and blocked publishers from integrating their own programmatic demand.

EN1's technology solution for publishers enables agnostic demand, reducing publisher revenue dependencies on Google. FatTail's solution is consistent with this mantra; it allows their publishers to directly connect their own demand partners (such as EN1) to their supply through header bidding and openRTB integrations, bypassing Google's ad servers and demand stack, but also offering the inventory in a true auction to Google in parallel vs. having Google represent it to the ecosystem. This concept clearly disrupts Google's display advertising strategy and their reach into top-tier publishers by increasing publisher yield, performance and campaign quality.

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.

**USA**  
engage:BDR  
8439 sunset blvd., ste 302  
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