



DIGITAL ADVERTISING ai

AGM 2020 Investor Presentation.

17 July 2020

ASX:EN1

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WHAT IS ENGAGE?



engage:BDR (“engage”) has developed proprietary ai & machine learning technologies which automate and maximise the transaction of digital video, native and display advertising and influencer marketing for advertisers, their agencies and the app publishers who display these advertisements.

2020 DIRECT ADDRESSABLE MARKET.

*eMarketer

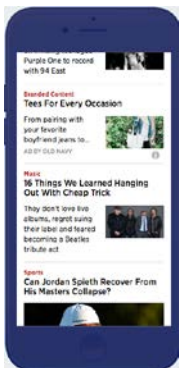


OUR BRANDS.

ENGAGE

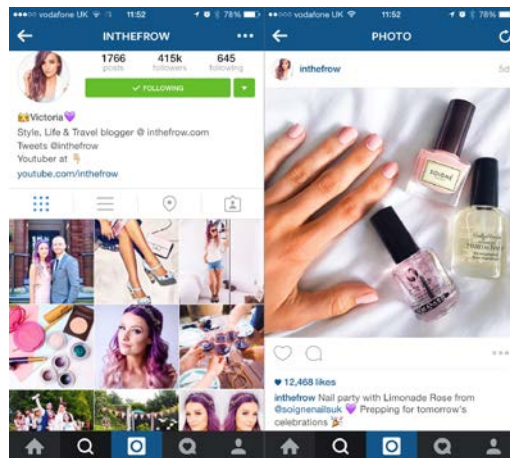
BDR

PROGRAMMATIC AD EXCHANGE
VIDEO
DISPLAY
NATIVE



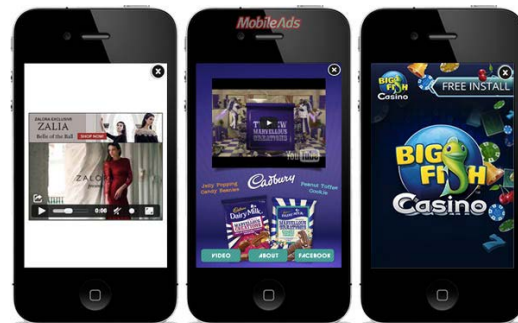
ICONICREACH

INFLUENCER MARKETPLACE
INSTAGRAM, FACEBOOK, YOUTUBE, TIKTOK



AdCel

MOBILE & CTV IN-APP ADS
VOICE & AUDIO
DISPLAY
VIDEO

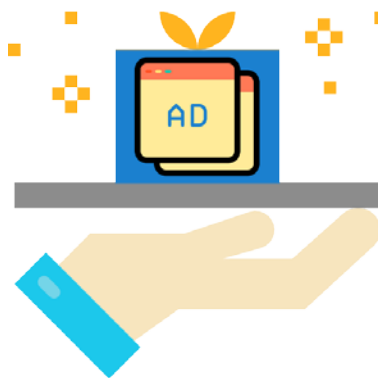


WHAT WE DO.

- 1) Our artificial intelligence technology sources valuable ad inventory (real estate) on mobile and television apps
- 2) We package the ad inventory with significant value which demands strong margins (user data, exclusivity, etc)
- 3) Ai predicts what the market will pay for inventory in real-time, within 200 milliseconds, about 100 billion times daily
- 4) We auction it to the programmatic marketplace
- 5) Trading desks bid for their advertisers; the highest bidders win
- 6) Inventory is acquired (risk-free) only after we're successfully presold it



**WE BUY DIGITAL
AD SPACE**



**WE WRAP IT WITH
SIGNIFICANT VALUE**



**THIS VALUE COMMANDS
54%+ MARGINS**

DISRUPTION: **ARTIFICIAL INTELLIGENCE AUTOMATED REVENUE.**

100% of EN1's revenue is generated through its proprietary artificial intelligence technology (software). EN1's sales channels are fully automated, with zero sales staff.

EN1's Ai technology enables it to be differentiating and disruptive in an extremely high growth industry, typically with high human capital costs. The maximisation of margins is a result of its machine-learning technologies which predict, in real-time (100 billion auctions/day), which ad inventory would be most valuable and deliver the strongest ROI for each buyer, then predict their bids in milliseconds.

The new Ai-based advertising model has compounded industry ad spends, revenues and value for advertisers, globally. The value-chain has collapsed on the buy-side of digital advertising; the supply-side is now due for optimization and EN1 is embracing artificial intelligence to optimize all digital advertising transactions.

FULLY
AUTOMATED

COMPANY KEY FACTS.

500M+

MONTHLY
UNIQUE USER
REACH



11

YEARS
OPERATING



PROPRIETARY

REAL-TIME AD AUCTIONING / BIDDING
PROPRIETARY AD EXCHANGE



RANKINGS

#9 US VIDEO
#20 US DISPLAY
(comScore ranking)

\$0

OUTSIDE
CAPITAL UNTIL
IPO



12

FULL-TIME
EMPLOYEES



LA

KIEV

MELBOURNE



REVENUE

~\$250M+ REVENUE
ACHIEVED SINCE 2009
PROFITABLE
2019
\$17M REVENUE
\$1.6M EBITDA

CAPITAL STRUCTURE.

ASX:EN1

\$0.005

SHARE PRICE

1.03BN

ORDINARY SHARES
34M LISTED OPTIONS

\$5.2M

MARKET CAP

SIGNIFICANT SHAREHOLDERS

Ted Dhanik	9.5%
Kenneth Kwan	5%
Kurtis Rintala	5%
Mrs. Elizabeth McRae	4%
GHJC PTY	3%
Total Top 5	28%

CORPORATE STRUCTURE

198M shares (20%) are owned by EN1's founders.

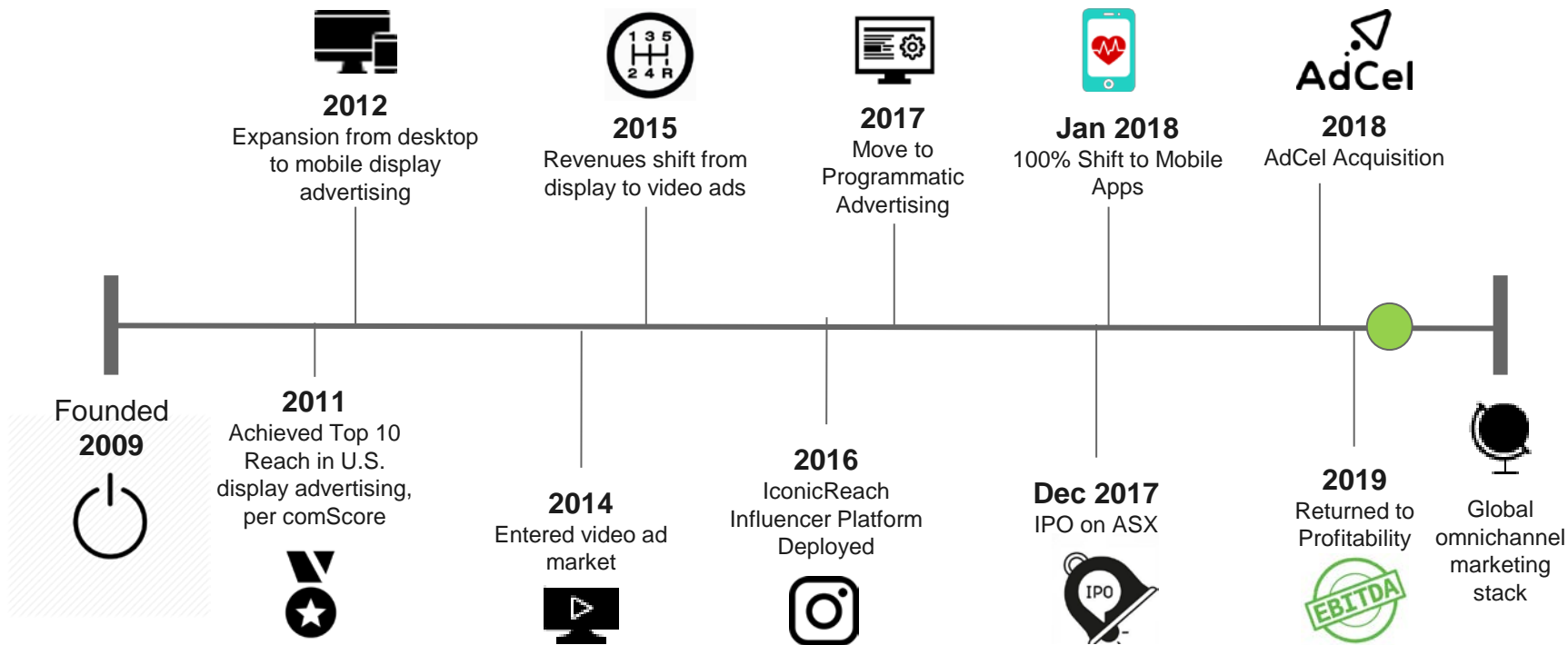
EN1 has 34M listed tradable options on issue exercisable at \$0.25 per share before 14 December 2020. If exercised in full, the options will result in EN1 receiving a further \$8.5m in cash (5.0 million of these options are held by the lead manager of the IPO and are escrowed for 2 years from the date of listing.)

*as at 15 July 2020

SHAREHOLDINGS

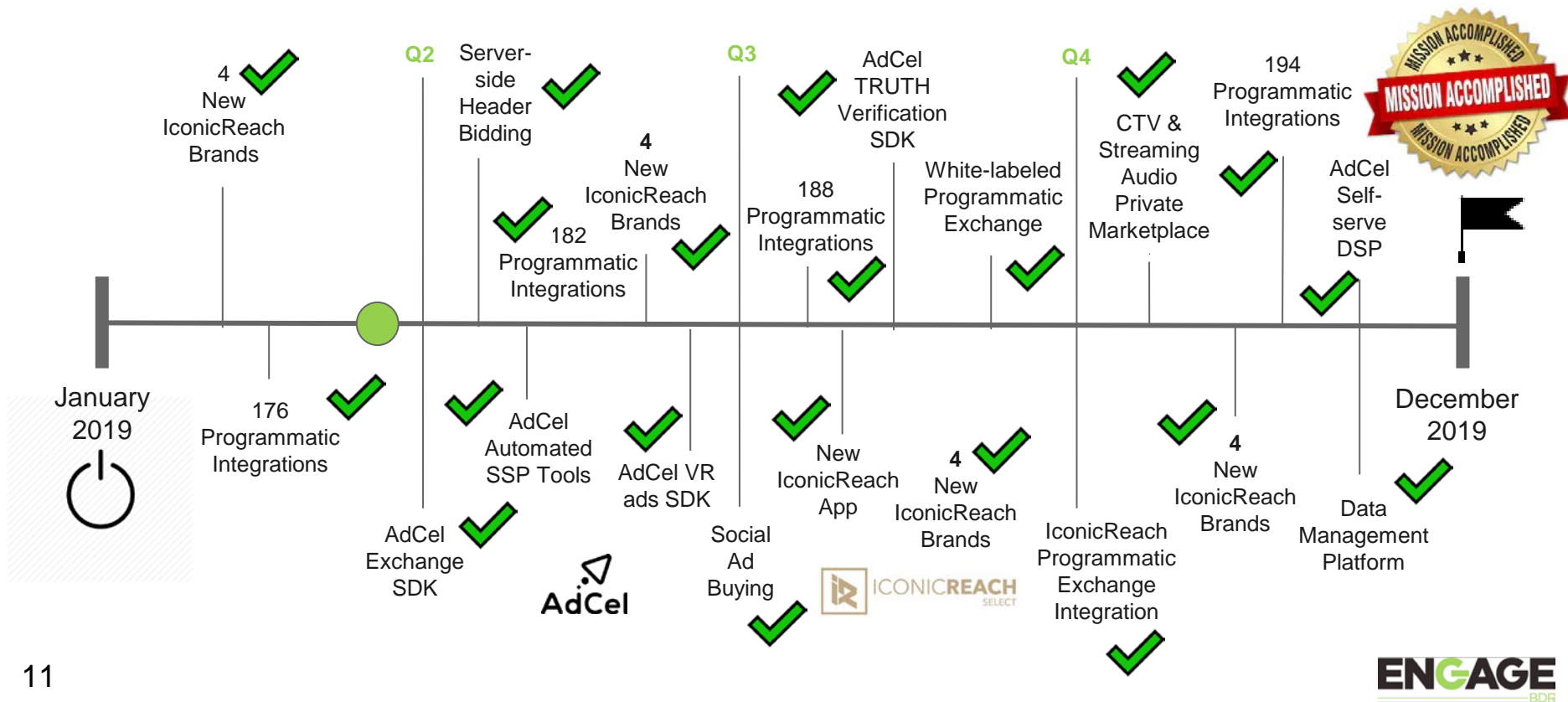
Founders	198M	20%
Top 20 Shareholders	462M	45%
Total Remaining Holders	570M	55%
Total Shares on Issue	1BN	100%

COMPANY PAST, PRESENT & FUTURE.

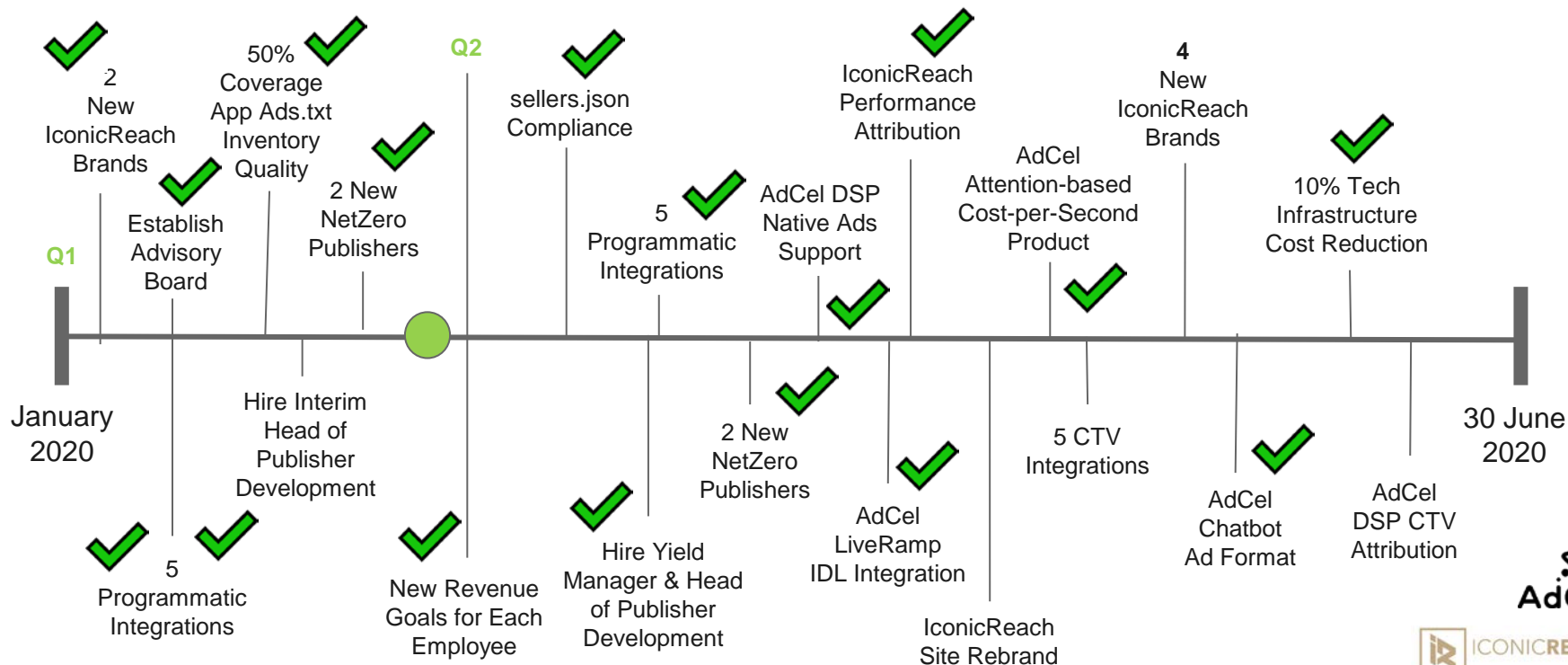


2019 STRATEGIC PLAN TO PROFITABILITY & MILESTONES. RECAP

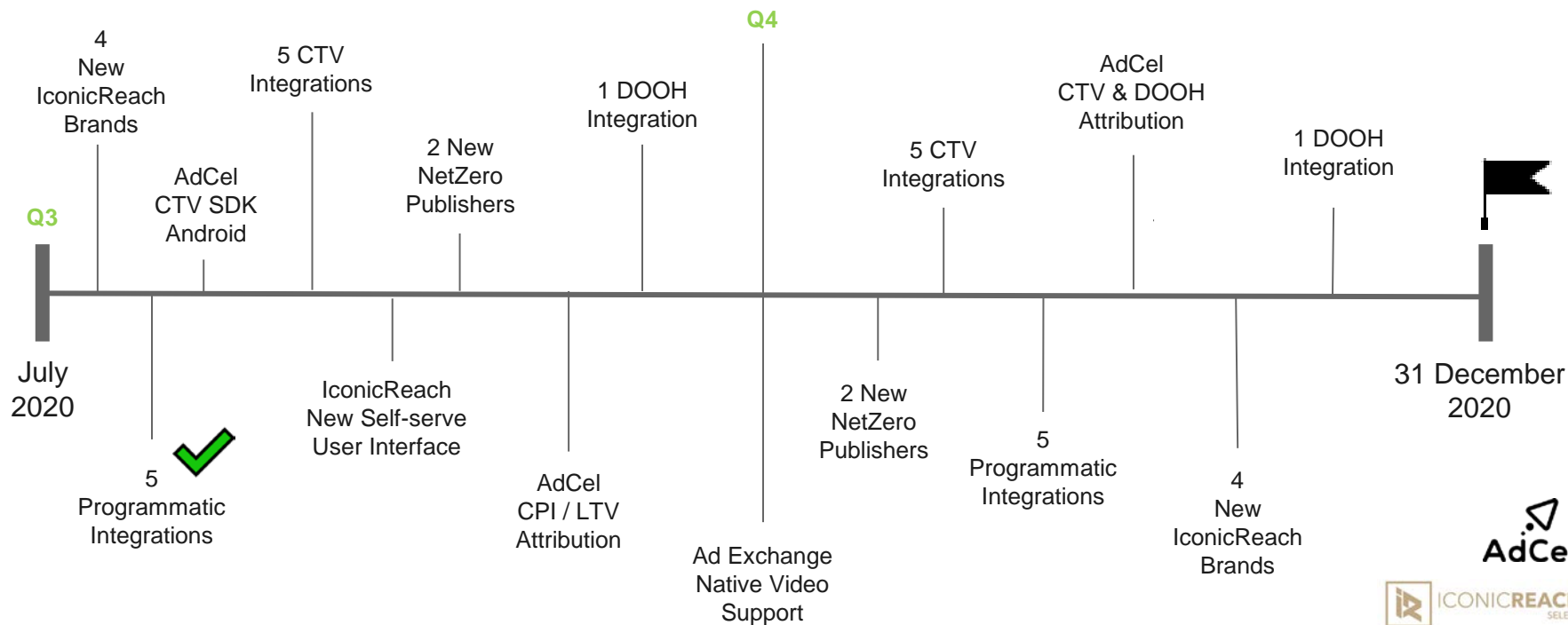
*as announced on 11 February 2019



2020 STRATEGIC PLAN & MILESTONES. H1 RECAP



2020 STRATEGIC PLAN & MILESTONES. H2



WHAT IS PROGRAMMATIC ADVERTISING?

engage:BDR developed proprietary technology which is the monetisation solution for thousands of **app publishers** (mobile and CTV) by:

- ❖ consolidating advertising inventory (video and display content);
- ❖ automating the sales channels and workflows for both advertisers and publishers; and
- ❖ offering precise targeting capabilities at significant scale to advertisers

The automated process of online advertising inventory trading is called **programmatic advertising**.

engage:BDR currently has over **225 programmatic integrations** on its ad exchange platform reXer and 50+ in its AdCel subsidiary and has many additional integration contracts executed and client platforms being integrated, and a further 100+ potential clients in its business development pipeline at all times.



People use apps
(games or utility)



Bids are placed by
our clients for ads
which target this user

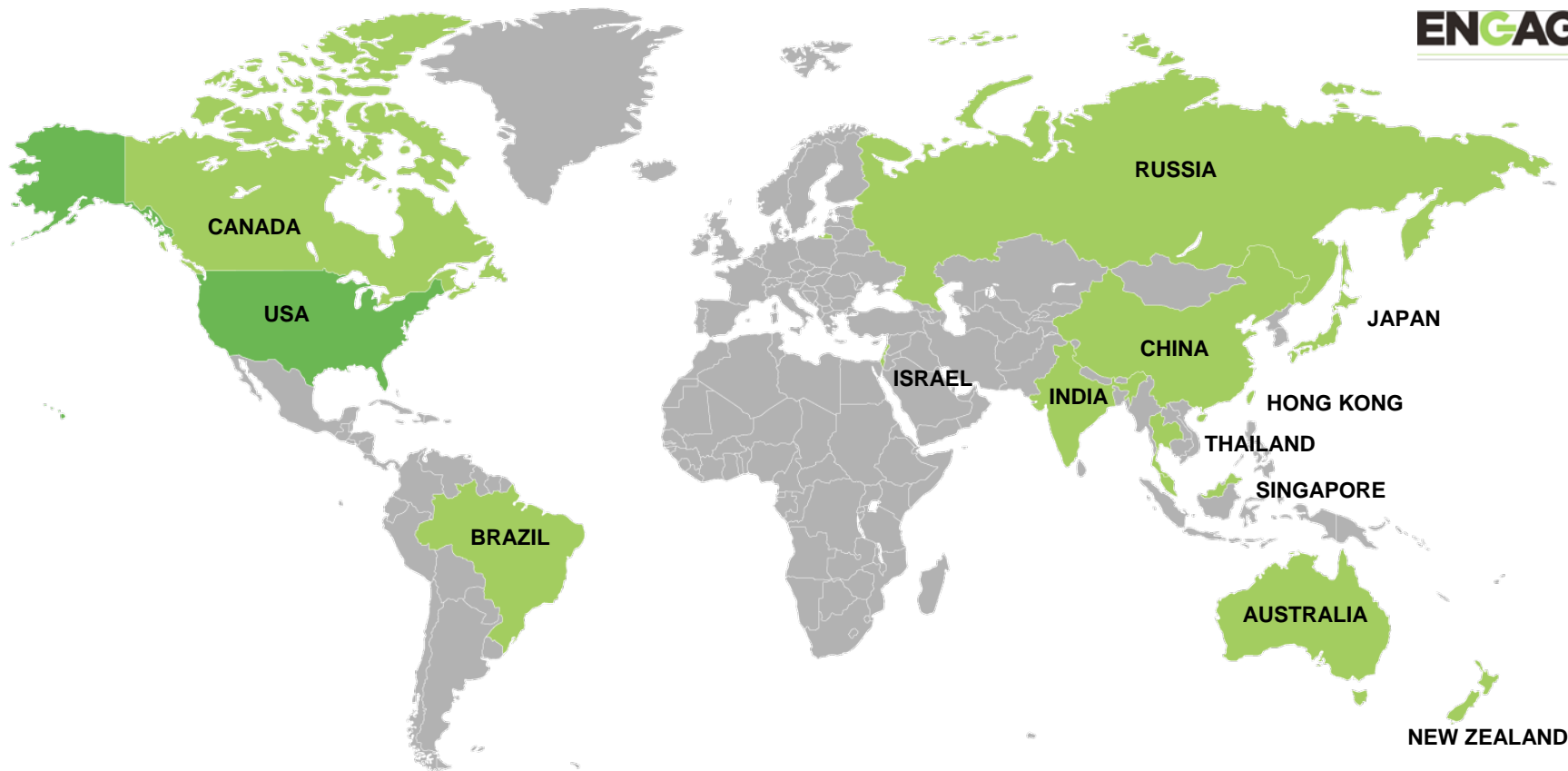


A buyer win
auctions



Relevant ads are
shown to the user

REVENUE CONCENTRATION **FOOTPRINT.**



ADVERTISING INVENTORY.

EN1 provides high-yield, brand & performance advertising solutions for mobile & tv **app** publishers and advertisers across mobile, tablet, and television screens only, across the globe, with a specialty in video advertising.

EN1's technologies enable publishers to achieve optimal monetisation of display, audio & video ad inventory as well as influencer content.

CTV ADS



DISPLAY ADS

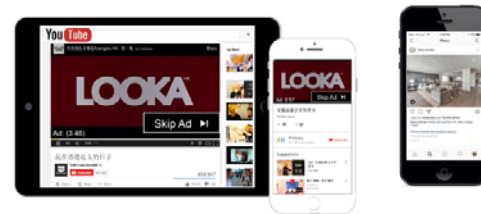


VOICE & AUDIO ADS

VIDEO ADS



INFLUENCER MARKETING



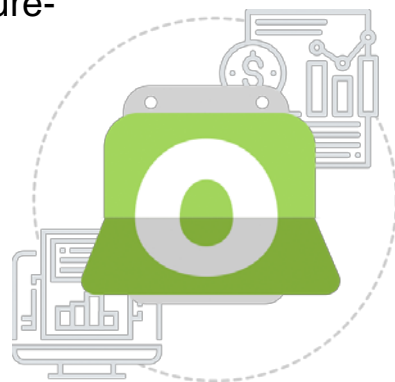
PAID SOCIAL



Publishers notoriously remain the last paid and the most poorly treated. The scenario has placed insurmountable constraints on publishers and has even put some publishers out of business as long payment cycles make it impossible to run their operations effectively.

Introducing NetZero by EN1. NetZero solution provides publishers same-day-after invoicing payment, allowing publishers to improve their cash flow without the expensive costs of factoring. NetZero offers publishers with the very same benefits that today's leading non venture-capital lenders offer — sans the significant cut and risk most pose. EN1's NetZero solution is available to qualified app and web publishers in North America, Australia and Europe.

NetZero extends EN1's incremental access to significant revenue by attracting huge value to new publishers through this unique solution. Today, EN1 is the only known AdTech company that pays on NetZero payment terms, globally.



FIXED COST STRUCTURE.

2015 Variable-costs; humans generated 90%+ of revenue

- ❖ **Non-programmatic business** - advertising campaigns were purchased and sold manually with paper contracts and long sale cycles by expensive salespeople who used fax machines; this was both costly and inefficient.

 **85+**
2015 EMPLOYEES

2016 Hybrid-costs, humans and software

- ❖ engage:BDR started to transition its entire advertising business to fully programmatic. This enabled engage:BDR to eliminate its entire sales and significantly reduced the cost of its operation and increased its operating margins.

 **65+**
2016 EMPLOYEES

2019+ Fixed-costs; software (not people) generated 100% of revenue

- ❖ **Fully programmatic business** – EN1 completed the transition of its business and has a relatively low and predictable and fixed-cost infrastructure. Costs are similar, whether EN1 processes 1,000 transactions a day or 100 billion. By having a fixed-cost structure, additional revenues achieved through platform integrations contribute to the bottom-line.

 **12**
FULL-TIME EMPLOYEES
\$1.5M REVENUE PER PERSON

OPERATIONAL OUTLOOK **APAC.**

EN1 aims to become Asia's largest programmatic platform in digital video, display advertising and influencer marketing

engage:BDR has recently entered into new integration agreements with Asia's largest programmatic advertising companies continuing the rapid expansion of its programmatic advertising business into the fast-growing Chinese and Indian markets.

The IconicReach influencer platform is steadily penetrating the APAC region as well, currently focused on South Korea and boarded several new customers in 2019 and is continuing the strategy in 2020.

EN1 seeks to acquire publishers and media trading companies in Asia to expand the use of its programmatic and influencer platforms in Asian markets which are still largely operating on a traditional and expensive non-programmatic basis. With the development of these Asian markets both organically and through acquisition, opportunity exists for EN1 to gain significant market share and scale revenue and profitability.

ICONICREACH is a leading self-serve influencer marketing platform, aiming to be 'the Google AdWords' of influencer marketing.

Integrated influencer channels:



Instagram



YouTube

Photos below are of celebrities who attended the IconicReach Sundance Film Festival Launch Event with the Associated Press.



**Usher & Dexter
Darden**



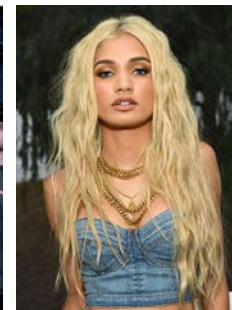
Black Eyed Peas



Austin Mahone



Common



Pia Mia



Hilary Swank



Priyanka Chopra



Liane V.



**Idris Elba & Jason
Isaacs**



Jay Ellis



MEAGAN GOOD

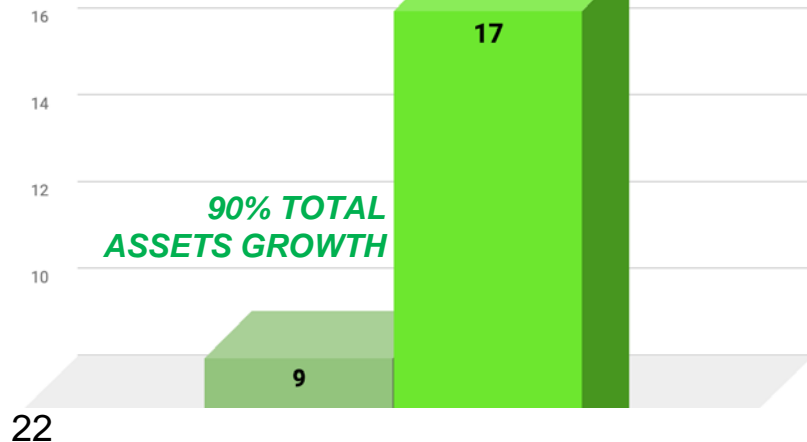
FINANCIALS **BALANCE SHEET UPDATES.**

Assets, Liabilities & Net Assets Improvement

EN1's **total assets** increased 90% to \$17M, total liabilities improved to \$13M and net assets improved by \$10.5M to \$3.9M in 2019.

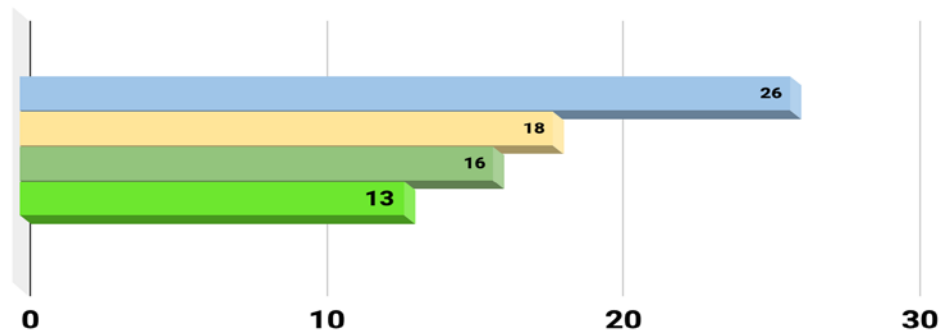
Total Assets (\$ Millions)

■ 2018 ■ 2019



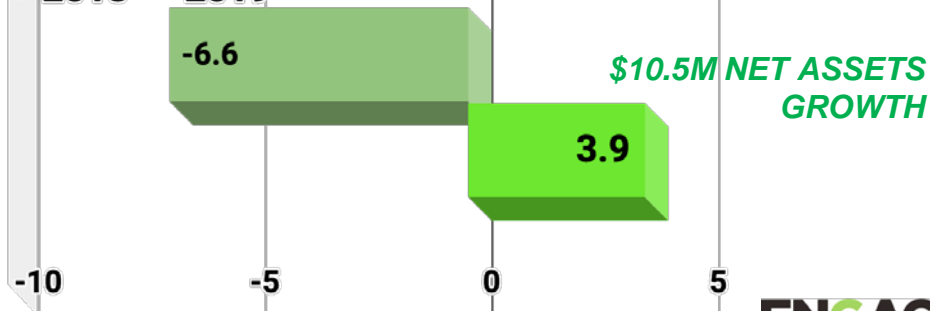
Total Liabilities (\$ Millions)

■ 2016 ■ 2017 ■ 2018 ■ 2019



Net Assets (\$ Millions)

■ 2018 ■ 2019



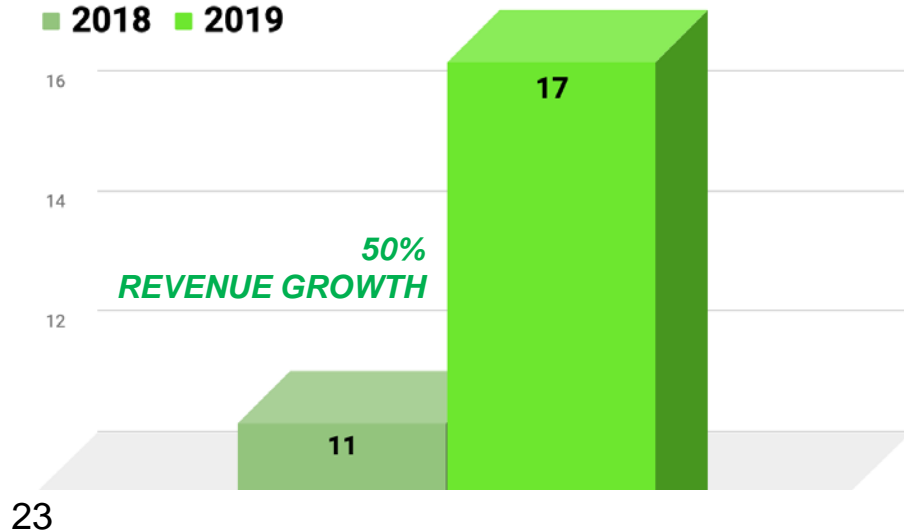
FINANCIALS PROFIT & LOSS UPDATES.

SINCE 2009, engage:BDR has demonstrated its ability to quickly adapt in dynamic markets, **without raising a single dollar of outside capital (debt or equity)**, until its IPO in December 2017, generating revenues of ~\$250M+.

EN1's revenue **grew 50%**, **OpEx reduced 47%** and **returned to profitability** with **\$1.6M EBITDA operating profit** in 2019.

Total Revenue (\$ Millions)

■ 2018 ■ 2019

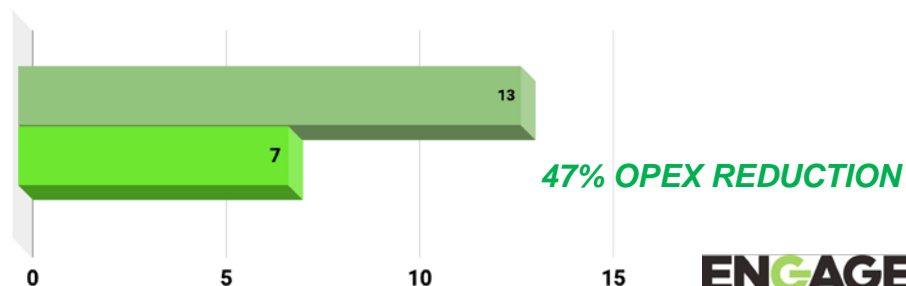


FINANCIAL SUMMARY

Appendix 4E 28 February 2020	2019
Revenue	\$17.1M
Gross profit	\$9.3M
Profit after tax	(\$1.34M)
Finance costs	\$1.6M
Impairment Losses	\$140K
Share based payment expense	\$327K
Depreciation & amortisation	\$882K
EBITDA OPERATING PROFIT	\$1.6M

Total OpEx (\$ Millions)

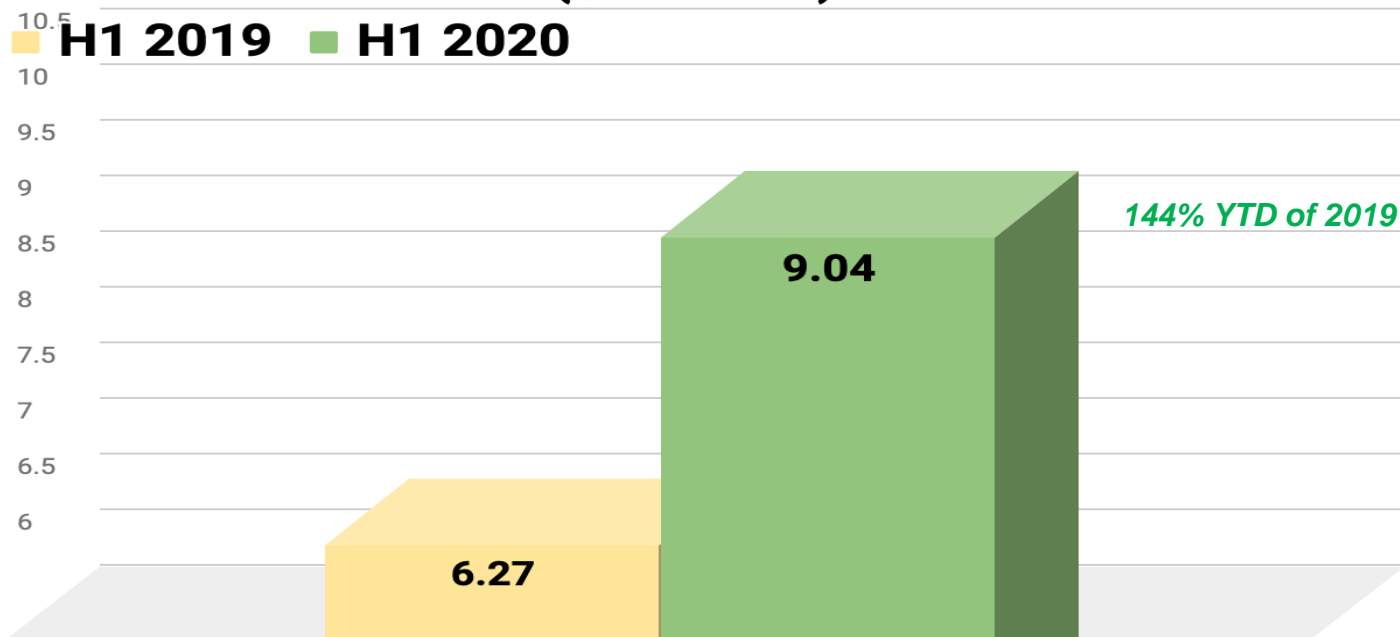
■ 2018 ■ 2019



FINANCIALS 2020 INTERIM RESULTS.

EN1 eclipsed the total H1 2019 revenues within the first 4 months of H1 2020. As at 15 March 2020, EN1 was over 300% ahead of 2019, year to date (pre-Covid-19). Despite Covid-19 revenue impact, the Company closed its largest H1 in EN1 history on 30 June 2020, 44% revenue growth, year over year.

2020 Interim Results (\$ Millions)

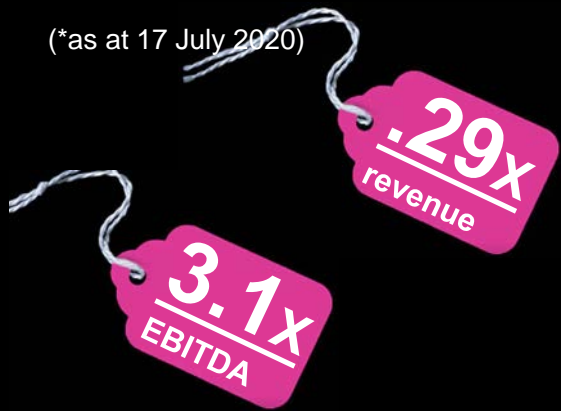


COMPARATIVE INDUSTRY VALUATIONS.

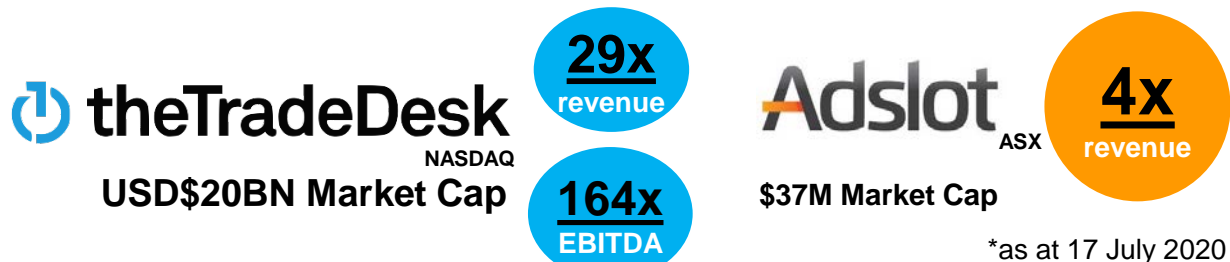
MARKET CAPITALISATION:

\$5.1 MILLION

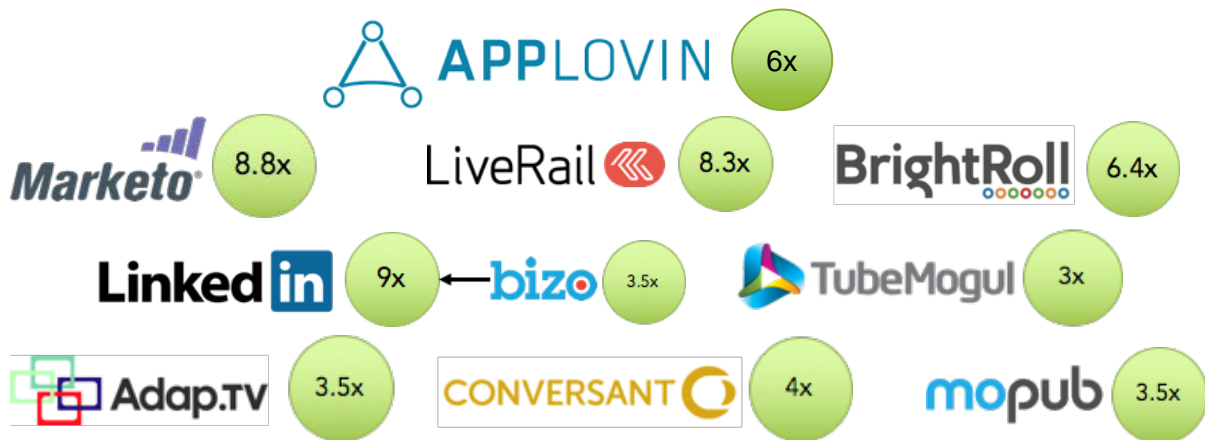
(*as at 17 July 2020)



Publicly-listed digital media companies trade at relatively high revenue multiples indicative of the industry's anticipated future growth potential.



Private deals have also placed great value on digital media companies:



MANAGEMENT TEAM AND BOARD.



TED DHANIK EXECUTIVE CHAIRMAN / CHIEF EXECUTIVE OFFICER

Ted Dhanik a co-founder of engage:BDR. He serves as Chief Executive Officer of EN1, overseeing all aspects of the business. From 2003 to 2008, Ted worked with MySpace.com developing strategic marketing initiatives. He worked closely with founders Chris DeWolfe and Tom Anderson and was responsible for launching the brand in its infancy. Ted also worked in business development at LowerMyBills.com in its early stages until acquisition by Experian. He regularly contributes to discussions about industry standards and achieving positive change, sitting on IAB committees including the Anti-fraud Workgroup, Anti-malware Workgroup, Traffic of Good Intent Task Force, Programmatic Counsel, Digital Video Committee, Mobile Advertising Committee and Performance Marketing Committee.



KURTIS RINTALA EXECUTIVE DIRECTOR / CHIEF OPERATING OFFICER

Kurtis Rintala is a co-founder of engage:BDR. He serves as an Executive Director and is the Chief Operating Officer overseeing day-to-day operations and leading the execution of the strategic direction. Kurtis is responsible for establishing policies that promote EN1 culture and vision. He sets goals for performance and growth and leads employees to encourage maximum performance and dedication. He evaluates performance by analysing and interpreting data and metrics. Kurtis began his career in the technology industry in 2003 as an early member of the Internet start up, LowerMyBills.com, where he worked closely with Ted Dhanik.



TOM ANDERSON NON - EXECUTIVE DIRECTOR

Tom Anderson was appointed to the Board as a Non-Executive Director to provide EN1 with the benefit of his wide-ranging expertise in social media and innovative product design and to assist with EN1's future growth strategy. In 2003, Tom founded and served as President of MySpace, simultaneously inventing "social media" while revolutionizing the music industry. After its launch, MySpace became the #1 most visited site on the web quickly, surpassing company's such as Google, Yahoo and Amazon. At its peak, Nielsen Net Ratings reported that MySpace captured more than 10% of all minutes spent online worldwide. By the time Anderson left the company in 2009, he had amassed more than 350 million friends on MySpace, making him the first and still ultimately the biggest "influencer" of all time. His MySpace profile photo, the lo-res, pixelated photo which he never changed and still uses to this day, is estimated to have been viewed more times than any single photograph in history. Before retiring in 2009, TIME Magazine included Tom among its list of the 100 most influential people in the world, and Barbara Walters named him one of her 10 Most Fascinating People.



ROB ANTULOV NON - EXECUTIVE DIRECTOR

Based in Sydney, Rob is a highly accomplished Director with experience in public, private and not for profit enterprises, primarily in the tech and media sectors. He has extensive digital media expertise with strong capabilities in the implementation of technology-oriented growth strategies, most recently in digital media, programmatic advertising and online marketplaces. Rob also brings to engage:BDR specific M&A skills, having participated in over forty corporate transactions as either principal or advisor. Previous corporate experience has included senior executive roles with Fairfax, Coca-Cola and Booz & Co (now PwC Strategy&).



DARIAN PIZEM NON - EXECUTIVE DIRECTOR

Darian Pizem is the co-founder of Blockbuster Ventures. He has worked across many different industry verticals within technology over the past 12 years and has co-founded blockchain development Company that provided turnkey solutions for blockchain products to launch. Darian has also worked with Australia leading digital marketing company Now We Collide; he has a strong network with the tech market in Asia and Australia. Darian's leading focus is to take great businesses to market and provide the best resources to always deliver strong success.

TOP 10 INDUSTRY RANKING.

engage:BDR has been listed numerous times in comScore's Top Video advertising companies' rankings (measures reach of unique users).

EN1 has achieved Top 10 ranking consistently (exceeding the reach of a number of its traditional and larger competitors).

EN1 was rated #9 in video and #1 in display advertising, with greater reach than Google's display network (comScore 2014) in the worlds largest internet market (USA). This ranking was comprised of Facebook, AOL, Google, Yahoo, EN1, and many others.



PRODUCTS				INDUSTRIES				INSIGHTS				PROGRAMMATIC				CROSS MEDIA				LEARNING				ABOUT US				CAREERS			
INSIGHTS /																															
Rankings																															



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ceo & chairman

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