

3 September 2020

## **ASX ANNOUNCEMENT**

### **EN1 Signs Top Weather Publisher**

#### **Highlights**

- ◀ EN1 signs top 3 U.S. weather publisher, WeatherBug
- ◀ WeatherBug brings EN1 direct & incremental access to millions of impressions and unique users daily
- ◀ New RTB integration is on track to be live by early next week
- ◀ New direct integration enables EN1 growth in the weather category for in-app and web inventory
- ◀ Supply distribution could contribute to quicker revenue normalisation for the Company

engage:BDR (“EN1 or Company”) (ASX:EN1 and EN1O) is pleased to present shareholders with news about a new programmatic integration boarded this week with WeatherBug, a top-3 ranked weather publisher based in the U.S.

#### **About WeatherBug**

WeatherBug is the 3rd most downloaded weather app on the Apple App Store and also on Google Play (Android).

WeatherBug attracts more of the avid weather enthusiasts. Users rely on their granular data from top data sources to keep them safe and effectively plan their days. Their users tend to be more engaged when compared to their competitors, and exhibit strong engagement, staying an average of 87.4 minutes per user, per month. It’s this high engagement from their users that EN1 clients’ campaign performance will benefit from. Their platforms are entirely brand safe, and they score a viewability of 80% + for most of their advertisers (ads actually viewed vs. just served).

#### **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)

## Partnership Scope

Through a new openRTB programmatic integration into EN1's publisher monetisation platform, WeatherBug will bring EN1 direct incremental access to millions of daily impressions and unique users the Company does not currently have access to. This partnership will provide the Company with users from the U.S. and all other geographies WeatherBug operates in.

For H1 2020, EN1's programmatic exchange conducted an average of 55 billion programmatic auctions per day; in contrast, H1 2019 averaged 20 billion auctions daily. By the end of 2019, EN1's average daily auctions went up to 25 billion per day, generating \$17.1M in revenue<sup>1</sup>. With the addition of WeatherBug and other programmatic integrations, Management expects average daily auctions to continue to rise. The direct correlation between daily auctions per day and revenue include another element, which is fill-rate, or sell-through, which has been globally impacted due to the current pandemic. As Covid-19 temporary budget suspensions are lifted, Management feels the Company is very well positioned to accelerate much quicker than ever before, as greater daily auctions increase earning potential at a granular level - daily.

## Summary of Material Terms

The agreement is set to an indefinite term (non-expiring), unless either Party provides the other with written notice of this intent to terminate at least sixty (60) days prior. The agreement is for the purposes of EN1 providing advertising demand to WeatherBug, through a non-exclusive, non-transferrable, worldwide license to transact on its advertising exchanges.

<sup>1</sup> Refer to audited financials, lodged 23 March 2020, revenue \$17.1M page 19

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  
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)