

5 October 2020

ASX ANNOUNCEMENT

September 2020 Trading Update

Highlights

- ◀ Revenue increased \$230K or 20% to \$1.43M in September 2020, over August 2020
- ◀ Ad auction participation (bid response), bid prices (eCPM), and creative volume increased significantly in September 2020
- ◀ Multiple indicators of demand recovery highlighted in September

engage:BDR (“EN1 or Company”) (ASX:EN1 and EN1O) is pleased to present shareholders with a trading update and commentary for September 2020 financial performance. Management notes all figures are unaudited, as all financials are pending adjustment, audit and/or review. All figures are in AUD.

Interim Financial Results (revenue is earned in USD)

Unaudited Results	USD	AUD	FX
August 2020	\$882K	\$1.20M	.7354
September 2020	\$1.02M	\$1.43M	.7108

Monthly revenue was mostly static from April 2020 – August 2020. Management sees the September revenue increase as a recovery indication. Analysis of granular metrics show EN1 clients participated in many more auctions (bid-response), responded with significantly more competitive and higher bid prices (eCPM) and submitted exponentially higher volumes of campaigns for approvals in September. The last metric – number of campaigns, is a strong indicator that brands (multiple) are spending more and launching new campaigns. These metrics enable Management to have a clearer picture of how subsequent months will perform. Management is excited to enter Q4, the strongest performing quarter for advertising companies every year.

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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.

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. 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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