

19 November 2020

ASX ANNOUNCEMENT

EN1 Boards 5 New Programmatic Customers

Highlights

- ◀ EN1 signs programmatic ad buyers LoopMe, Sonobi, & AdMixer
- ◀ EN1 signs programmatic publisher VRTCAL
- ◀ EN1's AdCel signs international video streaming platform TikiLIVE
- ◀ New integrations are on track to be live by the end of this month

engage:BDR ("EN1 or Company") (ASX:EN1 and EN1O) is pleased to present shareholders with news about 5 new programmatic customers signed.

About Sonobi

Sonobi is a New York-based leading ad tech company that specializes in directly connecting clients with the best-fit buyers. Some of Sonobi's main goals include, improving browsing experiences and ensuring relevant, high-quality, content that reaches targeted users.

About Admixer

Admixer is an independent adtech company, providing full-stack programmatic solutions for all market players. Since 2008, the company has been developing an ecosystem of interconnected products to meet the needs of both buy- and sell-side. Now, it has 100+ supply and demand partners, and 3,000+ clients all over the world, and 200 employees.

About LoopMe

LoopMe was founded in 2012 with the mission of closing the loop on brand advertising. They specialize in mobile video and rich media, using a powerful combination of attribution, Artificial Intelligence and analytics to deliver outstanding campaign performance, because they do not believe brands are getting the very best from their mobile advertising campaigns.

About VRTCAL

VRTCAL is a best-in-class mobile advertising marketplace with the mission to reduce the vertical distance between advertiser goals and their targeted mobile audiences.

The VRTCAL MarketPlace enables developers and publishers to participate with brand advertisers in an efficient model, and likewise for brand advertisers to transparently reach data

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rich, qualified developers and publishers. VRTCAL develops its platform directly with advertisers, developers, and publishers to promote a universally efficient model.

About TikiLIVE TV

TikiLIVE is an exciting company with an outside-of-the-box entertainment platform dedicated to delivering great alternative television worldwide. TikiLIVE is an OTT (Over the Top) and IPTV platform development and cloud hosting company that deploys enterprise solutions. The TikiLIVE team focuses on delivering HD streaming video, including both live streaming video and video on-demand (VOD). TikiLIVE provides content creators with a comprehensive set of tools for producing and managing their own live and VOD streaming content.

Partnership Scope

Through integrations (openRTB) into EN1's programmatic ad exchange, LoopMe, Sonobi, Admixer and VRTCAL will buy and sell mobile apps and CTV (connected TV) advertising inventory. These partnerships will provide the Company with buyers (demand) and publishers (supply) from the U.S. and other international geographies.

Summary of Material Terms

Sonobi

Agreement is set to an initial term of (1) one year and will automatically renew in (1) one-year increments, thereafter, unless either Party provides the other with written notice of this intent to terminate at least thirty (30) business days prior to the expiration of the current term. The agreement is for the purposes of EN1 providing advertising inventory to Sonobi and its clients through a mutual, non-exclusive, non-transferrable, non-sublicensable worldwide license to transact on its advertising exchanges. Sonobi is a US corporation and payment terms are net 60 days. On 10, October 2018, EN1 announced a seller integration with Sonobi, where Sonobi was a publisher to EN1. This is a new contract, where Sonobi is now also a buyer of EN1 ad inventory.

LoopMe

Agreement is set to an initial term of (1) one year and will automatically renew in (1) one-year increments, thereafter, unless either Party provides the other with written notice of this intent to terminate at least sixty (60) business days prior to the expiration of the current term. The agreement is for the purposes of EN1 providing advertising inventory to LoopMe and its clients through a mutual, non-exclusive, non-transferrable, non-sublicensable worldwide license to transact on its advertising exchanges. LoopMe is a U.K. corporation and payment terms are net 60 days. On 20, May 2019, EN1 announced a seller integration with LoopMe, where LoopMe was a publisher to EN1. This is a new contract, where LoopMe is now also a buyer of EN1 ad inventory.

Admixer

Agreement is in force unless either Party provides the other with written notice of this intent to terminate at least sixty (60) business days prior to the expiration of the current term. The agreement is for the purposes of EN1 providing advertising inventory to Admixer and its clients through a mutual, non-exclusive, non-transferrable, non-sublicensable worldwide license to

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transact on its advertising exchanges. Admixer is a German corporation and payment terms are net 45 days. On 20, May 2019, EN1 announced a seller integration with Admixer, where Admixer was a publisher to EN1. This is a new contract, where Admixer is now also a buyer of EN1 ad inventory.

VRTCAL

Agreement is set to an initial term of (1) one year and will automatically renew in (1) one-year increments, thereafter, unless either Party provides the other with written notice of this intent to terminate at least sixty (60) business days prior to the expiration of the current term. The agreement is for the purposes of VRTCAL providing advertising inventory to EN1 and its clients through a mutual, non-exclusive, non-transferrable, non-sublicensable worldwide license to transact on its advertising exchanges. VRTCAL is a US corporation and payment terms are net 60 days.

TikiLIVE

Agreement is set to an initial term of valid until terminated; either Party can provide the other with written notice of this intent to terminate at any time. The agreement is for the purposes of TikiLIVE providing advertising inventory to EN1 and its clients through a mutual, non-exclusive, non-transferrable, non-sublicensable worldwide license to transact on its advertising exchanges. TikiLIVE is a US corporation and payment terms are net 30 days.

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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