

9 March 2021

ASX ANNOUNCEMENT

EN1 Signs Deal with Jamie Kennedy to Launch Comedy Streaming Platform HahaJK!

Highlights:

- ▶ EN1 & Actor Jamie Kennedy to develop and launch the HahaJK! Comedy TV Platform
- ▶ HahaJK! will launch EN1's connected TV owned and operated network of content properties

engage:BDR ("EN1 or Company") (ASX:EN1 and EN1O) is pleased to present Shareholders with news about a new signed partnership with comedian & actor Jamie Kennedy for the development of the HahaJK! (haha! just kidding) comedy streaming platform for television. As part of the deal, Jamie Kennedy will provide hundreds of hours of his owned comedy content (television series, films, & standup) for the HahaJK! platform, while EN1 will develop and market the technology for all viable CTV distribution platforms (AppleTV, Android TV, Amazon Fire, Samsung TV, Roku, PlayStation, Xbox, and others). This new joint-venture will launch EN1's owned and operated ad-supported portfolio of CTV properties.

HahaJK! Comedy Streaming TV Platform

EN1, with actor & comedian Jamie Kennedy, are currently in development of an ad-supported connected TV (CTV) platform, (similar to Netflix), specifically for entertainment content in the comedy category. The areas of focus in comedy are TV series, films, and standup comedy. Consumers of content will access the HahaJK! platform initially at no cost (CTV ad supported); eventually the platform will offer a premium membership to access exclusive content with limited or premium only advertising placement.

Jamie Kennedy will provide access to hundreds of hours of content his production company owns or has rights to publish, including well-known titles: The Jamie Kennedy Experiment, Heckler, Kennedy's Court, Bro What Happened, Buddy Hutchins, Kickin' It Old School, Unwashed, and many more. Additionally, HahaJK! will include and feature other popular and upcoming comedians' content (TV, film and standup) and original content to be filmed exclusively for the platform.

USA
engage:BDR
9220 Sunset Blvd, Suite 100
West Hollywood, CA 90069
USA
+1 310 954 0751
info@engagebdr.com

Australia
Scottish House Level 4 90 William
Street
Melbourne Victoria 3000
AUSTRALIA
+61 412 111 821
info@engagebdr.com.au

About CTV

According to eMarketer, advertisers will spend US\$11.4BN in 2021 on CTV/OTT ads. In 2020, advertisers spent US\$8.1BN on CTV/OTT ads, a 40% increase, year over year. In 2020, North America CTV/OTT spend was up 70%, APAC doubled (97%) and LATAM up 127% in 2020.

Top CTV platforms in 2020 were Roku and Amazon Fire. Top content categories on both platforms were Movies & TV.

Key Terms

Jamie Kennedy will receive 25% of the gross revenue the HahaJK! platform generates, through advertising and premium memberships sold, for a period of five (5) years with auto-renewals in one-year increments thereafter (including a 30-day written cancellation). Payment terms are net 60 days. EN1 will develop the technology and market the platform to consumers and will be responsible for monetisation and operation of the platform. EN1 has tasked its existing Adcel engineering team to develop all technology with a target beta launch date of 15 May 2021.

Ownership - the HahaJK! platform will be owned by EN1 solely; four types of content:

1. Jamie Kennedy – owned content will remain owned by him,
2. Content produced exclusively for the HahaJK! platform will be jointly owned (50/50),
3. Content produced by EN1 will be owned solely by EN1 and
4. Third-party licensed content will remain owned by the third parties.

About Jamie Kennedy

Actor, producer, and comedian Jamie Kennedy whose recent credit is James Gray's sci-fi epic *Ad Astra*, opposite Brad Pitt and *Last Call* with Bruce Dern and Taryn Manning. His other recent work includes starring roles in the installments of the *Tremors* film franchise for Universal, as well as *Riley's Peak* with Jon Voight, and the thriller, *Spinning Man*, opposite Guy Pearce and Pierce Brosnan. Prior, he appeared in Chris Carter's (The X-Files) Amazon drama pilot *The After*, and NBC's medical dramedy, *Heartbeat*, and portrayed legendary music manager Jerry Heller in the Lifetime movie *Surviving Compton: Dre, Suge, & Michel'le*. He has also voiced multiple characters on the Comedy Central animated series, *Legends of Chamberlain Heights*. Jamie can also be seen performing his stand-up comedy show around the world.

Jamie landed his big break when he was cast in Baz Luhrman's *Romeo + Juliet*, alongside Leonardo DiCaprio as a punked-out rival to John Leguizamo. His career then catapulted into high gear in his breakthrough performance when he co-starred as Randy Meeks in Wes Craven's *Scream* and its follow-up *Scream 2*. Jamie has worked alongside some of the biggest names in Hollywood, including Steve Martin in *Bowfinger* and Greg Kinnear in the Oscar-nominated *As Good As It Gets*.

In 2002, Kennedy created The Jamie Kennedy Experiment, which became the WB's highest-rated show. Kennedy portrayed a number of wacky characters, but the audience's favorite was Brad Gluckman, the white rapper from Malibu. In 2003, Kennedy brought Brad Gluckman to the big screen in the hit film, Malibu's Most Wanted. Jamie has also had memorable roles in fan favorites like Three Kings directed by David O. Russell and starring George Clooney, Enemy of the State directed by Tony Scott and starring Will Smith, and Boiler Room opposite Vin Diesel. He has over 190 episodes of television under his belt with networks that include CBS, WB, MTV, Comedy Central, Showtime, NBC, Fox, and VH1.

We encourage our Shareholders to register their details using the QR Code below to ensure they're kept up to date with the latest news and to be notified of any upcoming Shareholder presentations or events.



For further investor enquires please contact Viriathus Capital on 1300 509 924 or investors@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. 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
9220 Sunset Blvd, Suite 100
West Hollywood, CA 90069
USA
+1 310 954 0751
info@engagebdr.com

Australia
Scottish House Level 4 90 William
Street
Melbourne Victoria 3000
AUSTRALIA
+61 412 111 821
info@engagebdr.com.au