

12 March 2021

ASX ANNOUNCEMENT

EN1 Signs Deal to Advertise to the Users of the Largest Ad Blocker

Highlights:

- ▶ EN1 signs new client Acceptable Ads Exchange (AAX)
- ▶ AAX is owned by AdBlock Plus, the largest ad blocking solution for users
- ▶ AAX publishers are among the top 20% most trafficked sites, globally
- ▶ Integration on track to be fully live and producing recurring revenue by early next week

engage:BDR (“EN1 or Company”) (ASX:EN1 and EN1O) is pleased to present shareholders with news about a new signed partnership with Acceptable Ads Exchange (AAX), whose parent company, Eyeo owns the most popular ad blocking solution for users – AdBlock Plus. This partnership enables EN1 to show ads to users who are using and have blocked ads through the AdBlock Plus solution, in addition to users who are filtering advertisements. This integration is currently being tested and is expected to be fully live and producing recurring revenue early next week which is to occur daily and billed to advertisers monthly.

AAX allows publishers who utilise AdBlock and AdBlock Plus to filter ads shown to users while maintaining a positive user experience. The net result is more revenue for the publisher, as programmatic buyers are willing to pay premiums for technically savvy consumers. AAX offers EN1 Unique and exclusive advertising inventory and users, which help provide the Company’s customers incremental opportunities to reach their target audiences regardless of AdBlockers being present. AAX holds relationships with premium publishers focused on quality of content and user experience, many of which are in the top 20% of the most trafficked sites globally. The incremental reach provided by AAX across desktop and mobile is in line with EN1’s focus on providing differentiated buyer solutions concentrated on reaching new heights of scale and performance for current and prospective advertisers.

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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.

A handwritten signature in blue ink, appearing to read 'Ted Dhanik'.

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.

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