

15 April 2021

## **ASX ANNOUNCEMENT**

### **EN1 Welcomes Fastest-Growing Children's CTV/OTT Service, Kidoodle**

#### **Highlights:**

- ❖ EN1 signs new supply integration with world's fastest-growing children's-only CTV content streaming service, Kidoodle
- ❖ Kidoodle is now available in 160 countries and has the largest direct kids' content video library outside of YouTube, in the world
- ❖ Kidoodle service, is accessible on 1,000 different devices including iOS devices, Android devices, MACs, PCs, and CTV/OTT streaming media boxes such as Roku, Apple TV and Fire TV
- ❖ Integration has been completed and is on track to go live and producing recurring revenue by the end of April

engage:BDR ("EN1 or Company") (ASX:EN1 and EN1O) is pleased to present shareholders with information about a CTV/OTT partnership with Kidoodle signed on 2 April 2021 and integration completed this week. Kidoodle is the fastest growing children's-only streaming service and largest kids' content video library outside of YouTube in the world. EN1 will provide monetisation solutions to Kidoodle for their CTV/OTT inventory, within the partnership.

Kidoodle aims to compete with mega-viewing platforms like YouTube and Netflix Kids for children's eyeballs and for parents' trust and boasts that it is the fastest-growing children's-only streaming service in the world. But since its founding nine years ago, Kidoodle chose to focus on heavily populated markets like the U.S., the U.K., and southeast Asia for the bulk of its customer growth.

The company experienced explosive growth in 2020, with its total number of users increasing by over 3,000 per cent in a 12-month period. Kidoodle reached 12 million subscribers in Q4 of last year and has set a target of reaching 50 million by the end of this year. Kidoodle service, which is now accessible on 1,000 different devices including iOS devices, Android devices, MACs, PCs, and streaming media boxes such as Roku, Apple TV and Fire TV.

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The integration between EN1 and Kidoodle has been completed, is currently being tested and will be fully live and generating daily recurring revenue (billed to advertisers monthly) by the end of April. Further, as revenue depends on take-up, no estimate as to quantum can be provided at this point but further details will be provided in the Company's next quarterly reports.

The combination of Kidoodle's significant reach paired with their premium quality content will further enable and advance EN1's primary focus in 2021, which is CTV/OTT.

**About CTV / OTT**

OTT is a term established in the US around 2017, and until recently, not common in AU and the rest of the world. OTT is derived from supplying consumers with TV content over and above the legacy broadcast: analogue and cable. It's the supply of content over an IP stream (Internet). In AU, that means digital screen and specifically app viewing environments on the largest screen in the home – the television.

CTV is simply a screen for consuming IP delivered content (via the Internet) consumed through an app. This refers to both SVOD (subscription video on demand) and ad supported content (CTV ads), commonly available through the app stores on most smart TV's and devices such as Roku, AppleTV, Amazon Fire, Xbox, PlayStation, etc.

**About engage:BDR Limited**

engage:BDR Limited's proprietary technology is used to automate and optimise the sale of advertising inventory from digital publishers, specifically focused in the CTV / OTT arena. The Company's proprietary technology (developed in-house) allows digital publishers to monetise available advertising space by making the inventory available to thousands of advertisers at the same time, through real-time bidding auctions.

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](mailto:investors@engageBDR.com).



On behalf of the Board  
Ted Dhanik  
Co-Founder and Executive Chairman

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### **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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