

10 May 2021

ASX ANNOUNCEMENT

EN1 Welcomes World's 3rd Largest Publisher Marketplace, Infolinks

Highlights:

- ▶ EN1 signs new supply integration with intent advertising leader, Infolinks
- ▶ Infolinks is now partnered with 350,000 publishers and is the 3rd largest publisher marketplace in the world
- ▶ Infolinks now reaches over 240 million unique users, monthly
- ▶ Integration with EN1 is complete and is now producing recurring revenue, which is scaling daily

engage:BDR ("EN1 or Company") (ASX:EN1 and EN1O) is pleased to present shareholders with information about a new partnership signed on 4 May 2021 with Infolinks, the 3rd largest publisher marketplace in the world. EN1 now provides monetisation solutions to Infolinks for their advertising inventory.

Founded in 2007, Infolinks utilizes its unique ad technology platform and publisher marketplace to provide advertising solutions for publishers and advertisers worldwide. Infolinks helps advertisers reach the perfect audience with only viewable, high impact ads helping publishers realize the success of creating engaging content for audiences by providing strong earnings, stylistic ads, and easy implementation.

Today, Infolinks is one of the largest publisher marketplaces in the world, generating income for over 350,000 direct website publishers and bloggers of all sizes in 128 countries since its beginning. Infolinks works with thousands of advertisers such as Nike, Virgin Airlines, Target, and Netflix to deliver nearly 1.5 billion monthly ad views.

Thousands of publishers and advertisers use Infolinks' intent-driven ads to reach the right audience and deliver ads in real-time when users are most engaged and relevant. The secret to the success of Infolinks' advanced ad

USA

engage:BDR
8439 sunset blvd., ste 302
west hollywood, ca 90069
+1-310-954-0751
info@EN1.com

Australia

scottish house
level 4, 90 william street
melbourne victoria 3000
+61 396 927 222
info@EN1.com

solutions is the relevance, targeting and unprecedented viewability rates of 90%. The Infolinks proprietary algorithm has been gathering knowledge and insights for 10 years across billions of impressions to create smart customizable intent-driven ads tailored towards success. Intent advertising targets users who are in market to buy specific things, based on their behavior online (search, purchase, browsing history, etc.).

The integration between EN1 and Infolinks has been completed, is now live and generating daily recurring revenue (billed to advertisers monthly) and is scaling daily. 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.

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.

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melbourne victoria 3000
+61 396 927 222
info@EN1.com

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.

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