



DIGITAL ADVERTISING ai

AGM 2021 Shareholder Presentation.

25 May 2021

ASX:EN1

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WHAT IS ENGAGE?



engage:BDR (“engage”) has developed proprietary technologies that automate and maximise the transaction value of digital video, display advertising and influencer marketing for advertisers, their agencies and the app publishers who display these advertisements.

2021 GLOBAL DIGITAL ADVERTISING **SPEND**

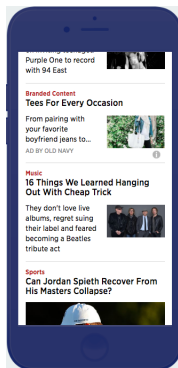


OUR BRANDS.

ENGAGE

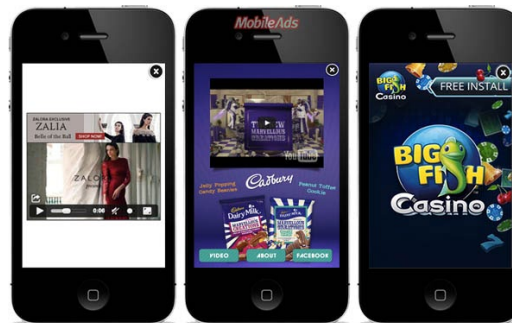
BDR

PROGRAMMATIC AD EXCHANGE
VIDEO
DISPLAY
NATIVE



AdCel

MOBILE & CTV IN-APP ADS
VOICE & AUDIO
DISPLAY
VIDEO



COMPANY KEY FACTS.

500M+

MONTHLY
UNIQUE USER
REACH



12

YEARS
OPERATING



PROPRIETARY

REAL-TIME AD AUCTIONING / BIDDING
PROPRIETARY AD EXCHANGE



RANKINGS

#9 US VIDEO
#20 US DISPLAY
(comScore ranking)

\$0

OUTSIDE
CAPITAL UNTIL
IPO



17

FULL-TIME
EMPLOYEES



LA

KIEV

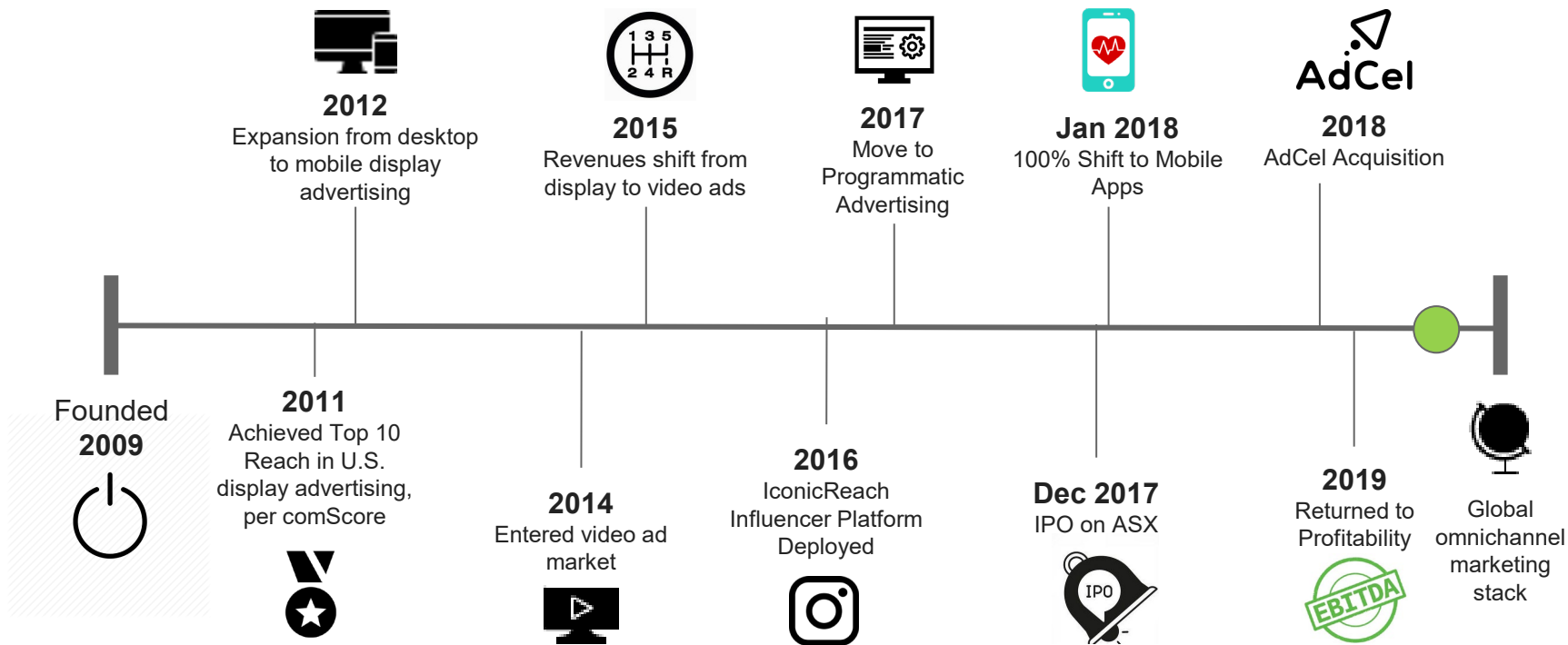
MELBOURNE



REVENUE

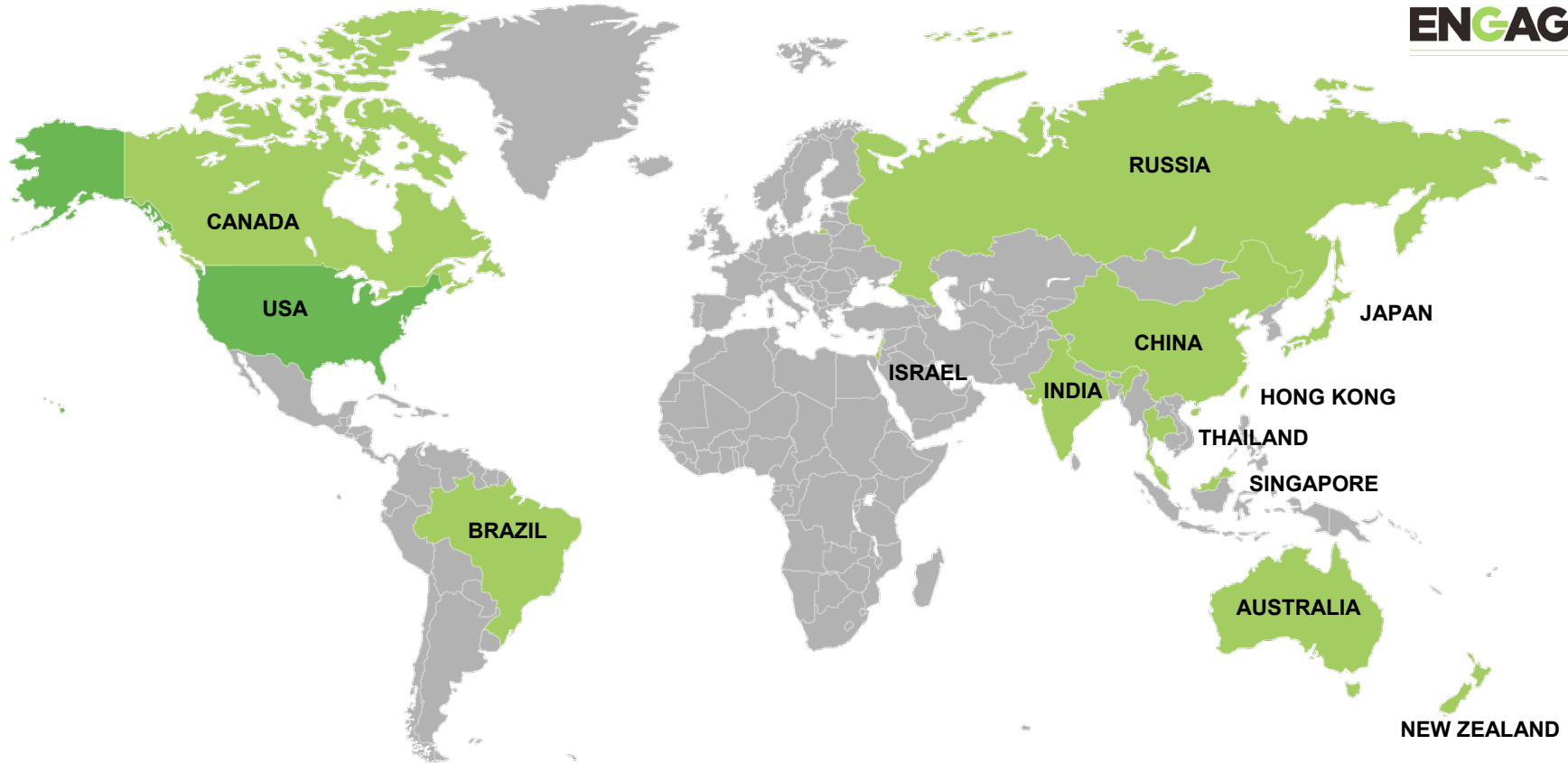
~\$250M+ REVENUE
ACHIEVED SINCE 2009

COMPANY PAST, PRESENT & FUTURE.



REVENUE CONCENTRATION **FOOTPRINT.**

ENGAGE
BDR



ADVERTISING INVENTORY.

EN1 provides high-yield, brand & performance advertising solutions for mobile & tv **app** publishers and advertisers across mobile, tablet, and television screens only, across the globe, with a specialty in video advertising.

EN1's technologies enable publishers to achieve optimal monetisation of display, audio & video ad inventory as well as influencer content.

CTV ADS



DISPLAY ADS

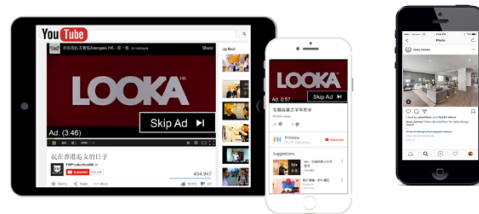


VOICE & AUDIO ADS

VIDEO ADS



INFLUENCER MARKETING



PAID SOCIAL

OPERATIONAL OUTLOOK **APAC.**

Engage aims to become Asia's largest programmatic platform in digital video, display advertising and influencer marketing

Opportunity exists for EN1 to gain significant market share and scale revenue and profitability:

- EN1 seeks to acquire publishers and media trading companies in Asia to expand the use of its programmatic and influencer platforms in Asian markets.
- EN1 has recently entered into new integration agreements with Asia's largest programmatic advertising companies continuing the rapid expansion of its programmatic advertising business into the fast-growing Chinese and Indian markets.
- The IconicReach influencer platform is steadily penetrating the APAC region as well, currently focused on South Korea and boarded several new customers in 2019 and is continuing the strategy in 2021.

FINANCIALS **PROFIT & LOSS UPDATES.**

SINCE 2009, engage:BDR has demonstrated its ability to quickly adapt in dynamic markets, **without raising a single dollar of outside capital (debt or equity)**, until its IPO in December 2017, generating revenues of ~\$250M+.

We finished 2020 incredibly strong, closing a solid year for the Company, despite the challenges which accompanied the pandemic, EBITDA for 2020 was (\$1.39M). The key add-backs between EBITDA and NPAT figures are **non-cash items**: interest expense (finance costs of \$2M), depreciation and amortisation (\$861K), impairment costs (\$856K) and share-based payment expenses (\$1.7M), non-cash items totaled \$5.5M for 2020.

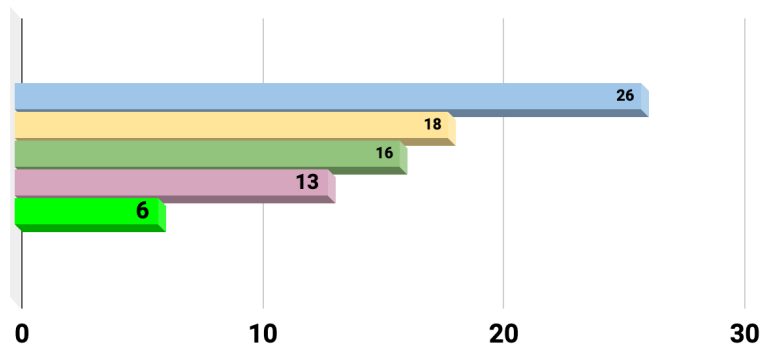
FINANCIAL SUMMARY

Appendix 4E 26 February 2021	2020
Revenue	\$15.4M
Loss after tax	(\$6.8M)
Finance costs	\$2M
Impairment Losses	\$865K
Share based payment expense	\$1.7M
Depreciation & amortisation	\$861K
EBITDA OPERATING LOSS	\$1.39M

FINANCIALS 2020 BALANCE SHEET.

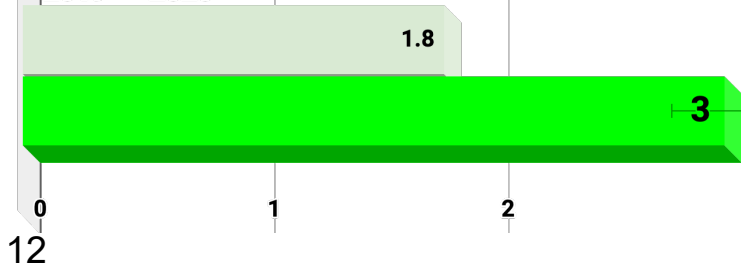
Total Liabilities 5 Years \$ Millions)

■ 2016 ■ 2017 ■ 2018 ■ 2019 ■ 2020



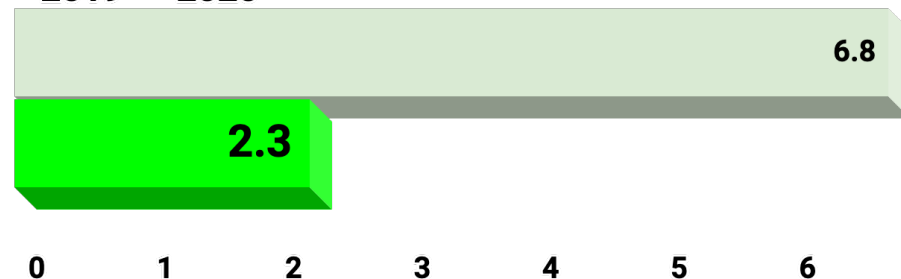
Cash Improvement (\$ Millions)

■ 2019 ■ 2020



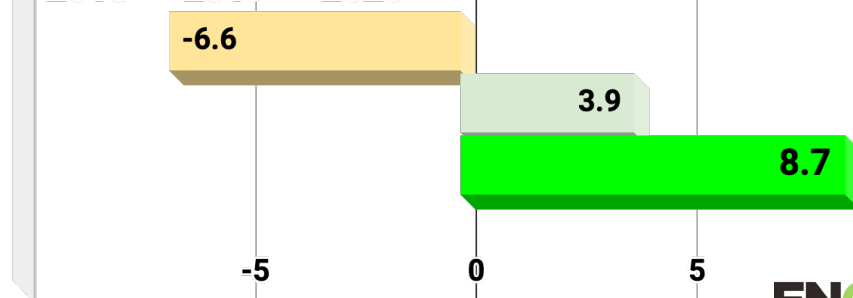
Borrowings (\$ Millions)

■ 2019 ■ 2020



Net Assets 3 Years (\$ Millions)

■ 2018 ■ 2019 ■ 2020



FINANCIALS 2021 INTERIM RESULTS.

The first four months of 2021 yielded the same revenue as the first four months of 2020 before COVID's negative impact on the Company's revenue. To date in 2021, the Company has generated US\$3.8M in revenue. Management is pleased to update shareholders that the Company's revenues have now been restored to pre-Covid-19 levels.

January - April 2021 vs 2020 Comparative (USD\$):

2020	January	February	March	April	Total 2020	Converted
	\$984K	\$1.04M	\$1.1M	\$668K	\$3.8M	AU\$5.7M
					Total 2021	
2021	\$716K	\$775K	\$981K	\$1.3M	\$3.8M	AU\$4.9M

Q4 2020 vs. Q1 2021 Comparative (USD\$):

Q4 2020	October	November	December	Total Q4 2020	Converted
	\$1.01M	\$815K	\$799K	\$2.6M	AU\$3.38M
Q1 2021	January	February	March	Total Q1 2021	
	\$716K	\$775K	\$981K	\$2.5M	AU\$3.28M

CAPITAL STRUCTURE.

ASX:EN1

\$0.004

SHARE PRICE

2.45BN

ORDINARY SHARES

\$12M

MARKET CAP

SIGNIFICANT SHAREHOLDERS

Ted Dhanik	4%
Winn Asset MGMT	3%
BNP Paribas	2.5%
Samuel Hordern	2%
Viriathus	2%
Total Top 5	13.5%

CORPORATE STRUCTURE

198M shares (8%) are owned by EN1's founders.

*as at 22 May 2021

SHAREHOLDINGS

Founders	198M	8%
Top 20 Shareholders	819M	34%
Total Remaining Holders	1.6BN	66%
Total Shares on Issue	2.45BN	100%

COMPARATIVE INDUSTRY VALUATIONS.

MARKET CAPITALISATION:

\$12 MILLION



Publicly-listed digital media companies trade at relatively high revenue multiples indicative of the industry's anticipated future growth potential.



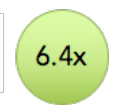

 **theTradeDesk** 
NASDAQ
USD\$23BN Market Cap

 **digital turbine** 
USD\$5.5BN Market Cap NASDAQ

 **Adslot** 
ASX
\$53M Market Cap

Magnite 
USD\$3.6BN Market Cap NASDAQ

Private deals have also placed great value on digital media companies:

   **APLOVIN** 
   
     

*as at 22 May 2021

MANAGEMENT TEAM AND BOARD.



TED DHANIK EXECUTIVE CHAIRMAN / CHIEF EXECUTIVE OFFICER

Ted Dhanik a co-founder of engage:BDR. He serves as Chief Executive Officer of EN1, overseeing all aspects of the business. From 2003 to 2008, Ted worked with MySpace.com developing strategic marketing initiatives. He worked closely with founders Chris DeWolfe and Tom Anderson and was responsible for launching the brand in its infancy. Ted also worked in business development at LowerMyBills.com in its early stages until acquisition by Experian. He regularly contributes to discussions about industry standards and achieving positive change, sitting on IAB committees including the Anti-fraud Workgroup, Anti-malware Workgroup, Traffic of Good Intent Task Force, Programmatic Counsel, Digital Video Committee, Mobile Advertising Committee and Performance Marketing Committee.



KURTIS RINTALA EXECUTIVE DIRECTOR / CHIEF OPERATING OFFICER

Kurtis Rintala is a co-founder of engage:BDR. He serves as an Executive Director and is the Chief Operating Officer overseeing day-to-day operations and leading the execution of the strategic direction. Kurtis is responsible for establishing policies that promote EN1 culture and vision. He sets goals for performance and growth and leads employees to encourage maximum performance and dedication. He evaluates performance by analysing and interpreting data and metrics. Kurtis began his career in the technology industry in 2003 as an early member of the Internet start up, LowerMyBills.com, where he worked closely with Ted Dhanik.



TOM ANDERSON NON - EXECUTIVE DIRECTOR

Tom Anderson was appointed to the Board as a Non-Executive Director to provide EN1 with the benefit of his wide-ranging expertise in social media and innovative product design and to assist with EN1's future growth strategy. In 2003, Tom founded and served as President of MySpace, simultaneously inventing "social media" while revolutionizing the music industry. After its launch, MySpace became the #1 most visited site on the web quickly, surpassing company's such as Google, Yahoo and Amazon. At its peak, Nielsen Net Ratings reported that MySpace captured more than 10% of all minutes spent online worldwide. By the time Anderson left the company in 2009, he had amassed more than 350 million friends on MySpace, making him the first and still ultimately the biggest "influencer" of all time. His MySpace profile photo, the lo-res, pixelated photo which he never changed and still uses to this day, is estimated to have been viewed more times than any single photograph in history. Before retiring in 2009, TIME Magazine included Tom among its list of the 100 most influential people in the world, and Barbara Walters named him one of her 10 Most Fascinating People.



ROB ANTULOV NON - EXECUTIVE DIRECTOR

Based in Sydney, Rob is a highly accomplished Director with experience in public, private and not for profit enterprises, primarily in the tech and media sectors. He has extensive digital media expertise with strong capabilities in the implementation of technology-oriented growth strategies, most recently in digital media, programmatic advertising and online marketplaces. Rob also brings to engage:BDR specific M&A skills, having participated in over forty corporate transactions as either principal or advisor. Previous corporate experience has included senior executive roles with Fairfax, Coca-Cola and Booz & Co (now PwC Strategy&).



DARIAN PIZEM NON - EXECUTIVE DIRECTOR

Darian Pizem is the co-founder of Blockbuster Ventures. He has worked across many different industry verticals within technology over the past 12 years and has co-founded blockchain development Company that provided turnkey solutions for blockchain products to launch. Darian has also worked with Australia leading digital marketing company Now We Collide; he has a strong network with the tech market in Asia and Australia. Darian's leading focus is to take great businesses to market and provide the best resources to always deliver strong success.



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CEO & Chairman

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