



DIGITAL ADVERTISING ai

2022 Investor Presentation.

14 January 2022

ASX:EN1

DISCLAIMER.

This presentation and any video, audio or oral presentation accompanying it, has been prepared by engage:BDR (EN1). It should not be considered in any way as an offer or invitation to subscribe for, or purchase, any securities in EN1 or as an inducement to make an offer or invitation with respect to those securities. No agreement to subscribe for securities in EN1 will be entered into on the basis of this presentation.

This presentation may contain forecasts and forward-looking information. Such forecasts, projections and information are not a guarantee of future performance, involve unknown risks and uncertainties. Actual results and developments will almost certainly differ materially from those expressed or implied in this presentation. EN1 has not audited or investigated the accuracy or completeness of the information, statements and opinions contained in this presentation. Accordingly, to the maximum extent permitted by applicable laws, EN1 and its advisers make no representation and can give no assurance, guarantee or warranty, expressed or implied, as to, and take no responsibility and assume no liability for, the authenticity, validity, accuracy, suitability or completeness of, or any errors in or omission, from any information, statement or opinion contained in this presentation.

You should not act or refrain from acting in reliance on this presentation material. This overview of EN1 does not purport to be all inclusive or to contain all information which its recipients or their advisers may require in order to make an informed assessment of EN1's business or future prospects.

Potential investors and others receiving this presentation should conduct their own investigation and perform their own analysis in order to satisfy themselves as to the accuracy and completeness of the information, statements and opinions contained in this presentation before making any investment decision.

WHAT IS ENGAGE?



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

2022 GLOBAL DIGITAL ADVERTISING **SPEND.**

*eMarketer

**2021
Programmatic
Advertising
US\$155BN**

**2021 CTV Advertising
US\$12BN**



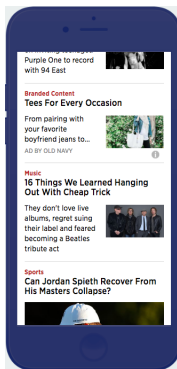
**2021 Other
Digital
Advertising
US\$240BN**

OUR BRANDS.

ENGAGE

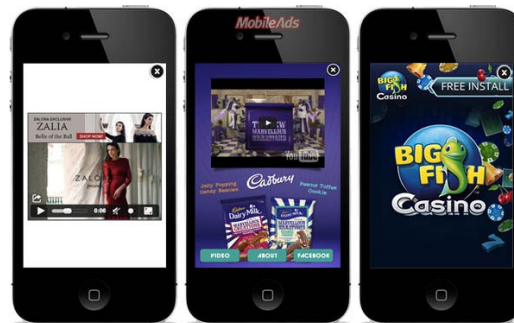
BDR

PROGRAMMATIC AD EXCHANGE
VIDEO
DISPLAY
NATIVE



AdCel

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



COMPANY KEY FACTS.

500M+

MONTHLY
UNIQUE USER
REACH ¹



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



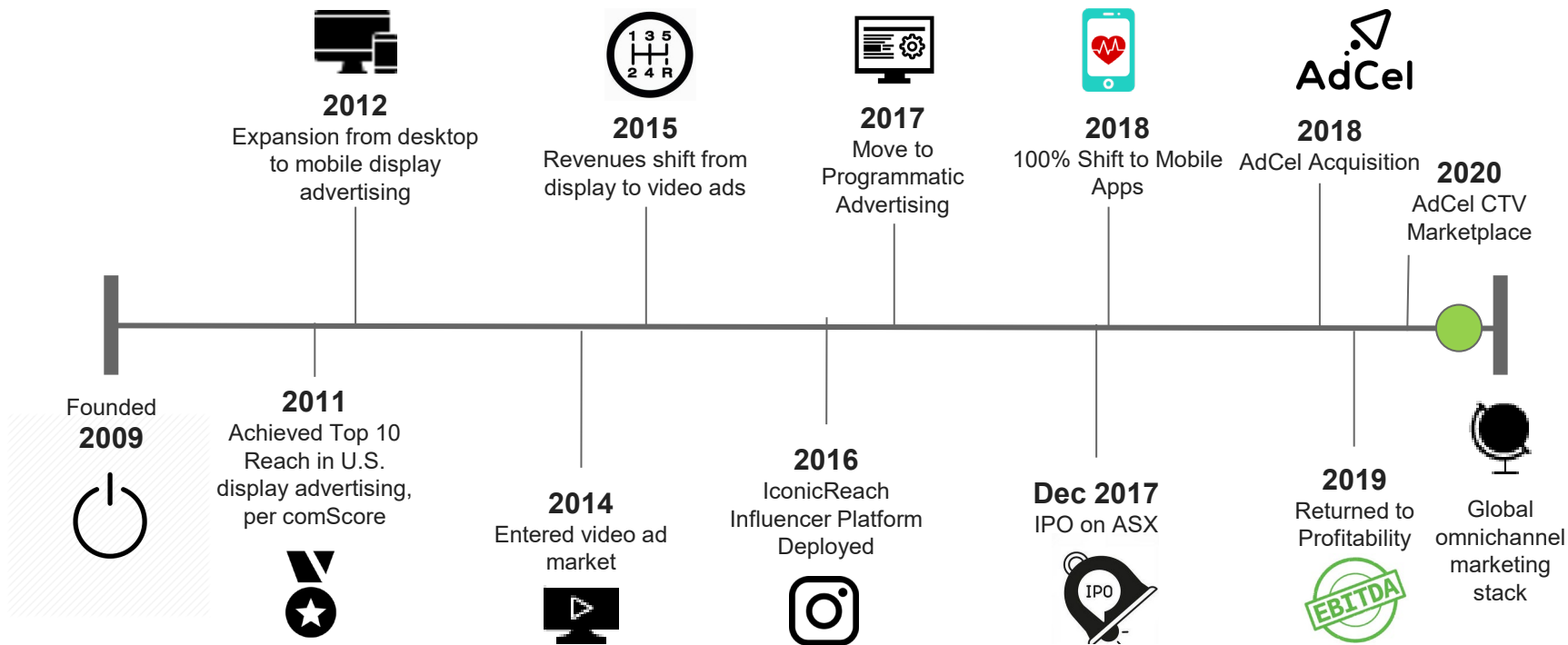
REVENUE

~\$300M+ REVENUE
ACHIEVED SINCE 2009 ²

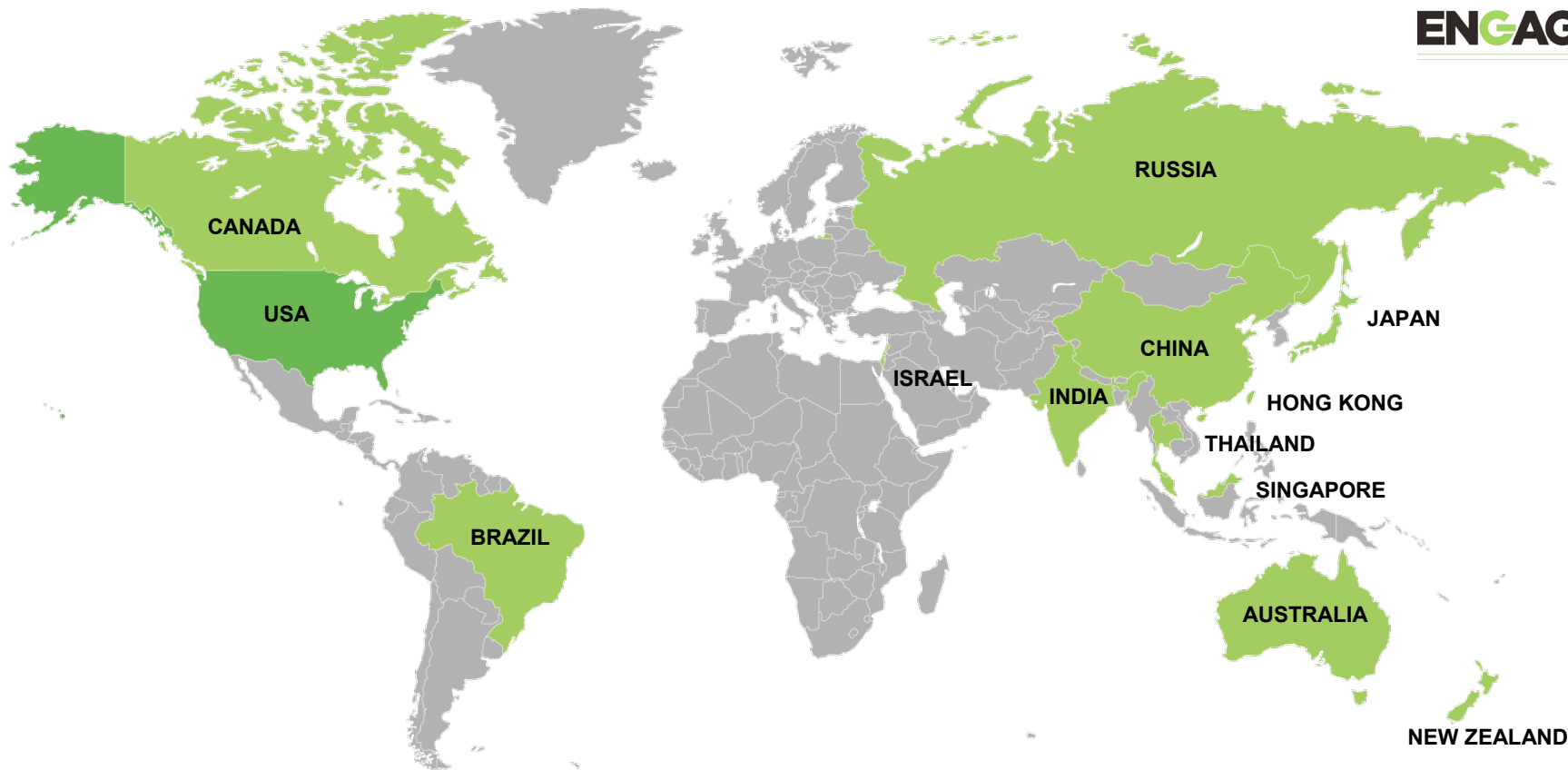
¹ Comscore and Quantcast unique
user measurements

² Gross revenue total since 2009

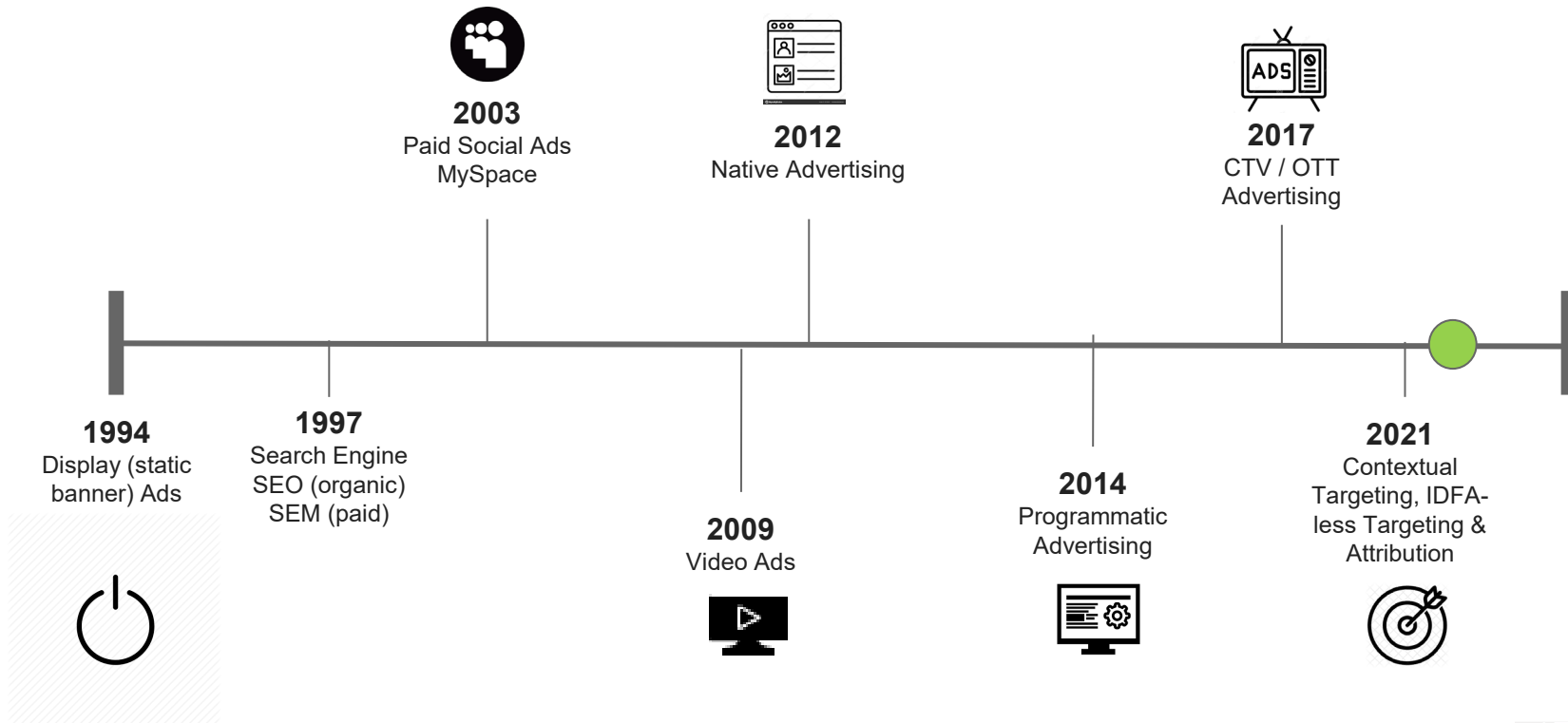
COMPANY PAST, PRESENT & FUTURE.



REVENUE CONCENTRATION **FOOTPRINT.**



DIGITAL ADVERTISING PAST & PRESENT.



ADVERTISING INVENTORY.

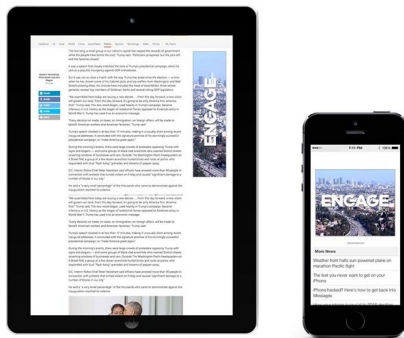
EN1 provides high-yield, brand & performance advertising solutions for mobile & tv **app** publishers and advertisers across mobile, tablet, and television screens only, across the globe, with a specialty in video advertising.

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

CTV ADS



DISPLAY ADS



VOICE & AUDIO ADS

VIDEO ADS



7 STRATEGIC PRIORITIES.

- 1 Expand current customer integrations to activate new Private Marketplace trading agreements.
- 2 Sign and on-board new MSA (Master Service Agreements) agreements with top 50 regional programmatic CTV and mobile app ad buyers.
- 3 Sign and on-board new MSA agreements with top 500 regional mobile and CTV publishing partners.
- 4 Expand customer and publisher MSAs in the APAC and European regions.
- 5 Deploy new operating cost-saving measures every quarter of the year.
- 6 Expand average daily auctions through new signed and integrated MSAs
- 7 Sign and on-board direct customers, specifically U.S.- based direct-response advertisers.

FINANCIALS **PROFIT & LOSS FULL-YEAR.**

The Company's last full-year results show incredible strength, despite the challenges of 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.

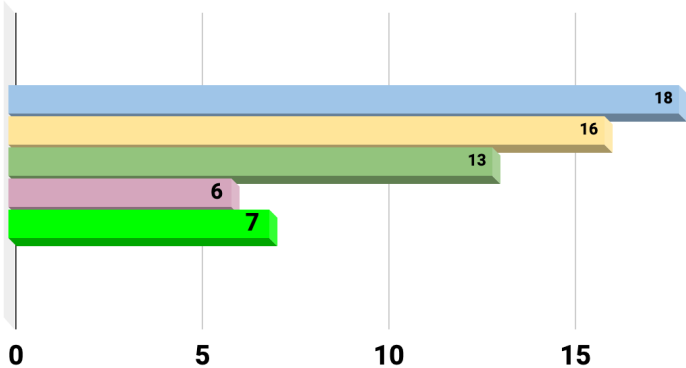
FINANCIAL SUMMARY

Appendix 4E 31 December 2020	2020
Revenue	\$15.4M
Loss after tax	(\$6.8M)
Finance costs	\$2M
Impairment Losses	\$856K
Share based payment expense	\$1.7M
Depreciation & amortisation	\$861K
EBITDA OPERATING LOSS	(\$1.39M)

FINANCIALS 2021 BALANCE SHEET.

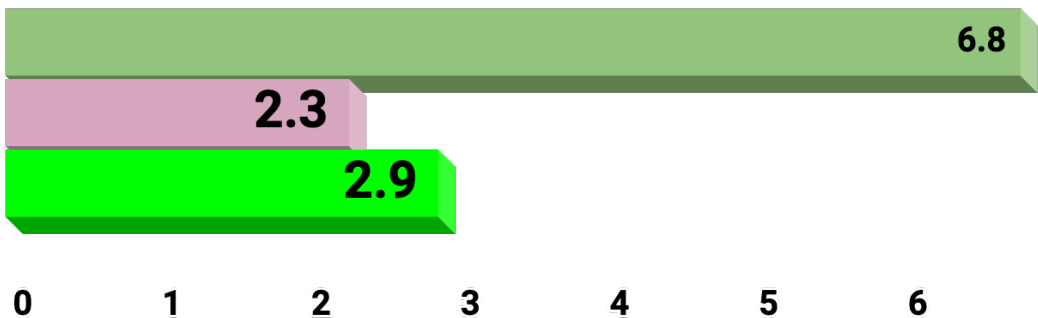
Total Liabilities 5 Years \$ (Millions)

2017 2018 2019 2020 2021



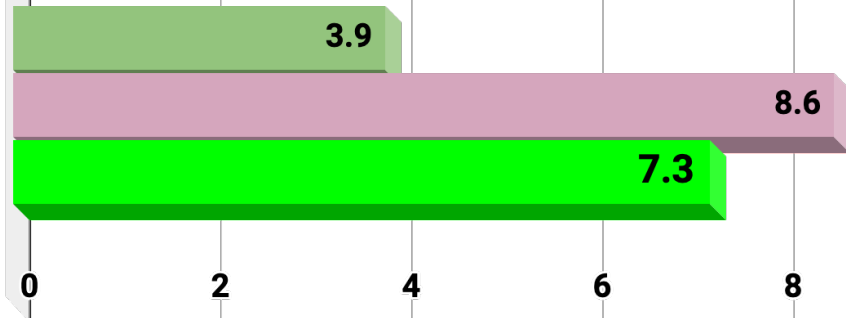
Borrowings (\$ Millions)

2019 2020 2021



Net Assets 3 Years (\$ Millions)

2019 2020 2021



*Unaudited figures

FINANCIALS 2021 INTERIM RESULTS.

In the first six months of 2021, the Company has generated \$7.75M in revenue, -\$800K EBITDA (operating loss) and -\$2.3M NPAT.

January - June 2021 Half Year Reviewed Results		
Revenue	EBITDA	NPAT
\$7.75M	(\$803K)	(\$2.3M)

CAPITAL STRUCTURE.

ASX:EN1

\$0.002

SHARE PRICE

3.1BN

ORDINARY SHARES

\$6.2M

MARKET CAP

SIGNIFICANT SHAREHOLDERS

Ted Dhanik	3%
Winn Asset MGMT	3%
Samuel Hordern	2%
Abdulaziz Arajhi	2%
Primary Securities	2%
Total Top 5	12%

CORPORATE STRUCTURE

198M shares (7%) are owned by EN1's founders.

*as at 12 January 2022

SHAREHOLDINGS

Founders	198M	7%
Top 20 Shareholders	958M	31%
Total Remaining Holders	1.6BN	62%
Total Shares on Issue	3.1BN	100%

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 revolutionising 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.



For and on behalf of the Board
Ted Dhanik
ceo & chairman

engage:BDR
8439 sunset blvd
suite 302
west hollywood, ca 90069 usa
+1 (310) 954-0751
engageBDR.com
info@EN1.com

