

# color tv.



engageBDR LTD trading as colorTV

**CONNECTED TELEVISION ADVERTISING**

**Q2 2022 Investor Presentation.**

**7 April 2022**

**ASX:EN1**

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# WHAT IS COLORTV?



colorTV has developed proprietary AI & machine learning technologies which automate and maximise the transaction of digital advertising for advertisers, their agencies and the publishers who display these advertisements.

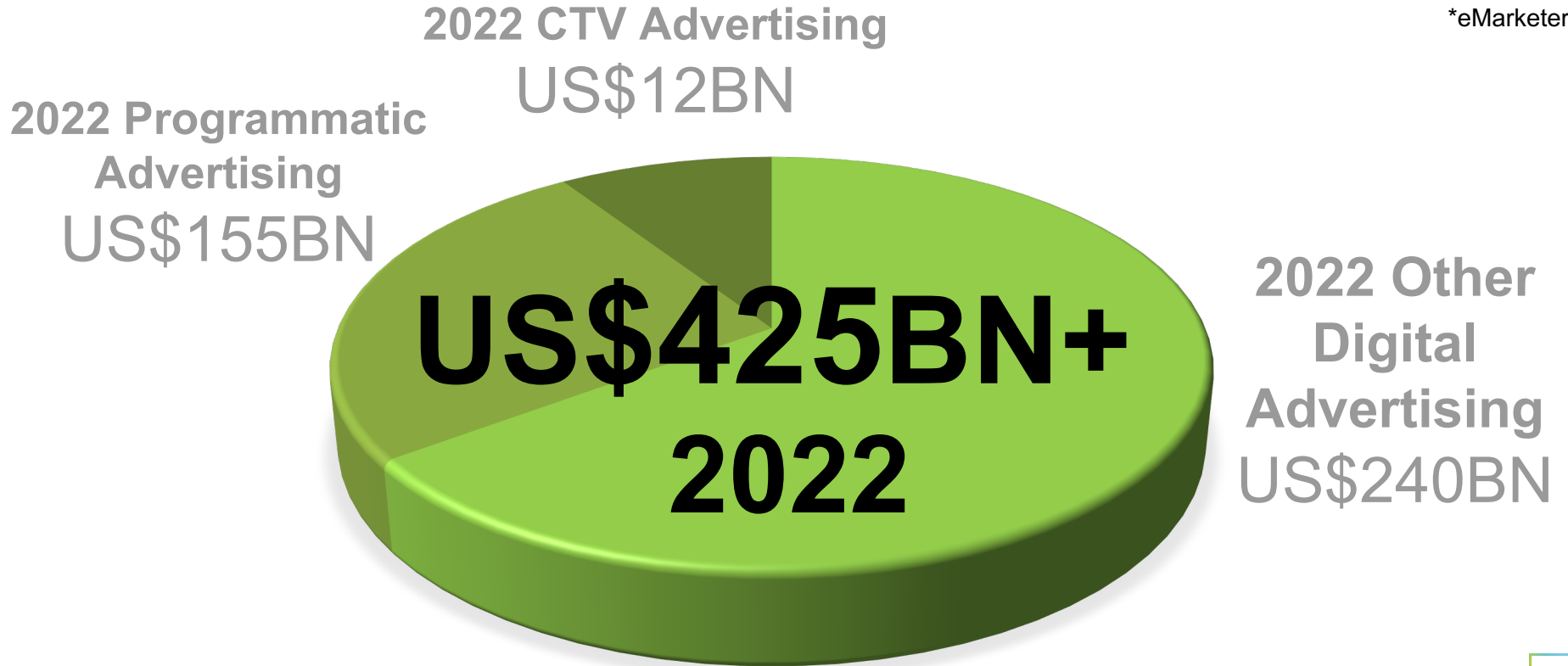
The Company's Management team includes seasoned U.S. technology executives Ted Dhanik (Myspace<sub>1</sub> & LowerMyBills<sub>2</sub>), Kurtis Rintala (LowerMyBills) and Tom Anderson (co-founder of Myspace & social media). colorTV's Australian team includes seasoned directors Robert Antulov (corporate M&A specifically in digital advertising) and Darian Pizem (blockchain & digital advertising).

<sub>1</sub> Myspace sold for US\$680M

<sub>2</sub> LowerMyBills sold for US\$380M

# 2022 GLOBAL DIGITAL ADVERTISING SPEND.

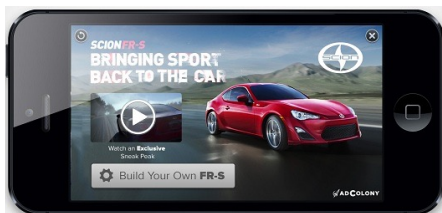
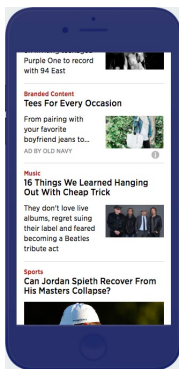
\*eMarketer



# OUR BRANDS.

# colortv.

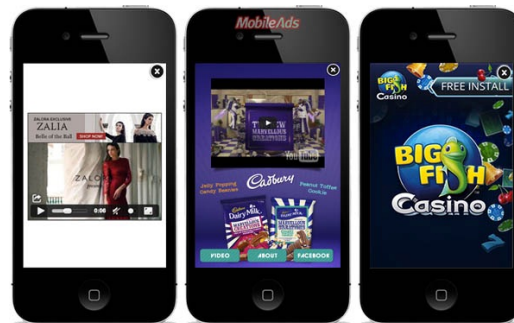
PROGRAMMATIC AD EXCHANGE  
CTV  
VIDEO



THESE ARE DISPLAY ADS

# AdCel

MOBILE & CONNECTED TV IN-APP ADS  
VOICE & AUDIO  
DISPLAY  
VIDEO



# colortv.

# COMPANY KEY FACTS.

**500M+**  
MONTHLY  
UNIQUE USER  
REACH <sup>1</sup>



**13**  
YEARS  
OPERATING



**PROPRIETARY**  
REAL-TIME AD AUCTIONING / BIDDING  
PROPRIETARY AD EXCHANGE

**\$0**  
OUTSIDE  
CAPITAL UNTIL  
IPO



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



**REVENUE**  
**~\$300M+ REVENUE**  
**SINCE 2009 <sup>2</sup>**

**28**  
PEOPLE



**12**  
FULL-TIME U.S.  
EMPLOYEES



**13**  
FULL-TIME EU  
EMPLOYEES



**2**  
AU DIRECTORS



**3**  
U.S. DIRECTORS

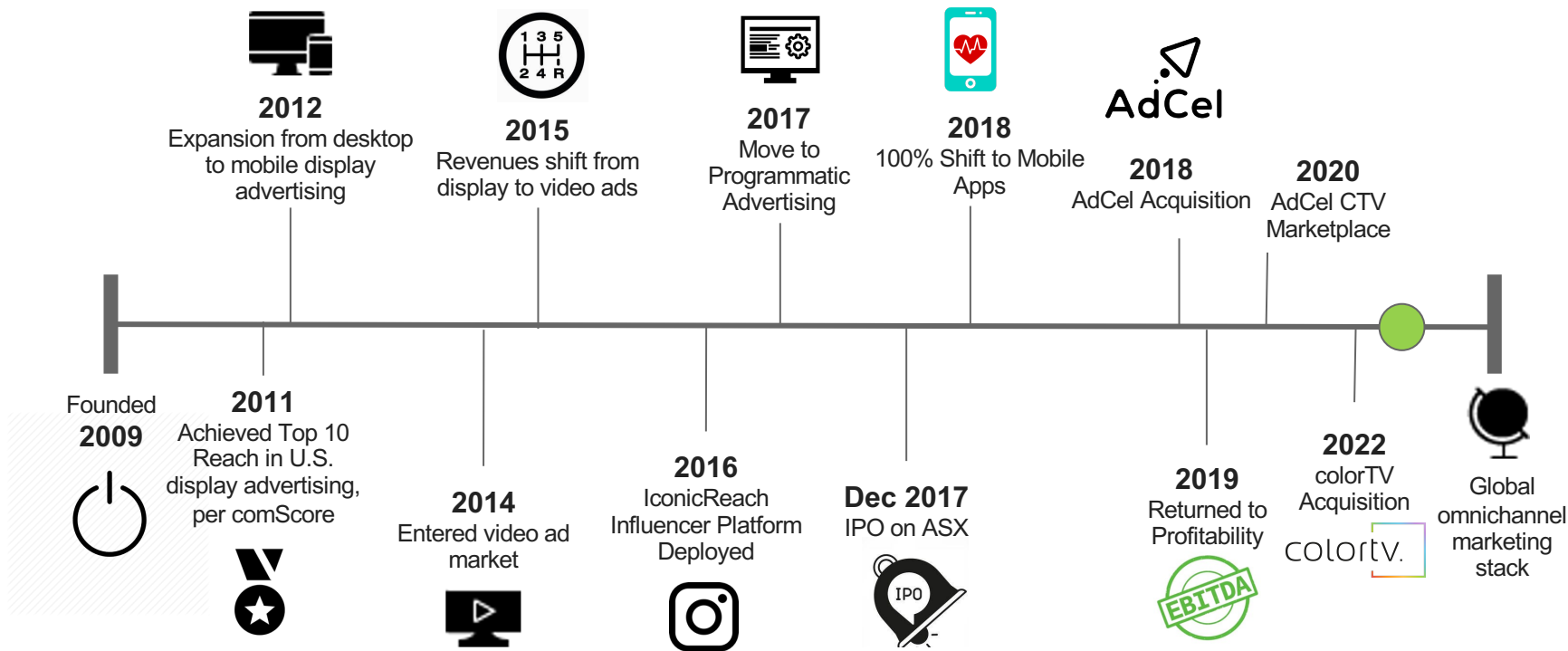
MELBOURNE

<sup>1</sup> Comscore and Quantcast unique user measurements

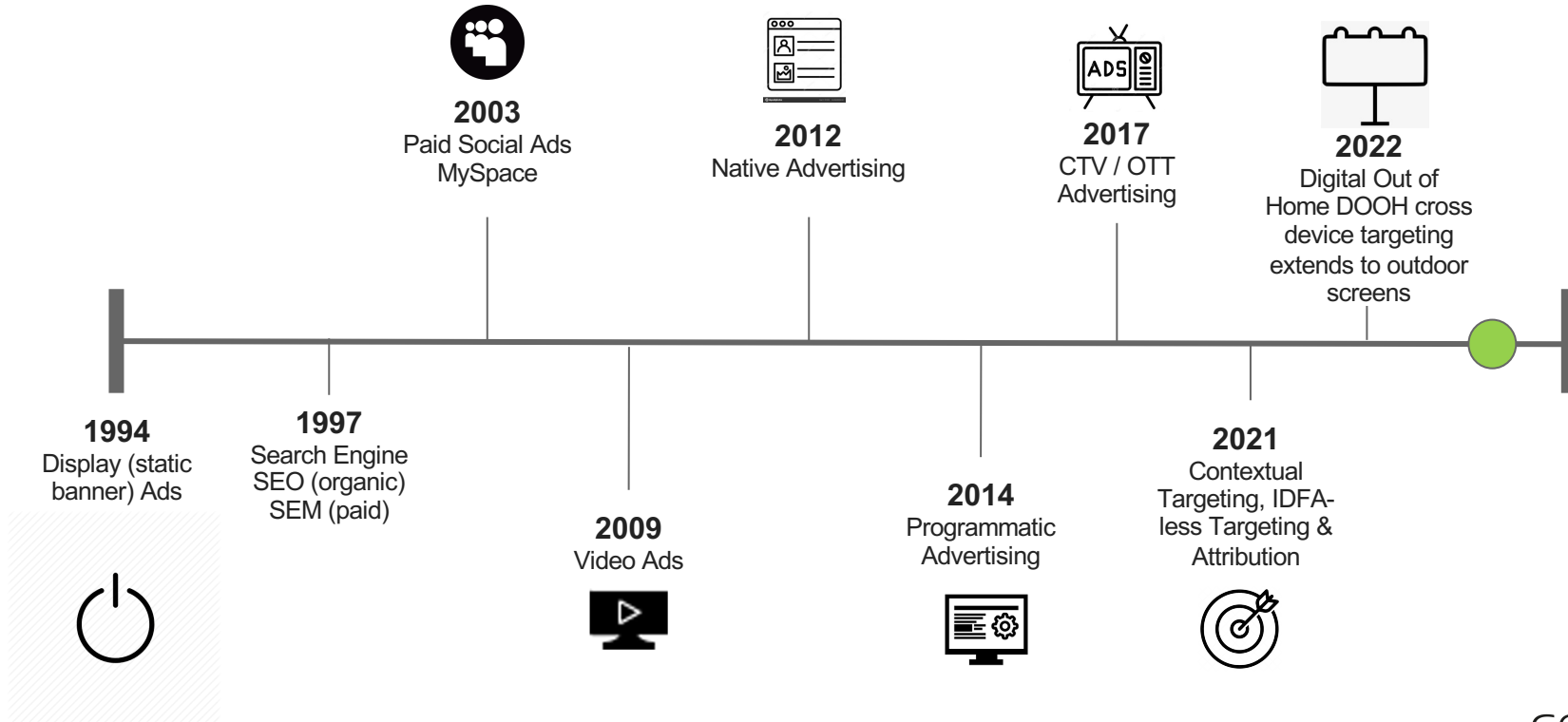
<sup>2</sup> Gross revenue total since 2009

colortv.

# COMPANY PAST, PRESENT & FUTURE.



# DIGITAL ADVERTISING PAST & PRESENT.





# WHAT IS CTV.

## What is a connected TV?

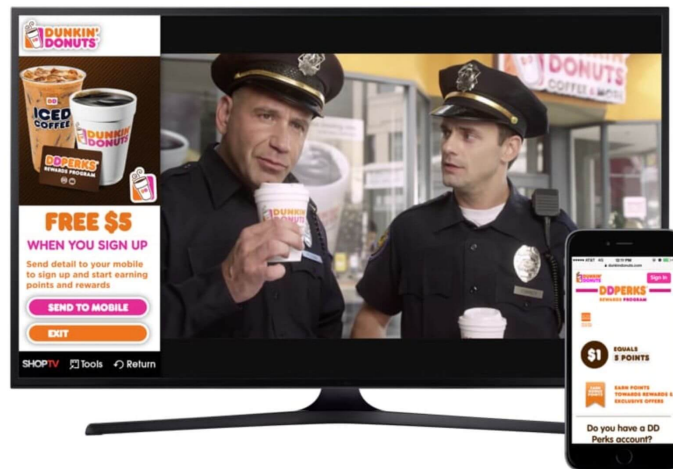
A connected TV (CTV) is simply any television or device that allows you to connect to the Internet and stream video content. (Think devices such as Amazon Fire, Roku, and Apple TV, as well as gaming consoles like PlayStation and Xbox.) CTV's can stream content through applications (apps). CTV is anything that allows your TV to access video content through the public Internet, as opposed to traditional cable.

TV manufacturers have also tapped into the market, developing TVs with Internet connectivity included. These units are known as Smart TV's and can connect to the Internet without additional devices. Connected TV devices include:

- Smart TV
- Amazon Fire Stick
- Apple TV
- PlayStation
- Amazon Fire
- Xbox
- Roku

## Targeting connected TV

CTV users can be reached through behavioral targeting, contextual targeting, content targeting, device targeting, hyper-local geographic targeting, time and day parting, etc. CTV does not have the limitations that mobile devices currently do, due to Apple's IDFA issues.



# ADVERTISING INVENTORY.

colorTV 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 competency in video advertising.

colorTV's technologies enable publishers to achieve optimal monetisation of connected television, display, audio & video ad inventory.

## CONNECTED TELEVISION ADVERTISING



# REVENUE FOOTPRINT.



## 7 STRATEGIC CTV 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.

EBITDA (operating loss) in 2021 resulted in (\$2.6M). The key differences between EBITDA and NPAT figures are directly related to non-operational items interest expense (finance costs) (\$302K), depreciation and amortisation (\$1.66M), settlement expenses (\$962K), share-based payments (\$422K), movements for expected credit loss (\$150K) and movement in fair value of financial assets (\$62K).

NPAT improved 12% to (\$6.1M) from (\$6.9M) in 2020.

## FINANCIAL SUMMARY

<b>EBITDA Operating Loss</b>	<b>(\$2.6M)</b>
----- below the line, non-operational expenses -----	
Depreciation & Amortisation	\$1.66M
Share-based Payments	\$422K
Finance Costs	\$302K
Movement for Expected Credit Loss	\$150K
Movement in Fair Value of Financial Assets	\$62K
Settlement Expenses	\$962K
Loss after Taxes	(\$6.1M)

# FINANCIALS 2021 BALANCE SHEET.

\*Unaudited figures from Appendix 4E

## BALANCE SHEET AS AT 31 DECEMBER 2021

ASSETS	
CURRENT ASSETS	\$4.5M
NON-CURRENT ASSETS	\$6.3M
TOTAL ASSETS	\$10.7M
LIABILITIES	
CURRENT LIABILITIES	\$5.2M
BORROWINGS	\$329K
NON-CURRENT LIABILITIES	\$0
TOTAL LIABILITIES	\$5.2M
<b>NET ASSETS</b>	<b>\$5.5M</b>

# CAPITAL STRUCTURE.

ASX:EN1

**\$0.001**

SHARE PRICE

**3.9BN**

ORDINARY SHARES

**\$3.9M**

MARKET CAP

## SIGNIFICANT SHAREHOLDERS

Ted Dhanik	2.5%
Winn Asset MGMT	2%
Samuel Hordern	2%
Abdulaziz Arajhi	2%
Primary Securities	1.5%
<b>Total Top 5</b>	<b>10%</b>

## CORPORATE STRUCTURE

198M shares (5%) are owned by EN1's founders.

\*as at 30 March 2022

A 25:1 share consolidation is on agenda for the next shareholder meeting on 5 May 2022. If this item passes vote, expected number of shares on issue will be reduced to 156M with a share price of 2.5 cents.

## SHAREHOLDINGS

Founders	198M	5%
Top 20 Shareholders	1.2BN	29%
Total Remaining Holders	2.7BN	71%
<b>Total Shares on Issue</b>	<b>3.9BN</b>	<b>100%</b>

## 2022 INTERIM ACTIVITY.

- ✓ 14 new clients signed in Q1 2022 vs. 27 new clients for the entire 2021 year
- ✓ SEC 20F filed in 2021 to cross list on the NASDAQ
- ✓ 20F submission is pending the completion of financial audit by a U.S. audit firm Management engaged in Q3 2021
- ✓ colorTV is now entirely-focused on connected television advertising as of January 2022, which is the fastest growing marketing sector in the U.S. currently.
- ✓ Average trading comparable on NASDAQ of colorTV AdTech peers is 11.5X TTM (12 months' trading multiple). The Company's current TTM is 0.25x
- ✓ Average trading comparable on NASDAQ of colorTV CTV peers is 17X TTM



# MANAGEMENT TEAM AND BOARD.



## **TED DHANIK EXECUTIVE CHAIRMAN / CHIEF EXECUTIVE OFFICER**

Ted Dhanik a co-founder of colorTV. He serves as Chief Executive Officer of EN1, overseeing all aspects of the business. From 2003 to 2008, Ted worked at MySpace developing strategic marketing initiatives to launch the brand. He worked closely with founders Chris DeWolfe and Tom Anderson and was responsible for launching the brand in its infancy. Ted also built 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 colorTV. 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 has a passion for all things innovation. He is also a serial entrepreneur in the tech space, a digital marketer and brand developer, launching and directing a number of successful ventures in the digital space, including fortune 500 companies, tech startups, Blockchain, NFTs, Web 3.0 project scale-up, and digital consultancy. Darian is also focusing on working with 'profit for purpose' businesses and mentorship for new businesses and individuals looking at building vision and goals.



**Ted Dhanik**  
CEO & Chairman

engage:BDR LTD  
8581 Santa Monica Blvd.  
Ste 12  
West Hollywood, CA 90069  
+1 (310) 954-0751  
engageBDR.com  
info@engageBDR.com

*thank you*