



ASX: EN1

14 April 2022

ASX ANNOUNCEMENT

Appointment of David Wheeler to the Company's Board

engage BDR ("EN1 or Company") (ASX:EN1) is delighted to announce the appointment of David Wheeler to the Company's Board as a Non-Executive Director. Mr. Wheeler will provide considerable additional experience to the Company's Board as it continues to expand and grow its operations.

About David Wheeler

David has more than 30 years of Senior Executive Management, Directorships, and Corporate Advisory experience. He is a foundation Director and Partner of Pathways Corporate a boutique Corporate Advisory firm that undertakes assignments on behalf of family offices, private clients, and ASX listed companies. David has engaged in business projects in the USA, UK, Europe, NZ, China, Malaysia, Singapore and the Middle East.

David is a Fellow of the Australian Institute of Company Directors and has experience on public and private company boards, currently holding a number of Directorships and Advisory positions in Australian companies.

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.

USA
colorTV
8581 santa monica blvd., ste 12
west hollywood, ca 90069
+1 310 954 0751
info@EN1.com

engage:BDR Ltd ACN 621 160 585 trading as colorTV

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



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.



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

USA
colorTV
8581 santa monica blvd., ste 12
west hollywood, ca 90069
+1 310 954 0751
info@EN1.com

engage:BDR Ltd ACN 621 160 585 trading as colorTV

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

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.

USA
colorTV
8581 santa monica blvd., ste 12
west hollywood, ca 90069
+1 310 954 0751
info@EN1.com

engage:BDR Ltd ACN 621 160 585 trading as colorTV

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

A horizontal bar with a rainbow gradient, matching the colorTV logo, spanning the width of the page.