

4 February 2020

## ASX ANNOUNCEMENT

### January 2020 Trading Update; Nearly 3x Ahead of 2019 YTD

#### Highlights

- ✦ EN1 achieves its strongest January since ASX listing
- ✦ January consolidated revenue was about 3 times better than (~281%) January 2019 to ~ A\$1.55M

engage:BDR ("EN1 or Company") (ASX:EN1 and EN1O) is pleased to present shareholders with a trading update and commentary for January 2020 financial performance with a comparative analysis of the prior year, same period. Management added a "~" symbol for all unaudited figures, as all financials are pending audit.

January 2020 revenue grew to ~ A\$1.55M, or 281% of January 2019.

January 2020 Consolidated	Revenue	Gross Profit	GP%
	~ \$1.55M	~ \$558K	~ 36%

#### Revenue Growth over the prior year:

January 2020 revenue was ~ 281% of January 2019.

January 2020	January 2019	Change %
~ \$1.55M	~ \$551K	~ 281%

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## Revenue Seasonality

Consistent to EN1' 2019 and prior years, the advertising industry traditionally expects 65-70% of its revenues in the second half of the year (July – December), as experienced by EN1 in 2019 (34% / 66%). Management expects 2020 to produce similar revenue seasonality, as experienced in 2019.

## NetZero

In a recent announcement, Management updated shareholders about NetZero client boarding activity; Management now clarifies – the publisher discussed is a new client, not an existing client. Additionally, Management is pleased to report additional new clients on NetZero shortly. Management expects the recently announced new publisher to be live by the end of next week.

In the interim, for questions or feedback, please email [info@engagebdr.com](mailto:info@engagebdr.com).



On behalf of the Board  
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## Forward Looking Statements

Preliminary financial results published above are subject to audit, adjustment and closing, as they are estimates and figures may be rounded. The “~” symbol refers to figures which have not been audited, adjusted and are preliminary estimates.

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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