

15 March 2021

ASX ANNOUNCEMENT

EN1 Welcomes CTV/OTT Titan, Newsy

Highlights:

- ◀ EN1 signs new supply integration with CTV/OTT leader Newsy
- ◀ Newsy, owned by E.W. Scripps, reaches over 40 million consumers across Amazon devices, Roku, Hulu, Pluto TV and more than 30+ local Scripps TV stations
- ◀ Newsy now publishes on Philo, the U.S.' fastest growing live and on demand streaming service
- ◀ Integration has been completed and is on track to go live and producing recurring revenue by mid-April

engage:BDR ("EN1 or Company") (ASX:EN1 and EN1O) is pleased to present shareholders with information about recently signed CTV/OTT partnership on 17 February 2021 with Newsy, a subsidiary of E.W. Scripps.

Newsy is a leading cross-platform television news network that provides straightforward, opinion-free content to inform and engage by delivering top stories across every platform. Newsy reaches over 40 million consumers currently across a number of devices including Roku, Amazon Fire TV, Apple TV and Google Chromecast as well as over the top (OTT) services including YouTube TV, Sling TV, Pluto TV, Xumo, Samsung TV+ and Vizio. In 2019, Newsy was named 'the most reliable and neutral news network.'

The integration between EN1 and Newsy has been completed, is currently being tested and is expected to be fully live and generating daily recurring revenue (billed to advertisers monthly) by mid-April.

The combination of Newsy's significant reach paired with their premium quality content will further enable and advance EN1's primary focus in 2021, which is CTV/OTT.

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

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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.

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 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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