

27 May 2021

## ASX ANNOUNCEMENT

### EN1 Welcomes Industry Leading Ad Serving Platform, Smart

#### Highlights:

- ▶ EN1 signs new ad buyer Smart, industry leading publisher ad server
- ▶ Smart works with 30K+ premium publishers and has buyers in EU, US, LATAM & APAC
- ▶ EN1 May 2021 revenue target A\$1.8M
- ▶ May revenue on track to be largest since Q4 2019

engage:BDR (“EN1 or Company”) (ASX:EN1 and EN1O) is pleased to present shareholders with information about a new partnership signed on 26 May 2021 (AU time) with Smart, an industry leading ad serving platform. Smart will provide monetisation solutions to EN1 for the Company’s advertising inventory, within the partnership.

#### About **smart+**

Founded in 2001 within the French premium publisher AuFeminin, Smart was born within a premium publisher looking to create their own ad server to have full control of their business and monetisation. In today’s ad tech world, reaching a more valuable audience is even more critical than ever before. Programmatic advances have created short-term gains, but for publishers and buyers, sticking with the programmatic status quo jeopardizes long-term success. It’s Smart’s mission to help tomorrow’s leaders shift to a radically different ad tech model and take back control.

Smart’s fully transparent platform and shared-interest business approach enables premium publishers and brands to get their fair share of ad value at every opportunity, on their terms. In a shared-interest business approach, Smart’s clients have control of all variables for the right blend of transaction models, channels and formats, while activating the right audience data for value path optimization.

Smart became independent from Axel Springer in 2015 and established itself as a highly profitable business with revenue growth of 10x from €14M to €140M in 2020.

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Smart works directly with hundreds of buyers and more than 30,000 premium publishers worldwide. Smart's global footprint spans 12 offices across the world. 75% of its revenue is derived abroad with the following breakdown: France 25%; rest of Europe 45%; US 20%; LATAM and APAC 10%.

The integration between EN1 and Smart will commence next week and is expected to be live before the end of June. Further, as revenue depends on take-up, no estimate as to quantum can be provided at this point but further details will be provided in the Company's next quarterly reports.

## May 2021

Management is pleased to update shareholders with a brief note regarding the Company's trading for the month of May, in the 2<sup>nd</sup> quarter of this year, which typically yields the lightest revenue months of the year. Revenue continues to scale and normalise; the Company's revenue goal, based on 26 days of trading, is A\$1.8M or US\$1.36M. This would be the largest revenue month since November 2019, which was in the heart of the 4<sup>th</sup> quarter where revenue is typically the strongest for advertising companies. Management is pleased to note, May will be the second consecutive month EN1 has delivered pre-covid performance.

## 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.

## 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.



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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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