

19 April 2021

ASX ANNOUNCEMENT

EN1 Adds New Key Hires

engage:BDR (“EN1 or Company”) (ASX:EN1) is pleased to present shareholders with information about two new key hires and new key roles the Company has recently added.

Michael Mizrahi, Advisory Board (Corporate Development & Strategy)

Michael has spent more than a decade in Digital Media M&A and Fundraising, with his transaction value totaling over \$5 billion. He draws from his experiences as an investment banker, venture capitalist and founder in all that he does. He currently is a Venture Partner at Wavemaker Partners, a dual headquartered (LA and Singapore) early-stage venture fund focused on Enterprise and Deep Tech ventures.

He also helps various start-ups in Los Angeles with corporate strategy, business development and operational functions. Michael is deeply connected in the North American and Silicon Valley tech communities, leveraging his network to secure new opportunities his companies and clients. He previously served as Director, Corporate Development & strategy at engage:BDR in 2015 and 2016; then as VP of Business Development, for CARMA Group, an online car buying service and.

During his time in investment banking and venture capital, Michael worked directly on transactions, including TVGuide’s sale to CBS, Tapit!’s sale to Phunware, Mogreet’s sale to MobileMessenger, Smartclip’s sale to Adconion, Relativity Space Series C Round, Icon Build Series A Round, Wheels Series A and B Round and many others.

Michael was born and raised in Los Angeles. He attended USC Marshall School of Business, where he completed his Bachelor of Science in Entrepreneurship and earned a certificate in Video Game Production. Michael was a General Security Representative licensed with FINRA/SIPC (formerly NASD).

Justin Henry, Vice President, Business Development

Justin Henry joins EngageBDR as the Vice President of Business Development. He began his career in 1998 by founding Slam Dunk, the first-ever, 100% digital film festival in association with the Cannes Film Festival, The Sundance Film Festival, Microsoft and Intel. He has contributed to the generation of over \$500 million US dollars of revenue across senior roles at Veoh (Michael Eisner Chairman), Adconion (acquired by Singtel), AOL (acquired by Verizon), Verve, Varick and Conviva.

USA

engage:BDR
8439 sunset blvd., ste 302
west hollywood, ca 90069
+1-310-954-0751
info@EN1.com

Australia

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

Justin is fluent in digital advertising operations, programmatic ad technology, financial operations, and team management. He provides a range of due diligence services to the investment banking community covering programmatic adtech and martech. Recent transactions include Magnite's acquisition of SpotX and Moonbug's acquisition of CoCoMellon.

Justin was born in New York, New York and is the youngest Academy Award Nominee in history for his role in Kramer vs. Kramer. He attended Brunswick School in Greenwich Ct, and Skidmore College in Saratoga NY. Justin lives in Los Angeles and is the father of 3.

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. 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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