

6 July 2020

ASX ANNOUNCEMENT

Trading Update

Strongest H1 in EN1 History

Highlights

- ◀ EN1 achieves greatest H1 revenue since listing; 44% growth YOY
- ◀ H1 2020 revenue grew to \$9.04M, 44% greater than H1 2019 \$6.27M
- ◀ June 2020 revenue grew 4% to \$1.25M (fluctuation in FX)

engage:BDR (“EN1 or Company”) (ASX:EN1 and EN1O) is pleased to present shareholders with a trading update and commentary for June and H1 2020 financial performance with prior period comparison. Management notes all figures are unaudited, as all financials are pending audit. All figures are in AUD.

H1 Financial Results Since ASX Listing (first half year)

H1 Results	Revenue	Growth
2018	\$6.11M	
2019	\$6.27M	3%
2020	\$9.04M	44%

Interim Financial Results (fluctuation in FX)

Q2 2020 Results	Revenue	USD Revenue
April 2020	\$1.25M	\$811K
May 2020	\$1.25M	\$833K
June 2020	\$1.25M	\$868K

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Revenue Seasonality

Consistent to EN1's results, 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 and all prior years.

Operations

"I'm proud to say, despite Covid-19 impact to our second quarter, our team still delivered **the strongest H1 in EN1 history**, by 44%! The AUD strengthened as our Q2 monthly revenues improved since April (we earn in USD); the difference was eclipsed in FX. Early signs of revenue normalisation include a recent daily revenue peak for the last week of June at \$50K – to see this type of figure appear in daily reports again consistently is very exciting. Additionally, July's first 4 days have been stronger than June's; I will note, July is the start of a new quarter and typically, the weakest revenue days are in the first month, so this is an early but a warm-welcomed indicator.

We implemented significant operational expense reductions from mid-March 2020, including employee furloughs, pay cuts in Q2 (including CEO, COO, the Board, etc), tech infrastructural expenses, outside contractors, rent, and in nearly every category. Several new lending programs are being introduced in the US, and our finance team is focused on finding equity-free traditional funding to refinance EN1's notes; more on this as it develops.

We've been through a storm or three in the past 12 years, we are equipped to navigate." – Ted Dhanik CEO & Exec Chairman

For questions or feedback, please email info@engagebdr.com.



On behalf of the Board
Ted Dhanik
Co-Founder and Executive Chairman

Forward Looking Statements (next page)

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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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