

23 July 2020

ASX ANNOUNCEMENT

EN1 Signs Key EU Advertising Company

Highlights

- ◀ EN1 signs the #2 fastest growing EU advertising company, Tappx
- ◀ Tappx brings EN1 direct & incremental access to potentially thousands of top-tier incremental EU advertisers
- ◀ New integration is on track to be live by early August 2020
- ◀ New relationship enables EN1 growth in the EU to further distribute revenue, geographically
- ◀ Demand distribution could contribute to quicker revenue normalization for the Company

engage:BDR (“EN1 or Company”) (ASX:EN1 and EN1O) is pleased to present shareholders with news about a new programmatic integration signed today with Tappx, the #2 fastest growing advertising company in the EU.

About Tappx

Tappx is the 2nd fastest-growing advertising company in the EU, according to the Financial Times FT1000, published on 2 March 2020. Tappx delivers state-of-the-art digital advertising solutions for multiple platforms including mobile, OTT/CTV and desktop. Tappx' proprietary technology delivers effective advertising across all channels and empowers publishers to maximise ad revenues across different platforms.

Over 35,000 app developers globally, including some of the top Apps in the industry, are currently using the Tappx platform. During the last years, Tappx has been heading the top-most competitive fast-growing rankings such as Red Herring in 2016, TECH5 in 2018 and FT1000 in 2020.

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

Partnership Scope

Through an openRTB programmatic integration into EN1's SDK-based publisher monetisation platform, AdCel, Tappx brings EN1 direct incremental access to potentially thousands of top-tier ad buyers the Company does not currently work with. Management is focused on geographically distributing EN1's advertising demand as the U.S. is currently still faced with Covid-19-related disruptions in commerce; geographic distribution of revenue could enable quicker normalisation of revenue and EN1's opportunity in the EU would be almost fully incremental. This partnership will also provide the Company with buyers from the U.S. and other geographies.

Summary of Material Terms

Agreement is set to an initial term of (60) sixty days and will automatically renew in (1) one-year increments, thereafter, unless either Party provides the other with written notice of this intent to terminate at least seven (7) business days prior to the expiration of the current term. The agreement is for the purposes of EN1 providing advertising inventory to Tappx and its clients through a mutual, non-exclusive, non-transferrable, non-sublicensable worldwide license to transact on its advertising exchanges.

For questions or feedback, please email info@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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