

22 January 2021

ASX ANNOUNCEMENT

engageBDR Welcomes New Customer Media.net

Highlights

- ▶ Media.net signs Real-time Bidding Agreement with engageBDR
- ▶ engageBDR gains access to marquee publishers including Ted.com, Forbes, WebMD, Reuters and Elle
- ▶ New inventory access will add additional value to engageBDR's new web ads business

engage:BDR ("EN1 or Company") (ASX:EN1 and EN1O) is pleased to present Shareholders with news about a new programmatic partnership.

Through EN1's programmatic ad exchange, Media.net will be able to incrementally monetise their advertising inventory across all device types. Management expects incremental revenue from Media.net's exclusive access to streaming video publishers and their ad inventories which EN1 does not currently work with. This includes publishers such as Ted.com (Ted Talks), and other established brands such as Forbes and Reuters.

EN1 will provide Media.net with monetisation solutions across all programmatic advertising channels, including mobile app, mobile & desktop web, CTV (when available) and all devices and screens.

Media.net is a leading global advertising company with one of the most comprehensive portfolios of advertising technology in the industry across search, native, display, mobile, local, products and video. Media.net manages high-quality ad supply on over 500,000 websites and its platform and products are licensed by some of the largest publishers, ad networks and other ad tech companies worldwide.

By market cap, Media.net is one of the 5 largest ad tech companies worldwide. By revenue, Media.net is the second largest contextual advertising business worldwide and Media.net has over 1300 employees in key operation centers across North

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

America, Europe and Asia. Media.net's US HQ is based in New York, and their Global HQ are in Dubai. Media.net was acquired recently for about US\$1BN.

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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