

4 October 2021

## ASX ANNOUNCEMENT

### EN1 Welcomes New Customer Integration PubWise

#### Highlights:

- EN1 signed PubWise as a buyer of EN1 inventory & a publisher

engage:BDR ("EN1 or Company") (ASX:EN1 and EN1O) is pleased to present shareholders with information about a new customer (PubWise) signed to EN1's programmatic platform on 1 October, 2021. PubWise is a programmatic ad buyer and mobile app & CTV (supplier) publisher. PubWise plans to purchase EN1's advertising inventory, while EN1 will provide publishers of PubWise with monetisation solutions and technologies. Further, as revenue depends on take-up, no estimate as to the quantum can be provided at this point, but further details will be provided in the Company's next quarterly reports.

#### About



PubWise is the leader in hyperautomation for digital advertising. Their patent-pending Smart Path Optimisation Technology (SPOT) is an AI/machine learning-driven technology, which enhances audience experience by managing the total impact on browser resources. By allowing publishers to evaluate, measure and manage any number of demand partners (ad inventory buyers) at one time, SPOT aligns a site visitor's geography, device characteristics, seasonality, user attributes and other criteria of the visitor with matching demand. SPOT enabled hyperautomation allows a publisher or demand partner to automatically find revenue improving opportunities while eliminating operational hurdles.

#### 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

##### USA

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

##### Australia

scottish house  
level 4, 90 william street  
melbourne victoria 3000  
+61 396 927 222  
[info@EN1.com](mailto:info@EN1.com)

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.



For further investor enquires please contact Viriathus Capital on 1300 509 924 or [investors@engageBDR.com](mailto:investors@engageBDR.com).

A handwritten signature in black ink, appearing to read 'Ted Dhanik'.

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

#### **USA**

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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. 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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