



15 January 2018

ASX ANNOUNCEMENT

engage:BDR Limited (ASX:EN1) to accelerate growth with initiation of acquisition strategy

Highlights

- **engage:BDR has commenced its previously foreshadowed acquisition strategy and is currently assessing a number of strategically valuable companies, two of which are Australian**
- **engage:BDR is primarily focusing on companies in the adtech, martech and social influencer space that it has worked with for several years**
- **The first of the proposed acquisitions should be able to be announced before the end of March 2018**

Los Angeles-based digital advertising and media technology company engage:BDR Limited (ASX:EN1) (“engage:BDR” or “the Company”) is pleased to announce the commencement of its previously foreshadowed acquisition strategy.

engage:BDR, following its successful listing in December 2017, plans to accelerate the rate of its existing organic growth through the strategic acquisition of a number of companies it has worked with in the adtech, martech and social influencer space. The Company is currently undertaking due diligence on a number of companies that have revenues, earnings or strategic benefit to engage:BDR. Two of the companies are Australian, with one operating in the adtech segment and the other in the social influencer segment. engage:BDR has worked with all of the companies being considered for several years.

engage:BDR’s strategy includes acquiring proven and compelling companies with strong financials, good technology, and a large or rapidly growing user base. The companies under consideration have revenues and are either already profitable or show significant earning potential. All of the companies that engage:BDR is actively considering are able to be acquired at reasonable revenue or earnings multiples when compared with their listed peers.

engage:BDR completed its first acquisition, acquiring video platform *myDiveo*, in mid 2016. The Company was forced to temporarily halt further acquisitions while going through the IPO process but has now re-activated its previous acquisition with the companies that were then and are still now keen to be part of the engage:BDR Group..

The Company will provide a further update to the market as soon as the negotiations reach a sufficiently advanced stage.

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engage:BDR, Executive Chairman, Ted Dhanik: "We are very pleased, having successfully completed our IPO on the ASX, to now be in a position to re commence negotiations with the various Company's with whom we have long been in discussions about acquiring. One of engage:BDR's primary motivations for listing on the ASX was to gain the currency and capital required to execute this strategy and it is great to see that the wheels are now well and truly in motion. We look forward to further updating the market as soon as the negotiations reach a sufficiently advanced stage."

For further enquiries please contact:

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About engage:BDR Limited

engage:BDR Limited (ASX:EN1) is a USA based digital advertising company creating efficient, effective advertising solutions through its innovative programmatic proprietary technologies.

The Company's two divisions consist of its core business, a growing cross-device programmatic display and video advertising business and IconicReach, one of the first influencer advertising platforms to connect brands with digital influencers.

engage:BDR was founded by former executives from Myspace in 2009 and today it is used by the world's top advertisers and comScore top 1000 publishers. Through in-house innovation and industry-wide contributions and collaboration, engage:BDR offers some of the very best advertising technologies.

To learn more please visit: www.engagebdr.com

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