

8 February 2018

ASX ANNOUNCEMENT

engage:BDR Limited (ASX:EN1) Enters Agreement with Ripple Competitive Cryptocurrency IvyKoin TM

Highlights

- **Enters agreement to become the agency of record for cryptocurrency IvyKoin TM**
- **Expected to deliver revenues to the Company's Influencer Marketing division exceeding previously announced total budgeted 2018 revenues for its IconicReach business of \$1.2m**
- **Agreement also includes additional revenues for engage:BDR for the delivery of native advertising and display advertising.**

engage:BDR Limited (**ASX : EN1**) is delighted to announced that it has signed an agreement with Ripple competitive cryptocurrency ivyKoin TM which is building a blockchain based cryptocurrency for business transactions particularly larger financial transactions and those that require extensive verification.

engage:BDR has been appointed the agency of record for ivyKoin TM. and accordingly will be handling all of the media buying and marketing activities for the Company. The agreement provides for an initial USD \$500,000 (AUD \$623,000) marketing campaign, to be undertaken by IvyKoin TM which is to be executed through engage:BDR's Influence Marketing platform, "IconicReach".

The agreement with IvyKoin TM is expected to deliver revenues to engage:BDR in calendar 2018, exceeding the total of the Company's previously announced IconicReach Influencer Marketing budgeted revenue for 2018 of \$1,200,000. The agreement also includes additional revenue for engage:BDR for the delivery of native advertising and display advertising.

IvyKoin TM, which recently received a significant strategic investment from ASX listed, USA based Change Financial Limited (ASX:CCA | OTCQX:CNGFF), has also been backed by a number of industry heavyweights including the former regional and business heads of PayPal and Westpac.

ivyKoin TM a Ripple competitor, is a decentralized network of validators, consisting of financial institutions and intermediaries, who use the tokens for the purpose of communicating transaction and customer data and for settling balances on the network.

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BDR ENGAGE

Transactions on the ivyKoin™ network, which prioritise compliance and audit as first-principle concerns, are initiated against a contract listed on the public Ethereum network using tokens that are easily traded for their utility of facilitating payments in fiat currency at their financial institutions. This is a key differentiator from Ripple, the leading alternative to Bitcoin.

ivyKoin's™ target audience consists of businesses that are seeking a better way to facilitate large transactions internationally. engage:BDR's prior work in the business-to-business marketing space makes it a natural fit to assist ivyKoin™ to grow its awareness and customer base.

The initial campaign has been designed with a forward-looking approach, preparing the market for continued communications from the brand. The first stage of the campaign will aim to create interest in ivyKoin's presale. The call-to-action will be following ivyKoin's Telegram account, where users will get real-time updates on product updates and availability. Subsequent campaign already being prepared will highlight exchange-specific purchase information.

Ted Dhanik
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About engage:BDR Limited

engage:BDR Limited (**ASX:EN1 and EN10**) is an established USA based digital advertising company creating efficient, effective advertising solutions through its 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 utilises some of the very best advertising technologies.

To learn more please visit: www.engagebdr.com

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