

30 January 2018

ASX ANNOUNCEMENT

engage:BDR Limited (ASX:EN1) launches its Influencer Marketing Platform “IconicReach” at the Sundance Film Festival

Highlights

- engage:BDR launches its Influencer Marketing Platform, “IconicReach “ at the Sundance Film Festival, the largest independent film festival in the USA, attended by a number of A-List celebrities, celebrated filmmakers, and some of the biggest names in technology.
- IconicReach, developed by engage:BDR, over the last 2 years, streamlines the previously very inefficient process of sourcing, transacting and executing influencer marketing campaigns.
- IconicReach is a single platform that allows a buyer to browse, research, and contact influencers, as well as efficiently pay for and measure their campaigns
- The Company is focusing on aggregating a large number of micro influencers (those that have between 10,000 and 100,000 followers) that have high engagement rates for advertising campaigns.
- The Company has already signed up over 150 Influencers with an aggregate audience of over 100 million total followers and have ran multiple test campaigns with advertisers.
- The new platform is expected to have signed up a further 2,500 influencers in the next 12 months and generated additional revenues of over \$1.2 million with a 55-60% gross margin

Los Angeles-based digital advertising and media technology company engage:BDR Limited (ASX:EN1 and EN10) is pleased to announce the successful launch of “IconicReach” its new managed service for influencer marketing.

engage:BDR Limited (ASX:EN1 and ENO)
ACN 621 160 585

U.S.A Office
engage:BDR
9000 Sunset Blvd. Fifth Floor
West Hollywood, CA 90069
USA
t: +1 310 954 0751
e: info@engagebdr.com

Australian Office
Scottish House
Level 4, 90 William Street
Melbourne Victoria 3000
AUSTRALIA
+61 412 111 821
info@engagebdr.com.au

For personal use only

BDR ENGAGE

The IconicReach platform utilises the Company's proprietary technology to streamline the previously inefficient process of sourcing, transacting, and executing influencer campaigns.

Unlike many social agencies, which serve as outsourced organisers of large amounts of email communications and manual transactions, IconicReach is a single platform that allows a buyer to browse, research and contact influencers, as well as pay for and measure their influencer marketing campaigns.

At the Sundance Film Festival IconicReach partnered with AP (Associated Press) to create a pop-up IconicReach Lounge, which was an exclusive destination for celebrities, artists and influencers to promote their new films, relax between events and learn more about the IconicReach platform.

A lister's that visited the IconicReach lounge during the festival to discuss coming on the IconicReach Influencer Marketing Platform included Joaquin Phoenix, Jonah Hill, Jack Black, Josh Duhamel, Hillary Swank, Usher, Common, Maggie Gyllenhaal, Corey Feldman, Jason Ritter, Jason Segel, Joel Osmont, Corey Feldman. Brands including The Design House, Herb + Orchard, and Island Block Radio also enrolled and expressed interest in becoming part of this new method of finding influencers for future campaigns.

The Company has already signed up over 150 Influencers that have a combined audience of over 100 million followers and has ran multiple campaigns during their beta-phase. The new platform is expected to sign up a further 2,500 more influencers in the next 12 months and generate significant additional revenue and earnings for the Company.

Influencer marketing is a rapidly growing media channel that leverages users with large social media followings to distribute advertising messaging. The market is expected to exceed \$2 Billion by 2019 (*Source: digiday.*) Marketers increasingly use influencer marketing as a way to reach highly targeted networks in a way that feels more relevant and accessible to consumers than traditional forms of advertising.

Ted Dhanik, Co-Founder and Executive Chairman commented: *"The IconicReach platform is a key growth initiative for us in 2018, and we are excited to launch it publicly. The positive feedback we received from celebrities and influencers shows us that we are right on track from a features standpoint, and we have some exciting brand deals coming up."*

Ted Dhanik
Co-Founder and Executive Chairman

**engage:BDR Limited (ASX:EN1 and ENO)
ACN 621 160 585**

U.S.A Office
engage:BDR
9000 Sunset Blvd. Fifth Floor
West Hollywood, CA 90069
USA
t: +1 310 954 0751
e: info@engagebdr.com

Australian Office
Scottish House
Level 4, 90 William Street
Melbourne Victoria 3000
AUSTRALIA
+61 412 111 821
info@engagebdr.com.au

For personal use only

BDR ENGAGE

**For further enquiries please contact:
engage:BDR Limited (ASX:EN1)**

Ted Dhanik
Co-Founder and Executive Chairman
engage:BDR Limited
t: +1 310 954 0751
e: info@engagebdr.com

or

Cary Stynes
General Counsel
engage:BDR Limited
m: + 61 412 111 821
e: info@engagebdr.com

Follow us on social media:



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

**engage:BDR Limited (ASX:EN1 and ENO)
ACN 621 160 585**

U.S.A Office
engage:BDR
9000 Sunset Blvd. Fifth Floor
West Hollywood, CA 90069
USA
t: +1 310 954 0751
e: info@engagebdr.com

Australian Office
Scottish House
Level 4, 90 William Street
Melbourne Victoria 3000
AUSTRALIA
+61 412 111 821
info@engagebdr.com.au

For personal use only