

11 September 2018

## ASX ANNOUNCEMENT

# EN1 Enters into New Strategic Partnership with Unity Technologies, Inc.

### Highlights

- The Company gains new programmatic integration with one of the world's largest programmatic platforms to leverage tech strengths and supplement future marketing growth
- Collaboration with Unity Technologies, Inc. gives EN1 resources to build upon new interactive marketing techniques for clients
- Integration expands EN1's portfolio of offerings into Augmented and Virtual Reality (AR | VR)

engage BDR ("engage:BDR or Company") (ASX:EN1 and EN10) is pleased to announce its new partnership with Unity Technologies, Inc. to support its efforts to optimize customer's results in 2018 and beyond. Unity is a leading provider of high-quality resources to help develop interactive 2D, 3D, VR and AR content. The quality of Unity's infrastructure and internal capacities allows EN1 to leverage strength into new areas and supplement the continuing growth of its core initiatives.

### About Unity Technologies, Inc.

Furthering its dedication to be a premier marketing hub, the Company has an integration underway with one of the leading programmatic cross-platform companies in the United States and the world, Unity Technologies. Unity is the creator of the world's most widely used real-time 3D (RT3D) development platform, giving developers around the world the tools to create rich, interactive

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

**U.S.A Office**  
engage:BDR  
Suite 100, 9220 Sunset Blvd  
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

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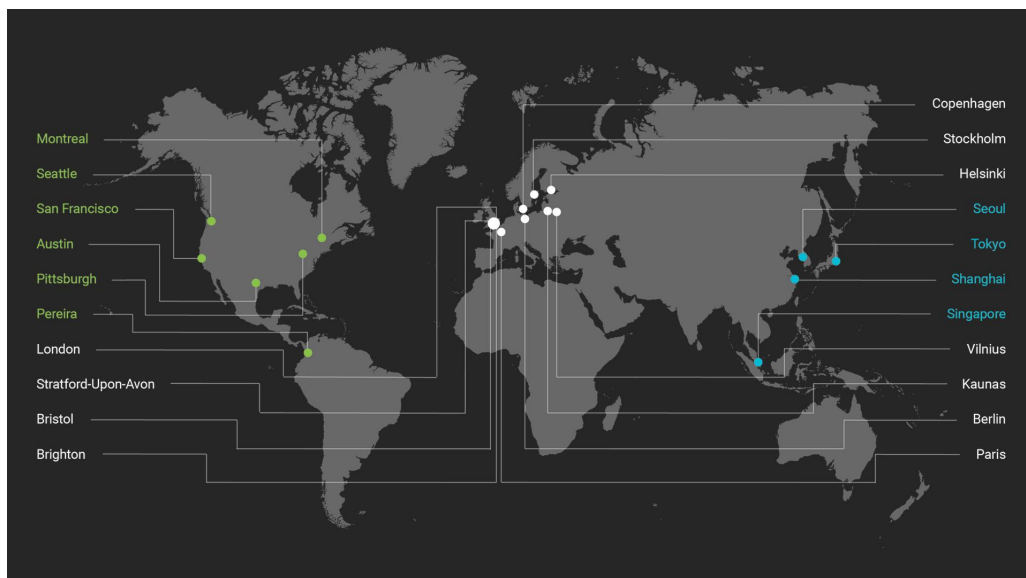
2D, 3D, VR and AR experiences for computers, home consoles, smart TVs, mobile devices, and embedded systems.

Their engineering team of over 800 experts keeps the company on the cutting-edge of technology by working alongside partners such as Facebook, Google, Magic Leap, Microsoft, SONY, PlayStation, Nintendo, Xbox, and Oculus to ensure optimized support for the latest releases and platforms.

Experiences and games made with Unity have reached nearly 3 billion devices worldwide, and were installed more than 24 billion times in the last 12 months. Unity is powering RT3D in architecture, automotive, construction, engineering, film, and games, among others. Upwards of 60% of all augmented reality/virtual reality (AR/VR) content and over 91% of HoloLens, holographic mixed reality technology, experiences are created with Unity.

In addition, Unity powered 70% of interactive content in 2018 Sundance New Frontier showcases and more than 50% of mobile games, including breakout hit Pokémon Go, are also powered by Unity. Moreover, Unity was named as the #4 “Most Innovative Virtual and Augmented Reality Company” on the Fast Company’s “World’s Top 10 Most Innovative Companies” list. Unity has over 2,000 employees and has offices across 29 locations worldwide, including London, Paris, Seoul, Tokyo, Shanghai and Singapore.

### Unity Locations Worldwide



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

**U.S.A Office**  
engage:BDR  
Suite 100, 9220 Sunset Blvd  
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

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\*Source: Unity

Unity's renowned flexibility gives developers the power to target and optimize their content for 25+ platforms, along with IOS, Android, and Windows. Meanwhile, impressive extensibility, enables third-party hardware manufacturers to produce individualized plugins and SDKs to utilize Unity to create their own AR/VR experiences.

The tech company also offers solutions and services for creating games, boosting productivity, and connecting with audiences including Unity Ads, Unity Analytics, Unity Asset Store, Unity Cloud Build, Unity Collaborate, Unity Connect and Unity Certification.

David Helgason co-founded the company in 2004 with Joachim Ante, current CTO, and Nicholas Francis, current CCO. Helgason's background is in software and he has assortment of experiences in programming. He created and participated in several startups during and around the dot-com's, in areas such as early experiments with news & community integration, music business content distribution, and IT-consulting for a variety of local and global companies.

Helgason served as Unity's CEO until 2014, when John Riccitiello, former CEO of Electronic Arts, took over the role. Before his work with Unity, Riccitiello served as the CEO of Electronic Arts and co-founded investment firm, Elevation Partners. He has also served as advisor to, and invested in, several startups, including Oculus VR and Synertainment.

Burning Glass analytics platform reports that, "Unity is one of the most in-demand tech skills and has one of the highest forecasted growth rates, at over 35% over the next two years." Sequoia Capital, Thrive Capital, China Investment Corporation and Silver Lake are among several of the tech company's large investors.

### **Key Benefits of the Integration**

EN1's ultimate goal is to provide innovative marketing solutions and top quality services to its customers. The Company's partnership with Unity is just another

**engage:BDR Limited (ASX:EN1 and ENO)**  
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engage:BDR  
Suite 100, 9220 Sunset Blvd  
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

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example of its commitment to help improve the quality of performance in digital advertising and leverage new resources to grow its reach and increase ROI. Unity's robust portfolio of services and best-in-class technology tools arm EN1 with expert support to constantly diversify its portfolio of offerings.

The Company sees this partnership as an opportunity to complement its traditional efforts and scale up with new technology to keep up with marketing trends. Collaborating with Unity will allow EN1 to better serve mutual customers, today, tomorrow and in the future to come.

### **Augmented Reality Market Trends**

EN1's recent partnership comes on the heels of a surge in new innovations that experiment with virtual and augmented reality within the digital advertising sphere. While many advertisers focus efforts on the potential uses of virtual reality (VR), that attention has recently shifted towards augmented reality (AR).

The 2018 FIFA World Cup programming proved to be one of the core testing grounds for this new technology. Tournament sponsor, Budweiser, for example, launched a "Light Up The World Cup" campaign with focused efforts on Snapchat, utilizing vertical video, interactive photo filters and specialized AR features to help their campaign interact directly with their customers. In addition, the brand utilized reactive filters to let fans keep track of the score in different matches and share their reactions with friends, in-app. Budweiser and Snapchat have also enabled a brand tracker to understand how engagement translates into real-world sales.

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

**U.S.A Office**  
engage:BDR  
Suite 100, 9220 Sunset Blvd  
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  
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info@engagebdr.com.au

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## Example of Budweiser's Sound-Activated Snapchat Filter, Which Changes with 'Fan Screams'



\*Photo Source: Drinks Bulletin

Statistica data shows that, "Global spending on augmented reality (AR) advertising reached almost \$13 billion in 2017." Still, AR has had limited implementations so far, among early adopters, but is forecasted to be used by 200 million people worldwide on mobile in 2018. A Boston Consulting Group (BCG) study reported that over 80 million Americans are currently engaging with AR, growing to upwards of 120 million U.S. users by 2021. AR companies like Blippar are already reporting 30% higher engagement rates with advertisements through AR technology.

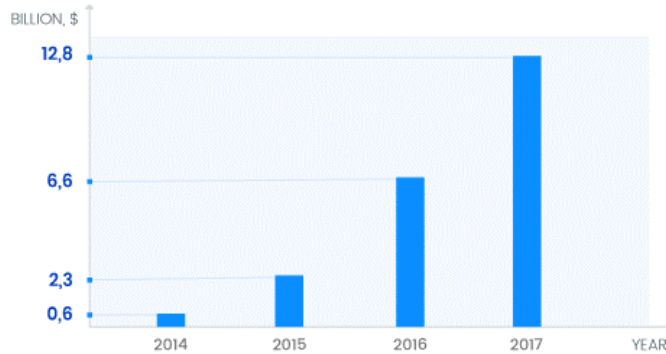
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USA  
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## GLOBAL SPENDING

### ON AUGMENTED REALITY ADVERTISING



Source: Statista

Budweiser is not the only brand making entry into AR advertising. Fashion brands are using AR tools, ranging from try-on product experiences to immersive filters for games, to help capture customers' attention in the same visually-appealing way they would in store.

Luxury designer brand, Michael Kors, was the first advertiser to test AR ads on Facebook news feed. MarketingDive reports that, "Users can click the ads' *tap to try it on* button to superimpose a pair of Michael Kors sunglasses on their face to see how they look, and then make a purchase directly in the app." Facebook announced that later this summer, they will be testing the same type of technologies with additional advertisers, including Sephora, NYX Makeup, Wayfair and others brands in fashion, cosmetics, furniture, entertainment and gaming.

Brands like Nike, ASUS and Kia began beta testing AR in Facebook's Messenger ads earlier this May. ASUS electronics company saw its engagement increase more than tenfold over previous non-AR Messenger ads. Meanwhile, Kia's AR and click-to-Messenger campaign experience showed 46% increase in daily average dealer inventory searches and a 20% increase in daily dealership calls.

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Using AR technology requires strong coding skills and most digital advertisers do not have the in-house developers to complete such projects. Fortunately, collaborating with Unity provides EN1 with a professional team of developers, who are well-suited to fulfill development needs. Unity Technologies already has a head start on AR/VR advertising with last year's Pokémon Go craze reaching millions of people all over the world, for example. AR advertising is going to change the way the digital advertising market functions and EN1 will continue to outperform rivals and launch profitable ad campaigns alongside its new programmatic integration.

On behalf of the Board  
Ted Dhanik  
Co-Founder and Executive Chairman  
engage:BDR Limited  
t: +1 310 954 0751  
e: [info@engagebdr.com](mailto:info@engagebdr.com)

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