

Enero Group ASX Small and Mid-Cap Conference

15 September 2021



Agenda

1. Global operating model
2. Key portfolio businesses
3. FY21 highlights
4. Summary
5. Q&A

A global operating model

WHO WE ARE



WE ARE A CREATIVE TECHNOLOGY COMPANY

A group of specialists who accelerate high-growth businesses by transforming brands and deploying creative data and technology to enrich customer experiences



PORTFOLIO

BRAND TRANSFORMATION

Human-generated creative ideas to transform the way customers and stakeholders connect and engage with brands



CREATIVE DATA AND TECHNOLOGY

High-quality customer experiences connected by technology and enabled by data



PRIORITY VERTICALS



TECHNOLOGY



HEALTHCARE



CONSUMER

CENTRES OF EXCELLENCE



People and Culture



Finance



Technology

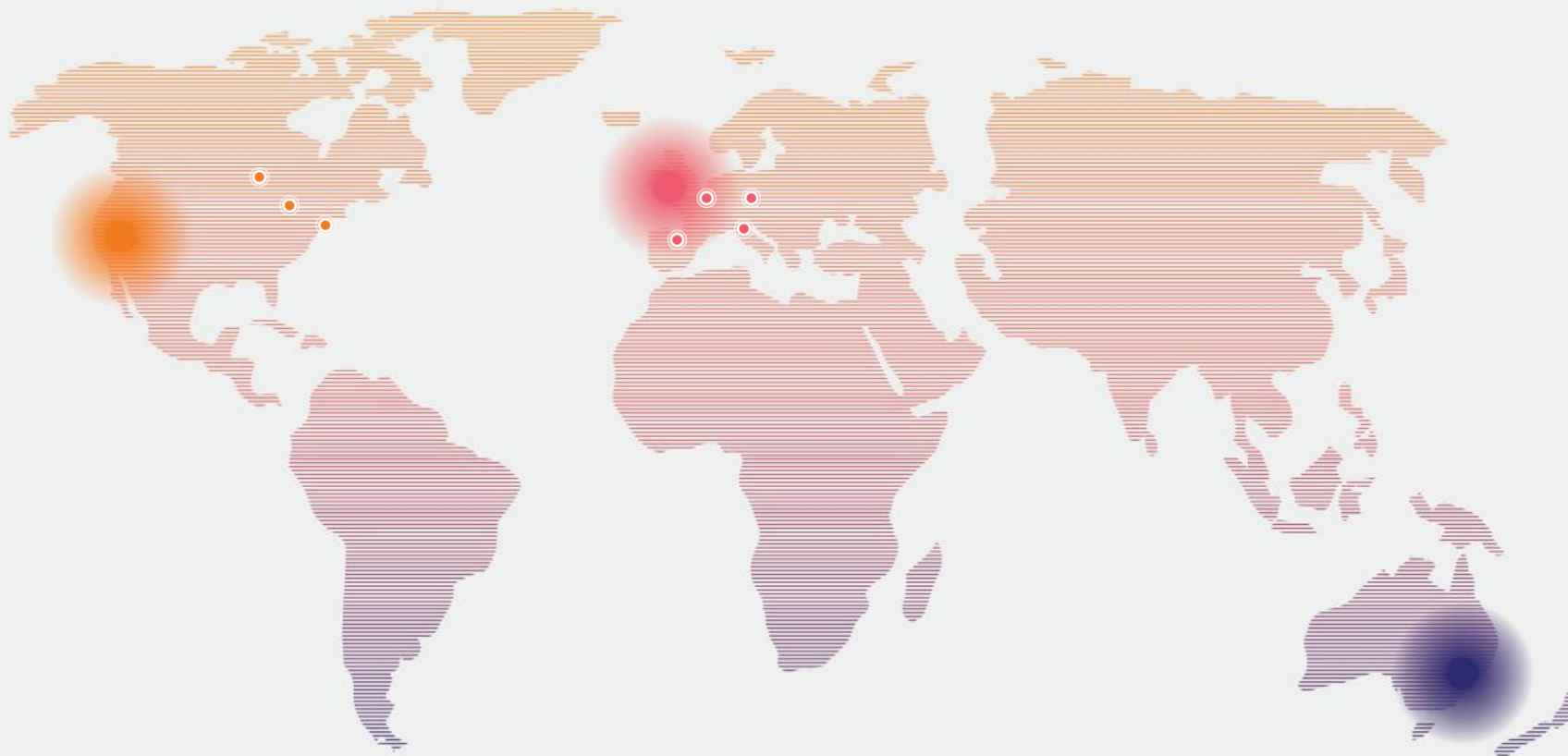


M&A



Legal

13 offices and 650 employees around the world



FY21 GEOGRAPHICAL CONTRIBUTIONS FROM OPERATING COMPANIES*

	REVENUE	EBITDA
USA	30%	48%
UK AND EUROPE	25%	19%
AUSTRALIA	45%	33%

*Reflects Enero's 51% economic ownership of OB Media



CREATIVE AGENCY: HOME OF THE LONG IDEA – ENDURING, EFFECTIVE, EMOTIVE END TO END IDEAS

LOCATION/S Australia

KEY CLIENTS INCLUDE:



CLIENT WINS INCLUDE:



CASE STUDY ALDI

Brief: Dispel perceptions that ALDI's produce was foreign and could not match its competitors in freshness

Solution: Show the migration of produce from Aussie farms to ALDI, and provide customers a tool to track that epic migration from the source



AWARDS



2020 Creative Agency of the Year
2020 Culture Award



2020 Grand Effie Award (Aldi)
2020 APAC Grand Effie Award (Aldi)



2020 Agency of the Year



2020 Radio Campaign of the Year (Tourism Tasmania)
2020 OOH Campaign of the Year (Tourism Tasmania)



THE GLOBAL TECH COMMUNICATIONS CONSULTANCY: FROM REPUTATION TO REVENUE

LOCATION/S US, UK/Europe, Australia

KEY CLIENTS INCLUDE:



CLIENT WINS INCLUDE:



AWARDS



2021 Global Technology Agency of the Year
2021 EMEA Technology Agency of the Year
2020 North America Technology Agency of the Year
Best Agencies to Work for in PR



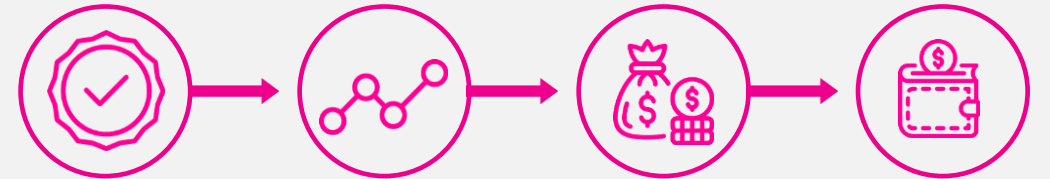
Unilad campaign in conjunction with UK partner Elvis
PR Silver Lion for Best use of Events and Stunts
PR Silver Lion for Media Relations
Media Silver Lion for Best Use of Stunts



America's Best PR Agencies Ranking



WHAT CLIENTS WANT



REPUTATION
Drive reputation and brand awareness

RELATIONSHIP
Grow number of relationships across target audiences

REVENUE
Support revenue generation

ROI
Return on investment with demonstrable business impact

CASE STUDY Facebook #BUYBLACK Friday

Brief: Drive consumers to buy black, and ignite a #BuyBlack movement, not just a moment

Solution: Created 80 episodes of a #BuyBlack Friday Show (BBFS) with 2,000+ stories featuring the campaign across TV, radio, print and digital.





DIGITAL EXPERIENCE AGENCY: TRANSFORMING BUSINESSES THROUGH BETTER CONNECTED EXPERIENCES

LOCATION/S US, Australia

KEY CLIENTS INCLUDE:



CLIENT WINS



CASE STUDY Royal Australian College of General Practitioners

Brief: Communicate the vital role GPs play in safeguarding health, and encourage the public to return to GPs despite the COVID-19 pandemic

Solution: Award-winning “Expert Advice Matters” campaign featuring people in vulnerable circumstances, showing visually how GPs can filter out confusion and misinformation to expose the truth and correct course of action



AWARDS

AdNews

2020 Digital Agency of the Year
2020 Culture Award (finalist)



2020 Creativity in Communication
(Consumer)



2020 Best Customer Centric Experience
2020 Specialist Agency of the Year finalist
2020 Award for Culture finalist



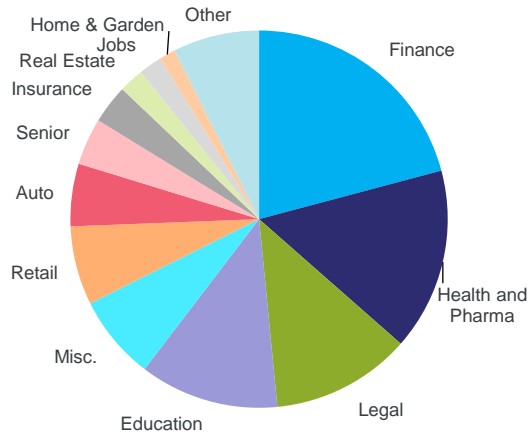
2020 Webby Awards Honoree (Hyundai)



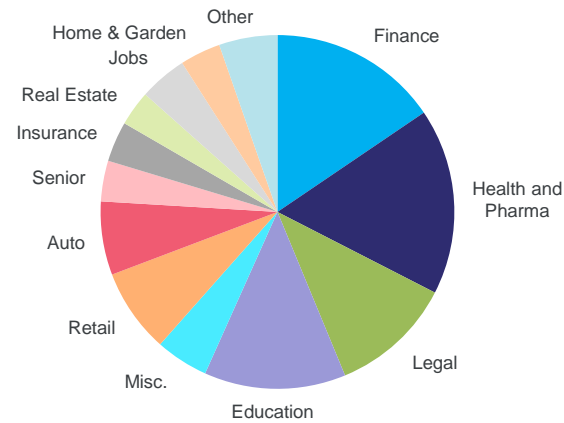
PROGRAMMATIC MARKETING PLATFORM: HELPING BUSINESSES ACCESS ONLINE ADVERTISING MARKETS

LOCATION/S US

REVENUE BY INDUSTRY (FY20)



REVENUE BY INDUSTRY (FY21)



KEY METRICS



130M
Consumers delivered to advertiser websites

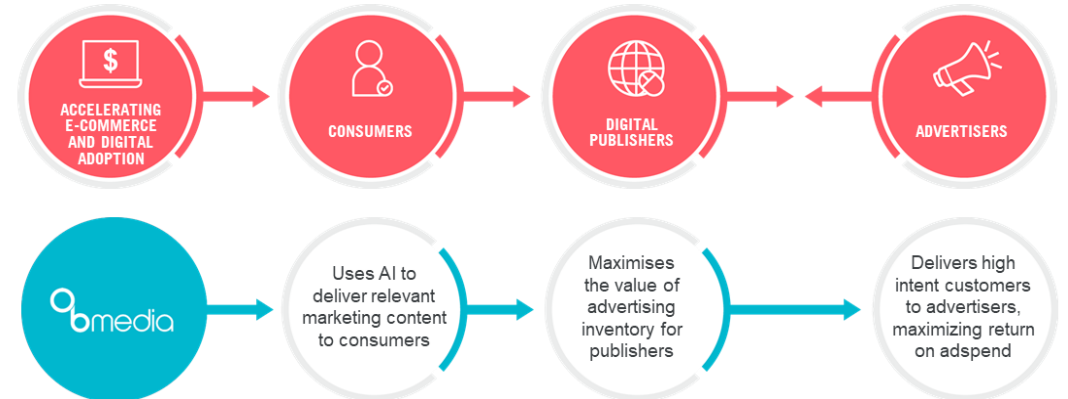
+45%
FY21 vs FY20



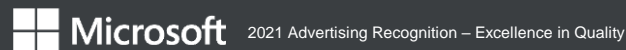
5,000
Number of advertising campaigns

+84%
FY21 vs FY20

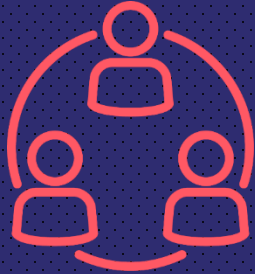
BUSINESS DRIVERS



AWARDS



FY21 Highlights



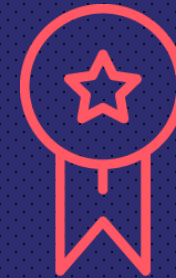
PEOPLE

- Group leadership evolution
- New operating structure
- Strong culture



PORTFOLIO

- New framework for portfolio investment
- Acquisition of McDonald Butler Associates
- Divestment of Frank

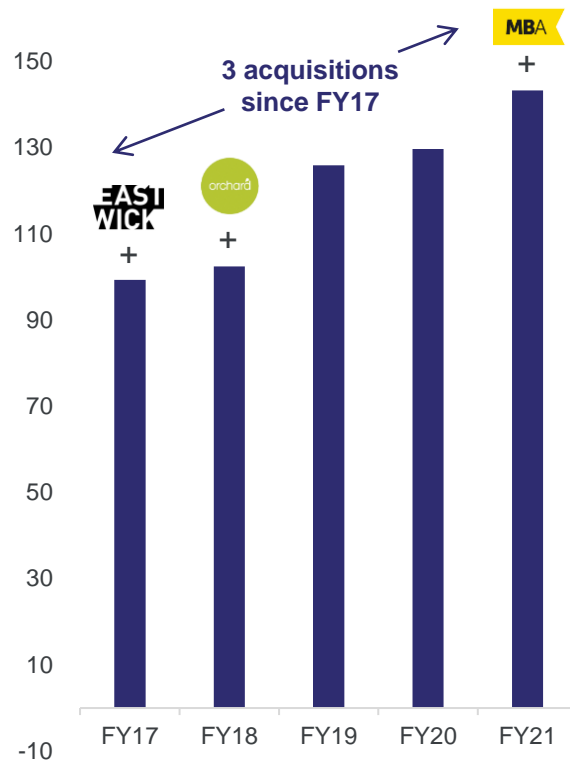


PERFORMANCE

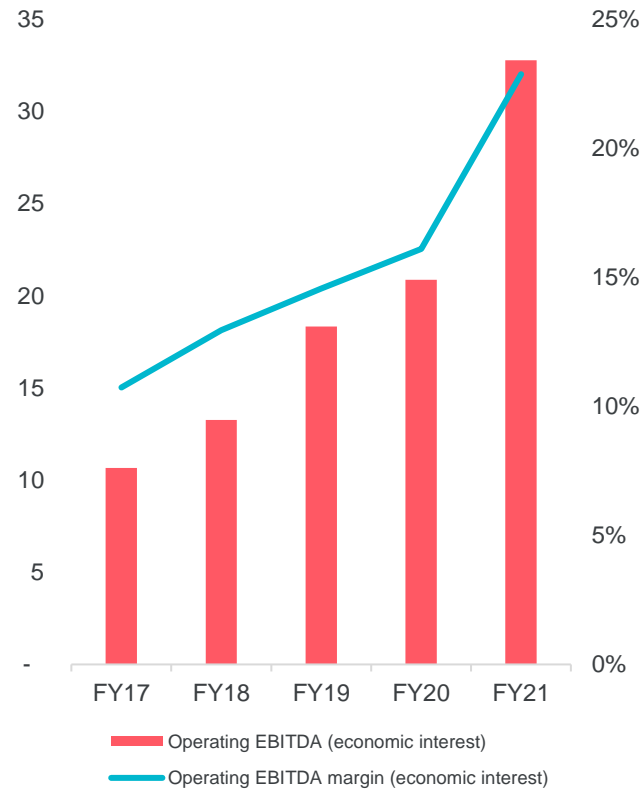
- EBITDA growth in every region and business
- Client diversification and longevity

A track record of sustainable growth

GROWING NET REVENUE (A\$M)*



GROWING OPERATING EBITDA (A\$M) AND MARGIN (%)*



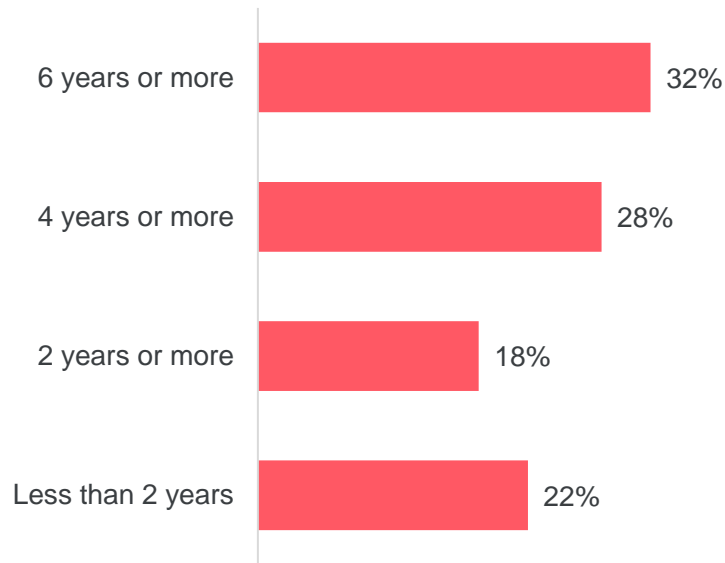
HIGHLIGHTS

- Net revenue has grown both organically (14% YoY in FY21) and through acquisitions over the past 5 years
- Operating EBITDA margin expansion to 22%* driven by:
- Growth in higher margin businesses
- Efficient operating cost base
- Continued leverage of corporate centres of excellence

*Revenue, Operating EBITDA and Operating EBITDA margin reflect 51% economic interest in OB Media; Logos show year of acquisitions

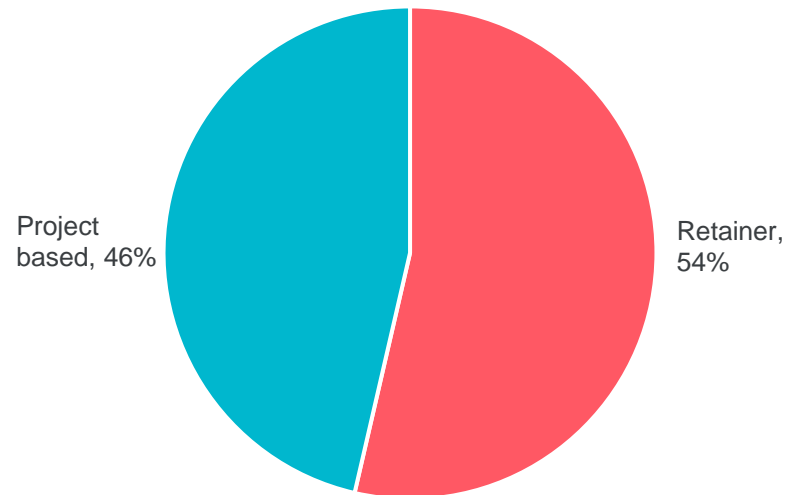
A progressive offering that delivers repeatable revenue

ATTRACTIVE CLIENT LONGEVITY



% of clients, by duration with group

BALANCED REVENUE CONTRIBUTION*



% of revenue by client engagement type

HIGHLIGHTS

- 60% of clients have been with the Group for 4 years or more
- Clients come back to us repeatedly for support to transform their brands and to deploy creative data and technology solutions to accelerate their performance.
- We deliver our consulting services under both retained and project-based models, depending on clients' needs

*Excludes OB Media

Summary



MOMENTUM

Businesses delivering strong organic revenue and profit growth



LEADERSHIP

Dynamic leadership team with global experience and perspective



POSITIONED FOR GROWTH

Deep connection to world-class brands in high-growth sectors of technology, healthcare and consumer



M&A OPPORTUNITY

Flexible balance sheet with net cash of \$30.6m* to support M&A opportunities

*Adjusted for contingent consideration

Q&A



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