

ASX ANNOUNCEMENT

Enero Investor Event: Performance Marketing

12 October 2022: Enero Group Limited (ASX: EGG) (the “Company”) is pleased to invite investors today to a webinar on the role of Performance Marketing within the Hotwire Group, following the recent acquisitions of ROI DNA, Inc (ROI DNA) and GetIT Pte. Ltd (GetIT).

In addition to better understanding Performance Marketing, the webinar will also provide an opportunity for Q&A with members of the senior management teams of Hotwire, ROI DNA and GetIT.

The webinar will be held at **10.30am AEDT today, Wednesday 12 October 2022.**

To participate, please register here: https://us02web.zoom.us/webinar/register/WN_MIHg5HnPRJy1GGi2ZHNtLQ.

A replay will be available after the call at <https://www.enero.com/investor-centre>.

- ENDS -

This announcement was authorised for release by the Enero Group Company Secretary.

For further information, please contact:

Investors:

Ronn Bechler
Investor Relations
m. +61 400 009 774

ronn.bechler@automicgroup.com.au

Media:

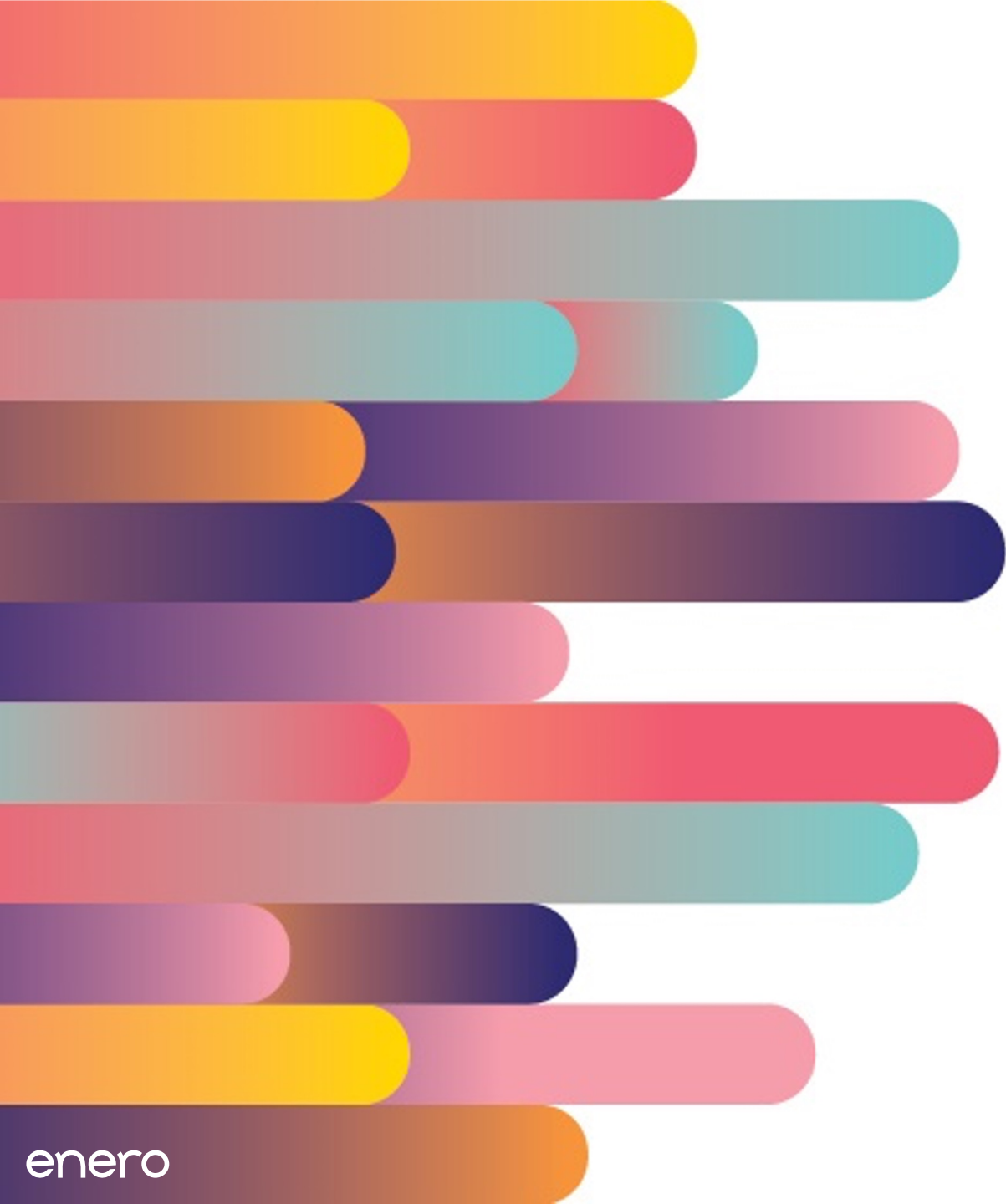
Abigail Dawson
Group Communications Director
m. +61 415 169 987

abigail.dawson@enero.com

About Enero:

Enero Group is a specialist portfolio of marketing, technology and communications businesses listed on the ASX (Australian Stock Exchange) that includes creative agency BMF, PR and integrated communications agencies Hotwire and CPR, digital & experiential agency Orchard and adtech platform OB Media.

www.enero.com



Enero Group

Performance Marketing Webinar

12 October 2022

Agenda

- Enero Group's growth strategy
- Hotwire Transformation
- **ROI DNA**: US leader in revenue acceleration services
- **GetIT**: APAC's leading B2B tech marketing agency
- Q&A

Today's speakers



enero

Brent Scrimshaw
Enero Group CEO



HOTWIRE

Heather Kernahan
Hotwire Global CEO



 **ROI·DNA**

Matt Quirie
ROI·DNA Founder
and Co-CEO



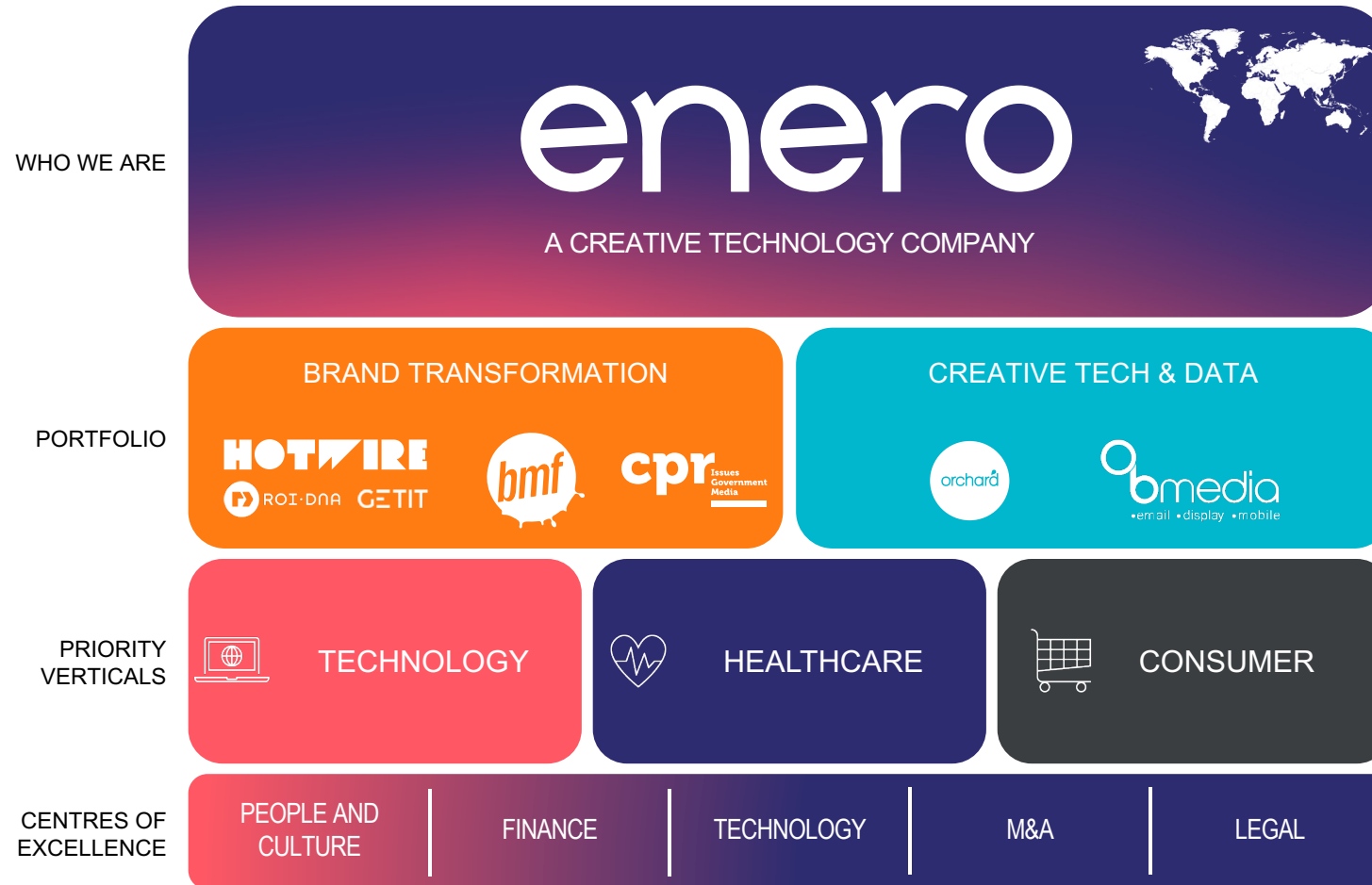
GETIT

Anol Bhattacharya
GetIT Group CEO

Enero Group's growth strategy

Brent Scrimshaw
CEO

Enero's global operating model



Enero's strategy is to provide relevant and integrated services with deep vertical expertise

Clients want integrated support ...

- Client roles/buyers are merging (CMO=CRO)
- Communications specialties no longer work in siloes
- Multi-agency model more difficult to manage as importance of data and technology increases
- Procurement's role is expanding, and prefers single providers


... but not at the expense of deep vertical expertise

- As marketing becomes more personalised and more closely tied to revenue, critical to understand the unique client context
- Ever increasing digital complexity requires support navigating organizational and technical change



Our FY23-FY25 strategy: Integrated experts in the verticals that count

enero

		enero	
Priority services	Digital	ROI-DNA GETIT HW	orchard Mar Tech
	Data		
	Creativity	HOTWIRE	orchard USA bmf
	AdTech	← bmedia → <small>email • display • mobile</small>	
		Tech	Healthcare Growth Consumer
		<i>Priority verticals</i>	

 Organic and inorganic growth opportunities

ROI DNA and GetIT Transaction Summary

	 ROI·DNA (acquired 1 st July 2022)				 GETIT (acquired 1 st July 2022)					
Consideration	Consideration (US\$m)		Implied EV/ Revenue	Implied EV/ EBITDA	Revenue & EBITDA basis	Consideration (SG\$m)		Implied EV/ Revenue	Implied EV/ EBIT	Revenue & EBIT basis
	Upfront	33	2.1x	12.9x	CY21	Upfront	4.5	1.4x	4.9x	12m to 31-Mar-22
	Total at Maximum**	90	1.6x	6.1x	FY25**	Total at Maximum***	15	1.9x	7.0x	FY25***
	<ul style="list-style-type: none"> Upfront consideration of US\$33 million split as follows: <ul style="list-style-type: none"> US\$26.4 million (80%) in cash US\$6.6 million (20%) in Enero scrip (3.2 million shares) Earnout consideration up to maximum US\$57 million (fair value* US\$33 million): <ul style="list-style-type: none"> 3 annual earnout payments with last payment due 30/9/25 Based on EBITDA earned multiplied by a sliding scale EBITDA multiple (determined by EBITDA margin achieved) Maximum number of Enero shares capped at 8 million 					<ul style="list-style-type: none"> Initial upfront consideration of SG\$4.5 million: <ul style="list-style-type: none"> SG\$2.7 million (60%) in cash SG\$1.8 million (40%) in Enero scrip (0.7 million shares) Earnout consideration up to maximum SG\$10.5 million (fair value* SG\$5.3 million): <ul style="list-style-type: none"> 3 annual earnout payments with last payment due 30/9/25 Based on EBIT earned multiplied by fixed EBIT multiples Maximum total number of Enero shares capped at 1.7 million 				
Transaction funding	<ul style="list-style-type: none"> Future cash earnouts are expected to be self funding from future earnings Future Enero shares are expected to be issued within Enero's current placement capacity ROI DNA intended earnout payment split of 50% cash / 50% Enero shares; GetIT intended earnout payment split of 60% cash / 40% Enero shares Enero Group has a discretionary right to pay a higher proportion of both earnouts in cash Issued shares are subject to a 12 month escrow during which the holder may not dispose of the shares 									

*Fair Value figures represent total discounted consideration disclosed in Note 22 of the 2022 Annual Report released on 8 Sep 2022

** ROI DNA modelled Maximum scenario assumes earnout paid at highest possible EBITDA multiple (by achieving EBITDA margin targets), based on potential EBITDA growth to FY25

*** GetIT modelled Maximum scenario assumes GetIT maximises EBIT contribution in FY25

Hotwire transformation

Heather Kernahan
Global CEO, Hotwire

Hotwire Global is now an integrated global tech communications & marketing powerhouse



HOTWIRE

CORE CAPABILITIES



Insights & Evaluation



Communications & Brand Strategy



Design & Film



Public Relations



Social Media Marketing



ROI·DNA

GETIT

McDONALDBUTLER (now **HOTWIRE**)

NEW ABM & PERFORMANCE MARKETING CAPABILITIES



Account Based Marketing



Digital Strategy & Marketing



Digital Media



Channel & Alliances Marketing



Content Marketing



Data Analytics

This combination is a differentiated global offer for clients

Key revenue service – Account Based Marketing

Acquisitions have added Account Based Marketing capabilities to Hotwire’s communications capabilities, to improve clients’ marketing ROI

ABM has a role to play across the sales cycle –
building reputation to revenue

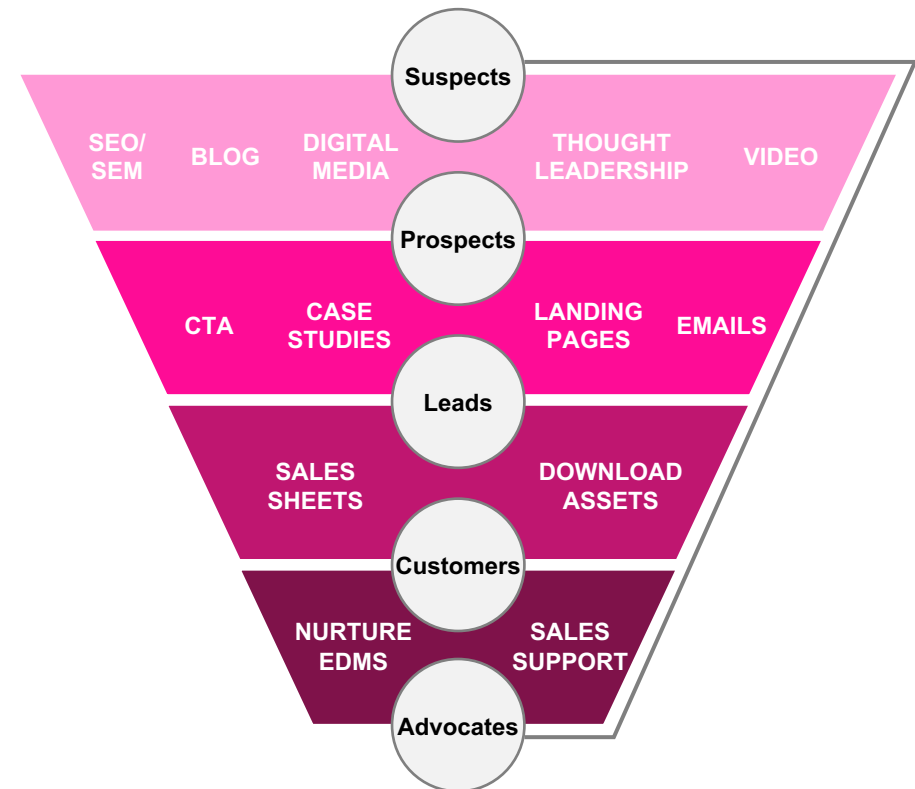


Creating personalized content and campaigns aimed at converting and growing high-value target account.



Tracking engagement throughout the buying cycle, from non-awareness to interest, engagement, lead, opportunity, win and advocacy.

Our modern ABM demand generation approach



Hotwire's footprint creates options for global growth

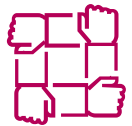


500+
Employees



11
Countries

15
Offices



20+
Partner Offices

Hotwire
Companies

HOTWIRE

ROI-DNA

GETIT

North America

- San Francisco
- New York
- Minneapolis
- Mexico City
- Toronto

Europe & Middle East

- | | |
|-----------|------------|
| London | Amsterdam |
| Frankfurt | Dubai |
| Madrid | Copenhagen |
| Milan | Helsinki |
| Munich | Istanbul |
| Paris | Oslo |
| | Stockholm |
| | Tel Aviv |

Asia Pacific

- Singapore
- Malaysia
- Tokyo
- Bangalore
- Beijing
- Shanghai
- Hong Kong
- Taipei
- Seoul
- Jakarta
- Chennai
- Delhi
- Mumbai

Latin America

- São Paulo
- Montevideo
- Buenos Aires
- Santiago
- Lima
- Bogota

Africa

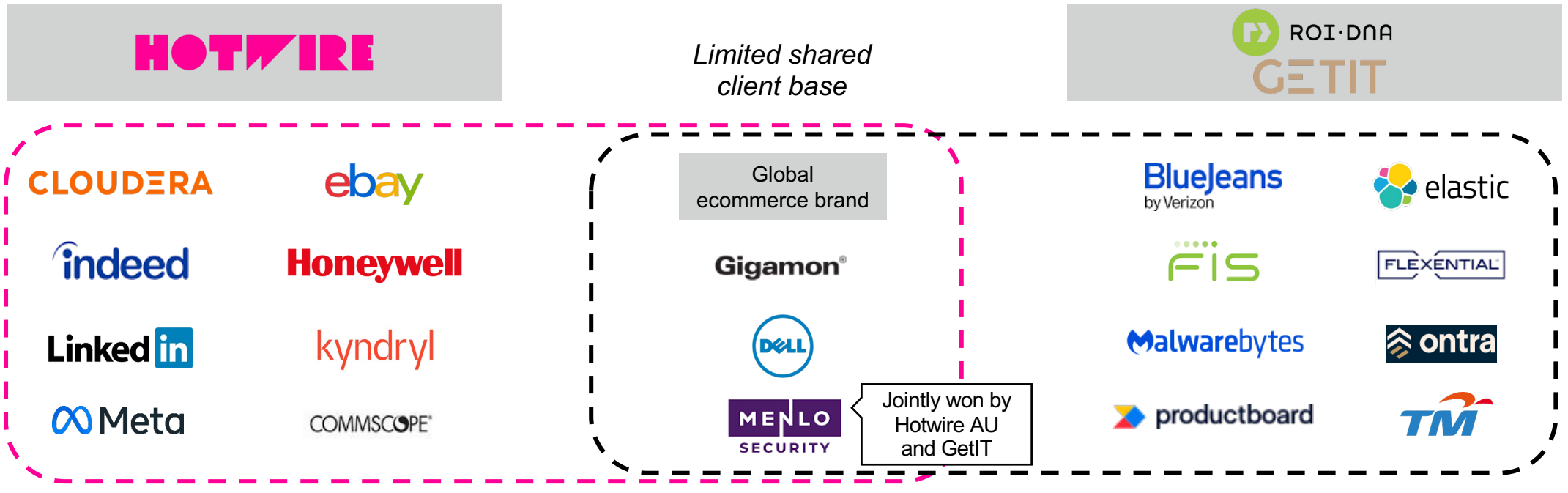
- Johannesburg

Australia

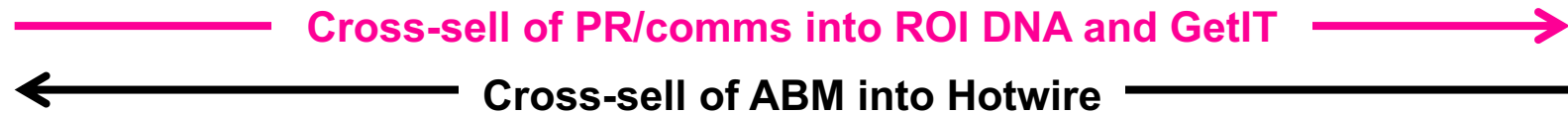
- Sydney
- Melbourne

- Hotwire Company Offices
- Partners

Complementary client portfolios provide synergy



Synergies

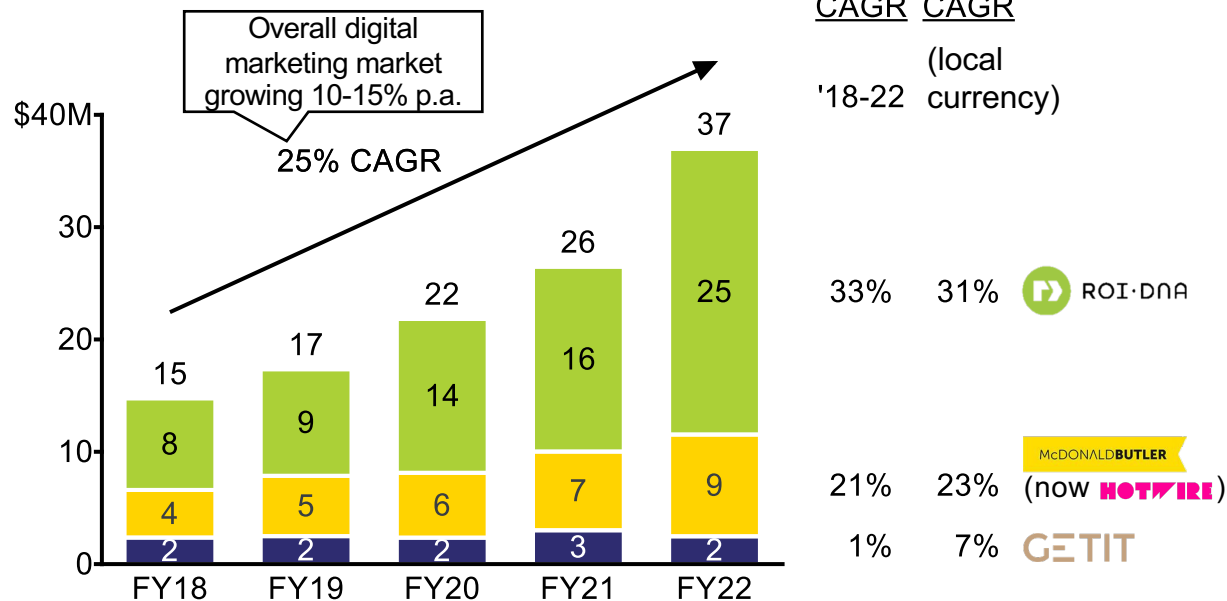


- + Integrated offer to new 'local' / regional clients
- + Participation in global B2B marketing RFPs

Acquisitions materially change the mix and growth of Hotwire

B2B Tech marketing is a growth business

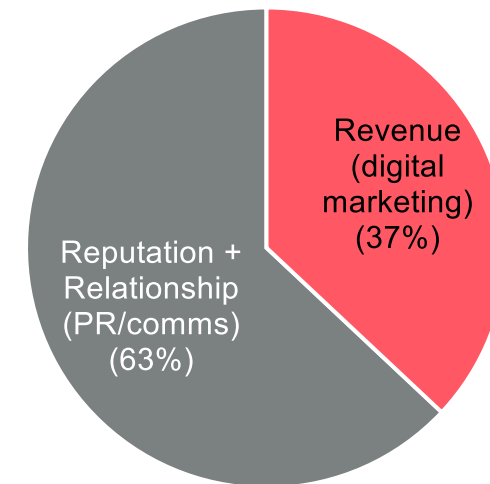
Net Revenue of ROI DNA, MBA and GetIT (A\$m)



Note: Historic non-fiscal years net revenue converted to Enero fiscal through average of CY results; Avg annual FX rate used in each year

Acquisitions materially change Hotwire's business

Hotwire pro-forma FY22 business mix (% of net revenue)



ROI DNA

Matt Quirie
CEO & Founder, ROI DNA

OUR VISION.

To be the
BEST DAMN
digital partner
in the universe



Who we are.

Leader in revenue acceleration services for B2B Tech companies

Established 2009

Top agency partner
for Google, 6sense
and Drift

55 active clients

FY22 Net Revenue
US\$18.3m

144 employees

5+ year average
client lifecycle

Our Exec team.

Matt Quirie



Co-CEO & Founder

- 15 years digital marketing prior to ROI-DNA
- Leads sales and marketing
- Drives partnerships and marketing

Michelle Harburn



Co-CEO & COO

- Former Bear Sterns, HSBC & Symantec
- Operational guru behind all key client offerings
- Drives internal company alignment, strategic offering vision & all operations
- Almost 11 years at the company

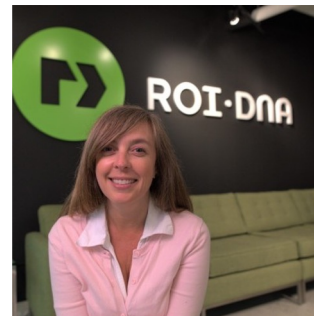
Ashley Morrow



EVP People & Culture

- Leads all HR & Culture missions
- 13 plus years digital company experience
- Almost 9 years at ROI-DNA

Jeanenne Deorsey



CFO

- Former E&Y and Director of Finance for Macromedia
- Drives all financial aspects of the company
- Almost 12 years at ROI-DNA

Old vs new approach

From ...

- Sales Development Reps (SDRs)
Dialling for Dollars
- Salesforce as really the only tool
- Thousands of leads to sort through

... To

- Fully automated tooling systems that allow SDRs to focus on key clients
- Automated conversational marketing and intent data on potential clients
- Shifting the game from leads to accounts won

OUR BESPOKE ABM APPROACH.

01. Go-to-Market Strategy Development
02. Persona Based Communication Match
03. Asset & Tech Stack Analysis
04. **IMPLEMENTATION, LAUNCH & MANAGEMENT**

Performance Marketing Services – ABM across all

DIGITAL STRATEGY

- Go-To-Market Strategy
- ABM Strategy
- CRO Strategy
- UX/IA Strategy
- Content Strategy
- Nurture Programs
- Martech Stack Strategy
- Marketing Automation

DIGITAL ANALYTICS

- Analytics Architecture
- Reporting Automation
- Insights & Analysis
- Attribution Modeling
- Predictive Analytics
- A/B Testing

DIGITAL MEDIA

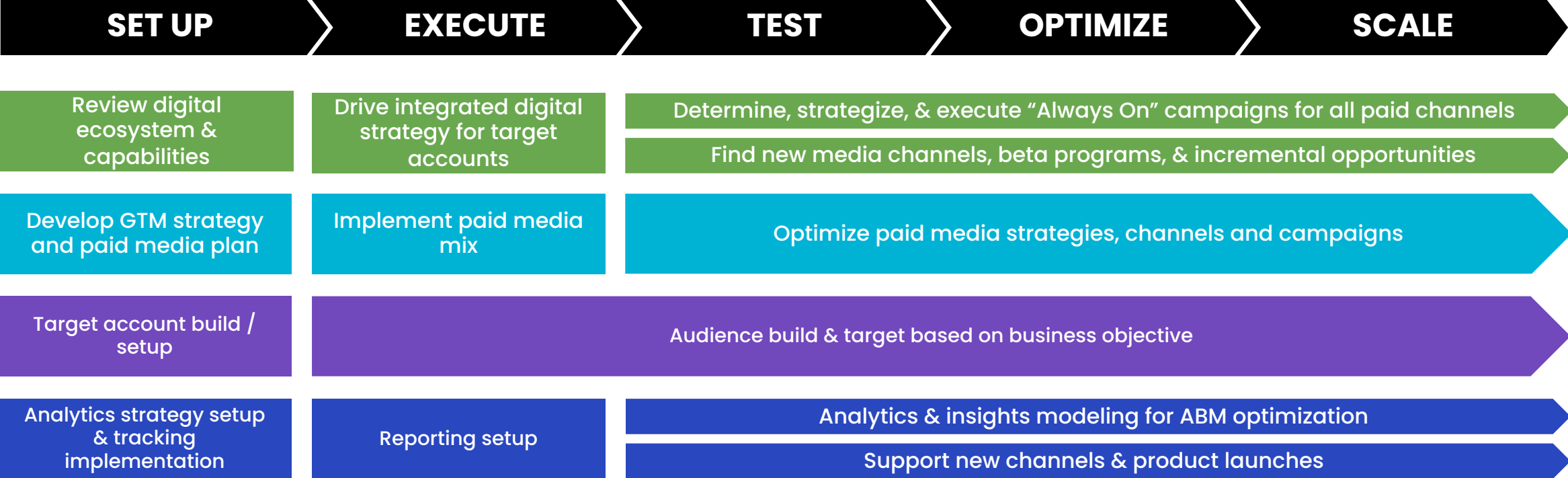
- Search Engine Marketing
- Search Engine Optimization
- Programmatic Display
- Site-Direct Display
- Social Media
- Content Syndication

DESIGN, DEV AND CREATIVE

- Creative Services
 - Branding
 - Web Design
 - Content Development
 - Creative Campaigns
- Engineering
 - Web Development
 - CMS Development
 - Integrations

Revenue breakdown:
60% retainers / 40% projects

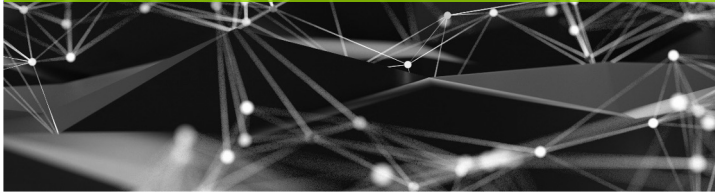
An ABM program in action.




Our programs typically deliver 25-40% increase in sales

Our competitive differentiation.

End-to-end digital lifecycle offering



- 100% focused on B2B Tech digital marketing
- Deep cross-channel expertise (strategy to execution)
- Partnerships with winning platforms

 **DRIFT**

Unmatched reputation



- Top agency in Google's exclusive International Growth program
- 100% inbound / referral-driven growth

Culture as a competitive edge



- Market-leading DEIB culture and programs
- Significant investment in training, off-sites, personal growth opportunities
- Fully flexible / remote working

Who we work with.



WHAT WE DID

BeyondTrust ditched lead totals and generated 32% more high-intent leads

OUR FOCUS

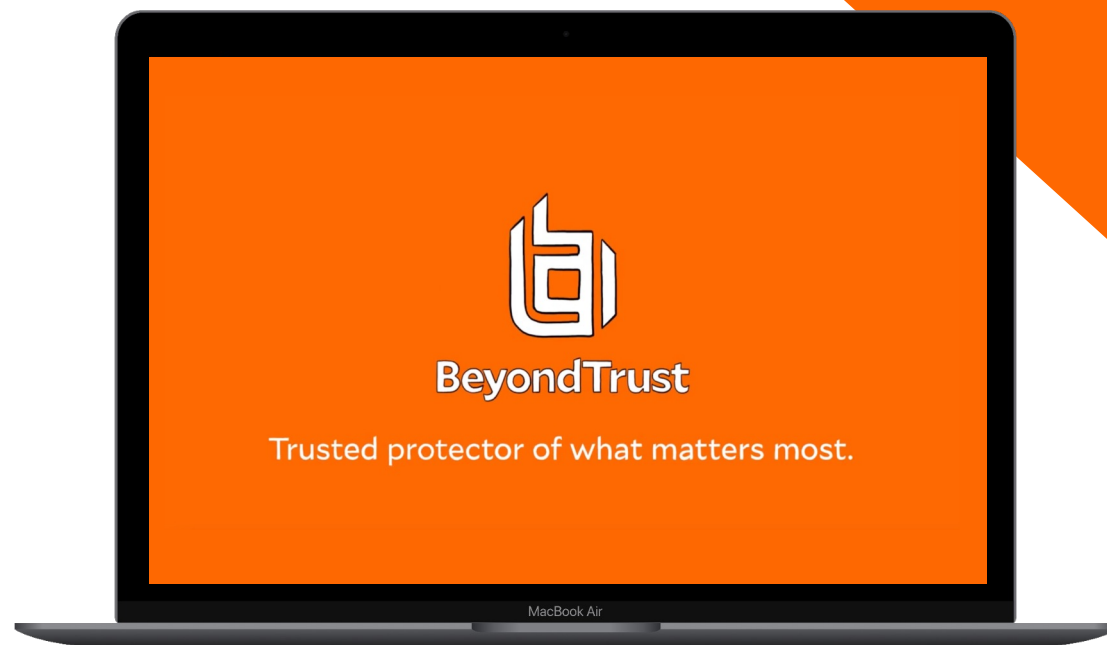
GTM Strategy

ABM

Digital Advertising

SEO

6sense



KEY TAKEAWAYS FOR OUR CLIENT

With zero increase in marketing spend, BeyondTrust was able to drive massive marketing-attributable growth:

1. ↑ **32%** high-intent leads
2. ↑ **55%** marketing-sourced pipeline \$\$
3. ↑ **27%** marketing-sourced in deal size
4. ↑ **28%** increase in marketing-sourced closed/won
5. ↑ **62%** increase in marketing-sourced total bookings ACV

BEYOND TRUST CASE STUDY

“Working with the ROI·DNA team enables us to move a lot faster than we normally would. Having a fully supportive team with expertise in our tools and platforms has driven game-changing results.”

— Ryan Haygood

Director of Demand Generation, BeyondTrust



Continued momentum into FY23.

From ...

- Unable to participate in global RFPs
- Partnerships with 6Sense, Drift and Google established but not fully utilised
- 100% inbound sales and customer references

... To

- Pursue global opportunities with Hotwire and GetIT
- Fully leverage partnerships
- Outbound marketing and sales team to accelerate growth

GetIT



Anil Bhattacharya
Group CEO



Marketing Solutions
For B2B IT & TELCO Companies

Who we are

APAC's leading marketing agency for B2B technology and telco companies

Established 1997

4 countries:
Singapore, India,
Malaysia, Japan

14 active clients

FY22 Net Revenue
SG\$3.1m

30 FTEs

~4 years average
client tenure



Anol Bhattacharya
Group CEO

- Leads key account development, sales education and guidance, oversees marketing efforts
- Joined GetIT in 2002, appointed Group CEO in 2008



Asuthosh Nair
Managing Partner

- Responsible for select key accounts, business development, marketing positioning
- Joined GetIT in 2002



Jaspreet Sidhu
Group Operations Director

- Oversees and manages Operations, Finance, HR, Legal and Admin departments across all GetIT entities
- Joined GetIT in 2003

REVENUE MARKETING SERVICES

STRATEGY CONSULTING

- ABM
- Positioning & GTM
- Insight Reports
(Industry, Account, Competitor)
- Content Marketing
- Media & Outreach
- Vertical Marketing
- Partner Marketing
- Analytics & Data Science

CAMPAIGN ACTIVATION

- Lead Generation &
Nurturing
- Content & Creative
- Media Management
- Martech Management
- Analytics Dashboards

PLATFORMS

- Unlock DX
- XSecure
- GetIT – IDC Advanced
Customer Engagement



Our competitive advantage

Deep **B2B technology and telco** vertical expertise

Regional presence across APAC, and now able to leverage Hotwire global footprint

Powerful **One-to-One Account Based Marketing** techniques to deliver highly personalised experiences

The **leading content team in APAC**, delivering the highest quality tech content on behalf of clients

WE
MAKE IT
MATTER
— FOR



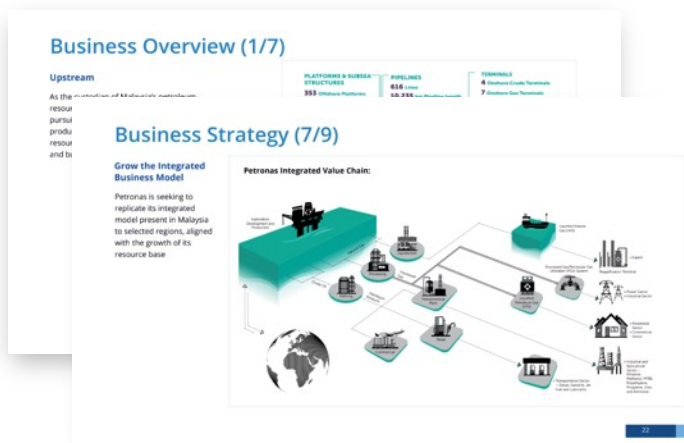
GETIT

CASE STUDY

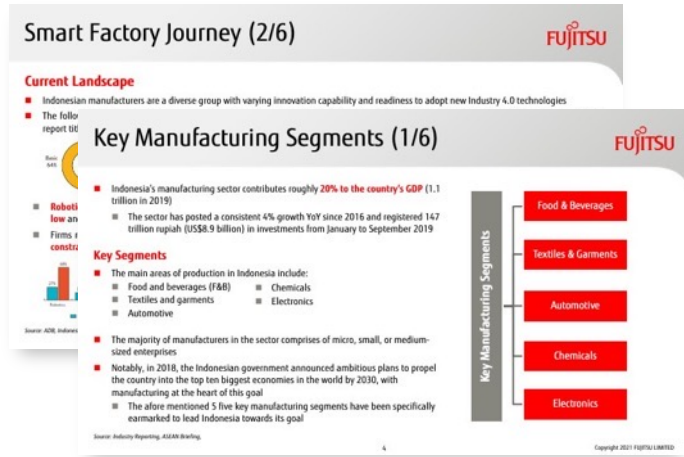


TM ONE Integrated Marketing

Account, Industry, Competitor & Analyst Insights



Account Insights

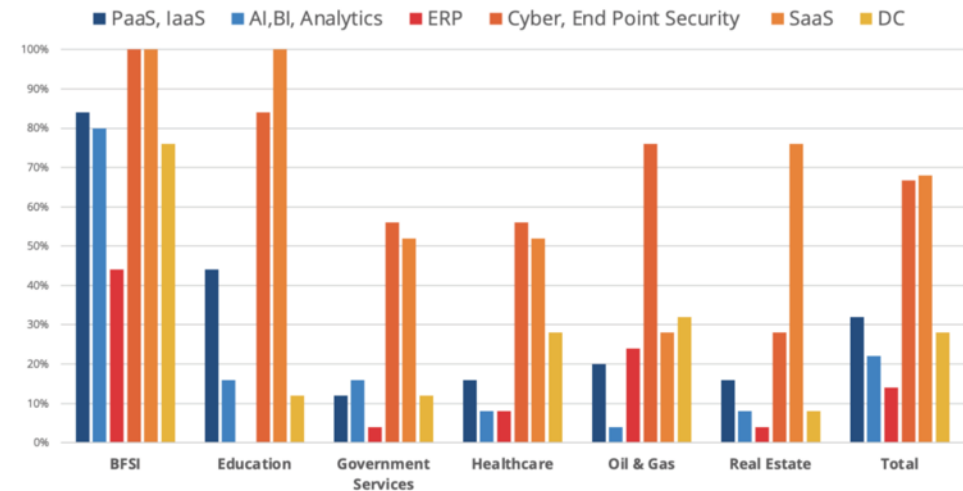
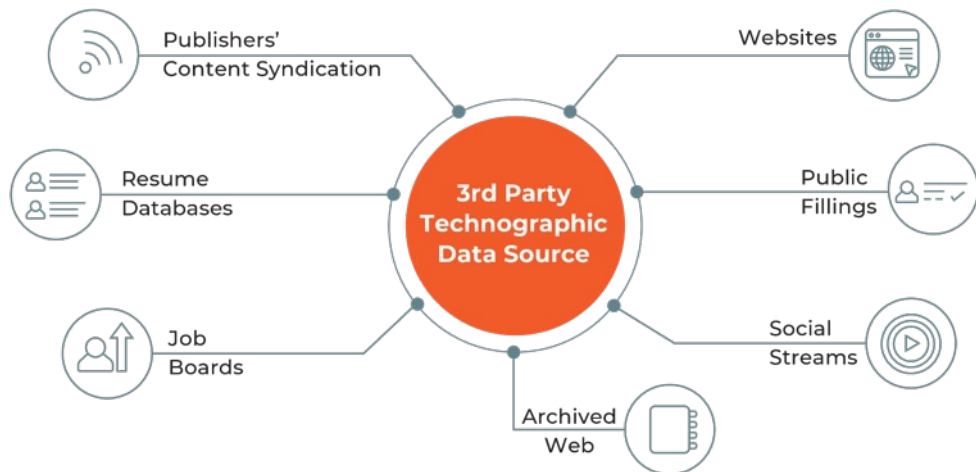


Industry Insights



Competitor Insights

Technographic Data





TM ONE
10,136 followers
2w · 🌐

For the July #newsletter edition, Services, Telekom Malaysia Berhad Tomorrow'. We also share 'Is Oper

Taking Transformation Forward

Prepare for growth

tmone.com.my

👍 9

👍 Like 💬 Comment ➔ Share ↻ Send

Be the first to comment on this

TM ONE
@TM_ONE

Following

With a range of cloud platforms and deployment models complete with robust security and data residency, TM ONE Cloud a's end-to-end cloud solutions ensure that nothing stops you from taking your transformation forward.

tmone.com.my

Life Made Easier™

3:30 AM - 12 Sep 2018

3 Retweets 7 Likes

🗨️ 6 ❤️ 18

👤 [Profile Icons]

👤 [Profile Icon] Tweet your reply

Cloud O

Break Barriers with Cloud O.

Cloud O

Break Barriers with Cloud O

Learn More

Life Made Easier™

Cloud Services

The efficient way to see business results, faster

→ Learn more

Cloud O

CYDEC

TM ONE CYDEC World-Class Cybersecurity to Protect your business

Start here

TM ONE Group

Healthcare

Enhance patient care, increase diagnostic accuracy, and aid healthcare specialists to collaborate better. Transform with TM ONE.

The Future is Here

Healthcare providers are transforming digitally to enhance patient experience, increase the accuracy of diagnosis, aid healthcare specialists to collaborate better, and enable better patient care. They are keen to realise the promise of providing connected, digital healthcare services and experiences, and meet regulatory requirements.

TM ONE's deep domain knowledge—combined with professional services, and technology solutions built on Malaysia's most flexible and robust cloud, connectivity and cybersecurity offerings—ensures healthcare providers can take transformation forward faster, more effectively, and with greater certainty. Harness the power of new-age technologies including AI, IoT, big data analytics, 5G, and more to redefine the future of healthcare in Malaysia.

Cloud O

TM ONE CYDEC World-Class Cybersecurity to Protect your business

Start here

Cloud O

CYDEC

TM ONE CYDEC World-Class Cybersecurity to Protect your business

Start here

TM ONE Group

TM ONE

Taking Transformation Forward

Challenge the status quo and creatively disrupt your industry by leveraging digital technologies. Realise infinite possibilities with TM ONE.

Imagine. Explore. Discover.

Taking Transformation Forward

Digital technologies like cloud, IoT, mobility, analytics, and AI, combined with 5G, are accelerating business transformation by allowing us to challenge the status quo and creatively disrupt various industries. The possibilities are endless, and infinite. Businesses and institutions across industries—be it banking, agriculture, manufacturing, or government services—are, as a result, rapidly transforming themselves. TM ONE enables this transformation with the latest digital tools, technologies, and solutions across cloud, connectivity, cybersecurity, and smart services.

Be the first to comment on this

Re-Imagining Healthcare

New-age technologies are enabling healthcare providers to ensure care and

Big Data Analytics

Determine specific disease prevalence, their causes and spread, and identify different health patterns to combat diseases effectively.

Artificial Intelligence

Improve diagnostic accuracy, aid health specialists devise optimal treatment protocols, and hasten drug development.

TM ONE Smart Services

Connected. Intelligent. Transformative. Capitalise on the opportunities of connected environments.

Accelerate Connected Opportunities

Smart services promise to transform enterprises and the public sector by embedding intelligence into critical infrastructure and everyday objects. Connected and intelligent ecosystems, transmitting data in near-real-time, will form the crucible for a new generation of revenue streams, efficiency measures, and people-empowering strategies. They will

MacBook



MEET SHAILESH GROVER AN IMPORTANT DIGITAL DRIVER AT A MALAYSIAN BANK

NAME
Shailesh Grover

AGE
51

ROLE
Chief Digital and Innovation Officer at Hong Leong Bank Berhad

SECTOR
Banking

SOCIAL PROFILE



Why Target Him?

Because as the Chief Digital and Innovation Officer at Hong Leong Bank, Shailesh Grover is a key decision-maker when deciding which technologies and providers will drive the bank's future.

Overall, how do I define success?

- Ability to envision how technology can simultaneously drive multiple business agendas from customer experience to lower transaction costs.
- Gauging the best strategy among a field and executing swiftly.

Currently Researching Topics On...

- Internet of Things, Artificial Intelligence, Identity-as-a-Service, Payments, Blockchain, Data Insights, Nano Technology, 3D Printing, Software Robots, Machine Learning, Neuro science, Biometrics, Identity and Verification, Wearables

MindSet

RESULT-ORIENTED

COLLABORATIVE

NETWORKED

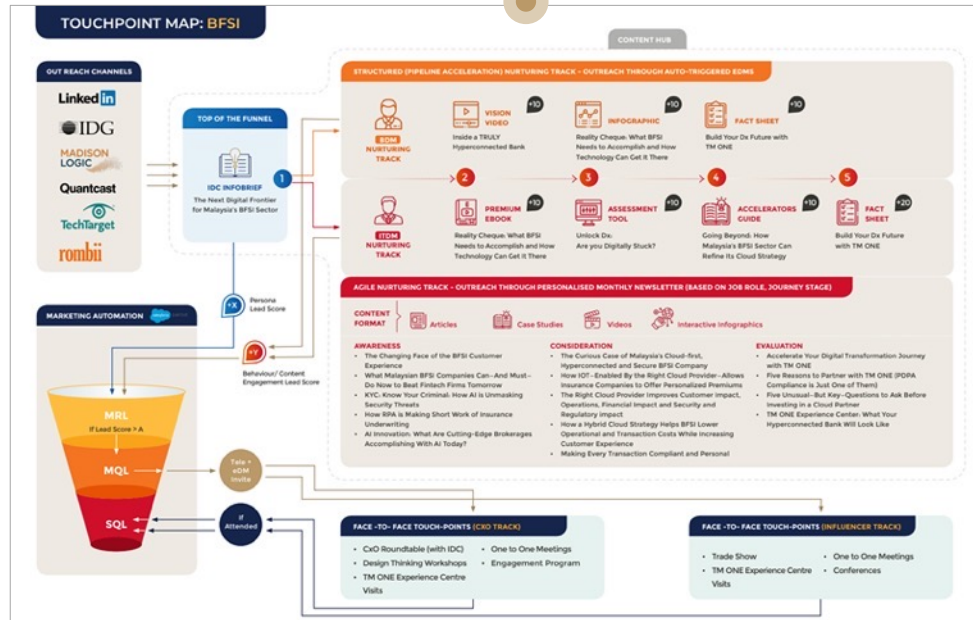
INNOVATION

CROSS-FUNCTIONAL TEAM

BUSINESS TRANSFORMER

Malaysia Oil and Gas: The State of Cybersecurity Infographic

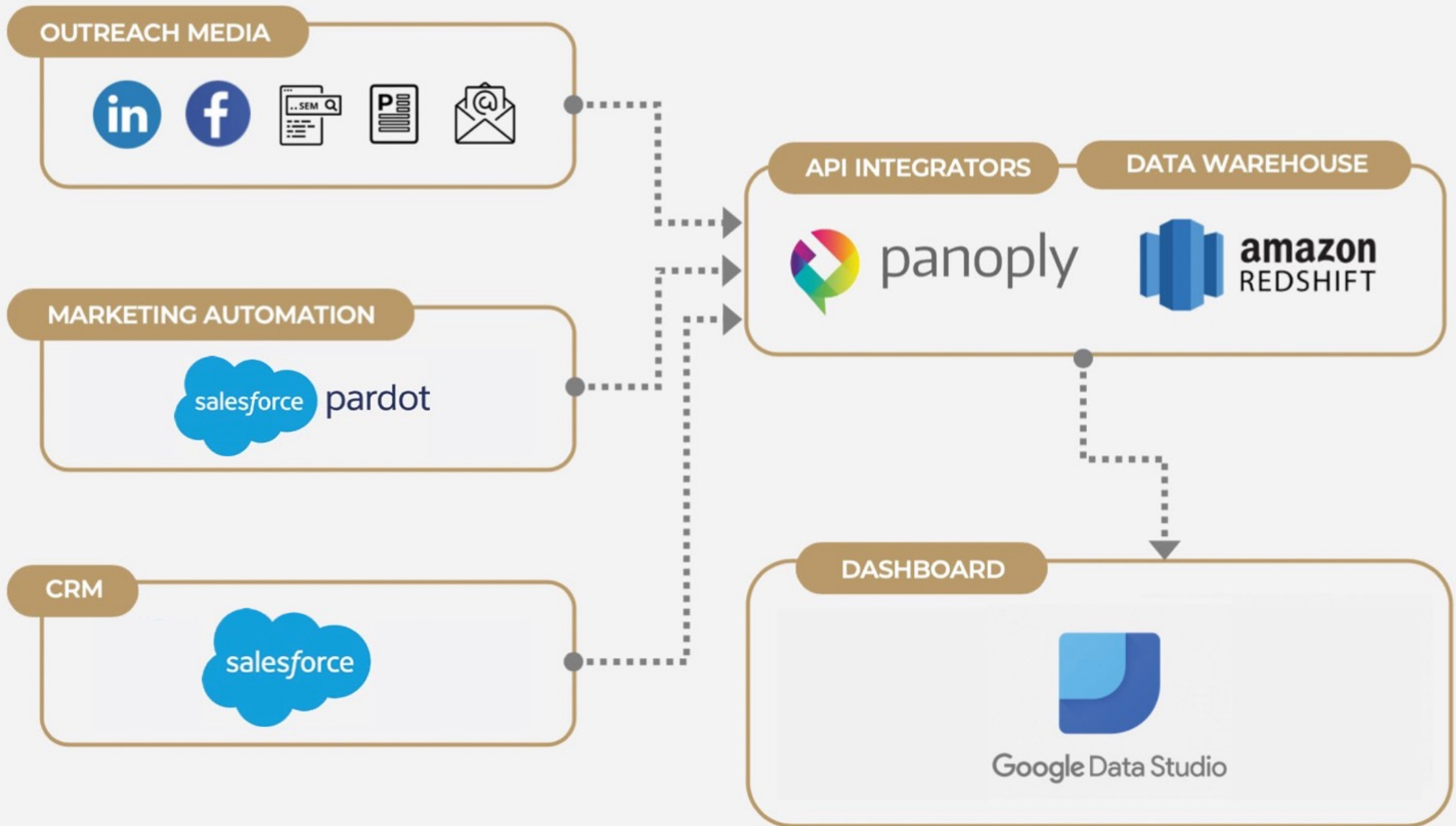
Download Infographic



Malaysian Leader's Guide to Becoming a Data-Driven Organisation

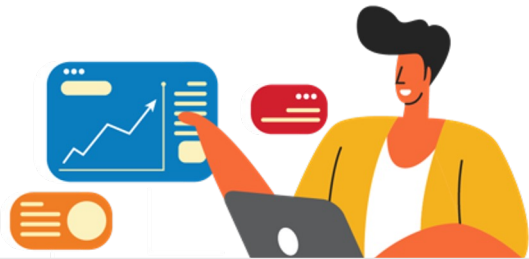
What can Malaysian business and IT leaders do to turn data into revenue-generating, cost-cutting insights? And how can they achieve it quickly and cost-effectively? Find out.





Results as of 9 months to Dec 2021

KPIs that were used to measure the success of its campaign are:



64%

Growth in website traffic

22,750

Prospects consumed at least 2 or more content



578%

Increase in YoY marketing attributed contract revenue for Cloud Services



RM 49.7 mil

Marketing attributed contract revenue

Newsletter

17% open rate

5.8% click rate

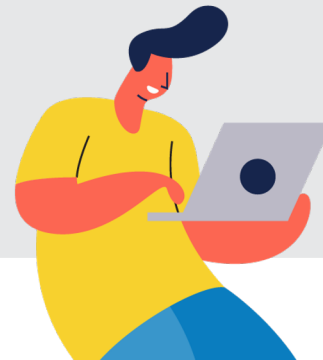


RM 956 mil

Marketing generated contract revenue pipeline

>31k

Website monthly page views



20.5%

MQL to SQL conversion

Q&A



Disclaimer

This document has been prepared by Enero Group Limited (Enero) and comprises written materials/slides for a presentation concerning Enero. This is not a prospectus, disclosure document or offering document.

This document is for information purposes only and does not constitute or form part of any offer or invitation to acquire, sell or otherwise dispose of, or issue, or any solicitation of any offer to sell or otherwise dispose of, purchase or subscribe for, any securities, nor does it constitute investment advice, nor shall it or any part of it nor the fact of its distribution form the basis of, or be relied on in connection with, any contract or investment decision.

Certain statements in this presentation are forward looking statements. You can identify these statements by the fact that they use words such as “anticipate”, “estimate”, “expect”, “project”, “intend”, “plan”, “believe”, “target”, “may”, “assume” and words of similar import. These forward looking statements speak only as at the date of this presentation. These statements are based on current expectations and beliefs and, by their nature, are subject to a number of known and unknown risks and uncertainties that could cause the actual results, performances and achievements to differ materially from any expected future results, performance or achievements expressed or implied by such forward looking statements.

No representation, warranty or assurance (express or implied) is given or made by Enero that the forward looking statements contained in this presentation are accurate, complete, reliable or adequate or that they will be achieved or prove to be correct.

Except for any statutory liability which cannot be excluded, each of Enero, its related companies and their respective officers, employees and advisers expressly disclaim any responsibility for the accuracy or completeness of the forward looking statements and exclude all liability whatsoever (including negligence) for any direct or indirect loss or damage which may be suffered by any person as a consequence of any information in this presentation or any error or omission therefrom.

Subject to any continuing obligation under applicable law or any relevant listing rules of the ASX, Enero disclaims any obligation or undertaking to disseminate any updates or revisions to any forward looking statements in these materials to reflect any change in expectations in relation to any forward looking statements or any change in events, conditions or circumstances on which any statement is based. Nothing in these materials shall under any circumstances create an implication that there has been no change in the affairs of Enero since the date of this presentation.

NON-IFRS PERFORMANCE MEASURES

This results presentation uses non-IFRS performance measures which have not been audited or reviewed. The Company believes that, in addition to the conventional measures reported under IFRS, the Company and investors use this information to evaluate the Company’s performance. Non-IFRS performance measures include Operating EBITDA which is defined in the presentation.