



Enero Group Strategy Webinar

4 April 2023

WELCOME FROM THE CHAIR

ANN SHERRY

Today's Agenda

1 BUSINESS
OVERVIEW AND
DELIVERING ON
OUR STRATEGY

2 ENERO'S
BUSINESS
PORTFOLIO

3 CAPITAL
MANAGEMENT

4 Q&A

Summary Investment Case for Enero

UNIQUE IN AUSTRALIAN MARKET

Enero is the only ASX opportunity to invest in a global marketing business that enables growth for blue chip clients in attractive industries

BALANCED PORTFOLIO

We are a diversified group of businesses, with growing synergy and a deliberate strategic framework, which provides resiliency to downturn risk

TRACK RECORD OF TRANSFORMATION

Three-year transformation plan has delivered exceptional financial performance. Committed leadership to continue our positive momentum

SIGNIFICANT GROWTH POTENTIAL

Enero sits at the centre of a massive and rapidly evolving market, with a strategy and business model that is primed to capture growth

COMMITTED TO SHAREHOLDER RETURNS

Disciplined financial management balances opportunities for earnings growth and return of capital to shareholders. ASX:EGG share buyback announced this morning

BUSINESS OVERVIEW

**BRENT SCRIMSHAW,
CEO**

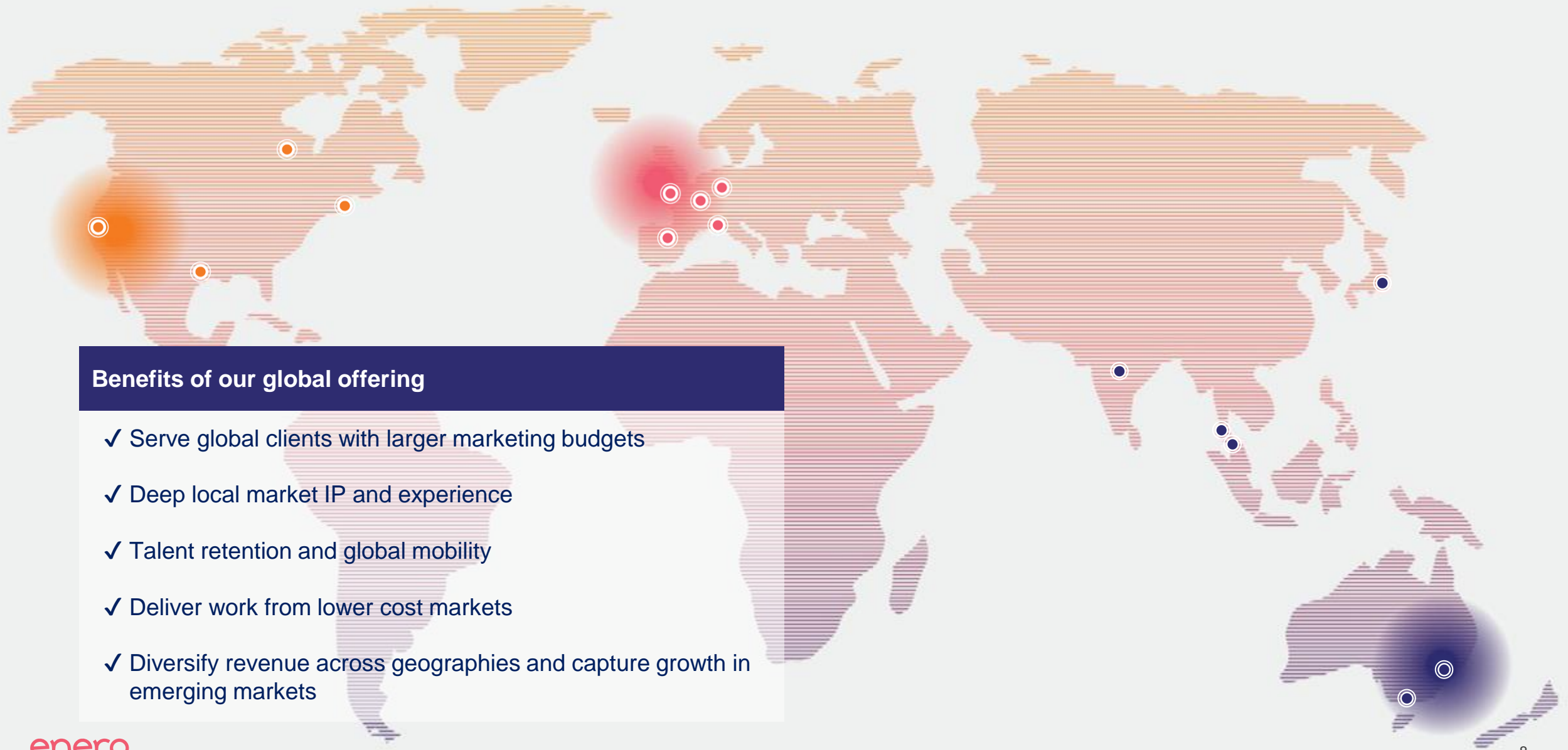
enero

IS A
CREATIVE
TECHNOLOGY
COMPANY

Our Brands



Global team of ~900, with offices in 15 cities



Benefits of our global offering

- ✓ Serve global clients with larger marketing budgets
- ✓ Deep local market IP and experience
- ✓ Talent retention and global mobility
- ✓ Deliver work from lower cost markets
- ✓ Diversify revenue across geographies and capture growth in emerging markets

Blue chip clients

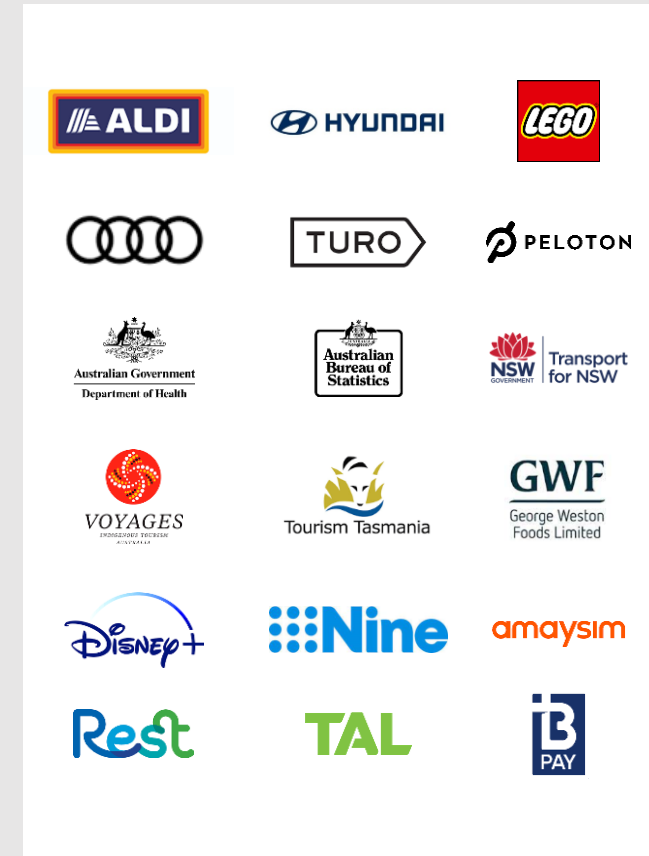
TECHNOLOGY



HEALTHCARE



CONSUMER



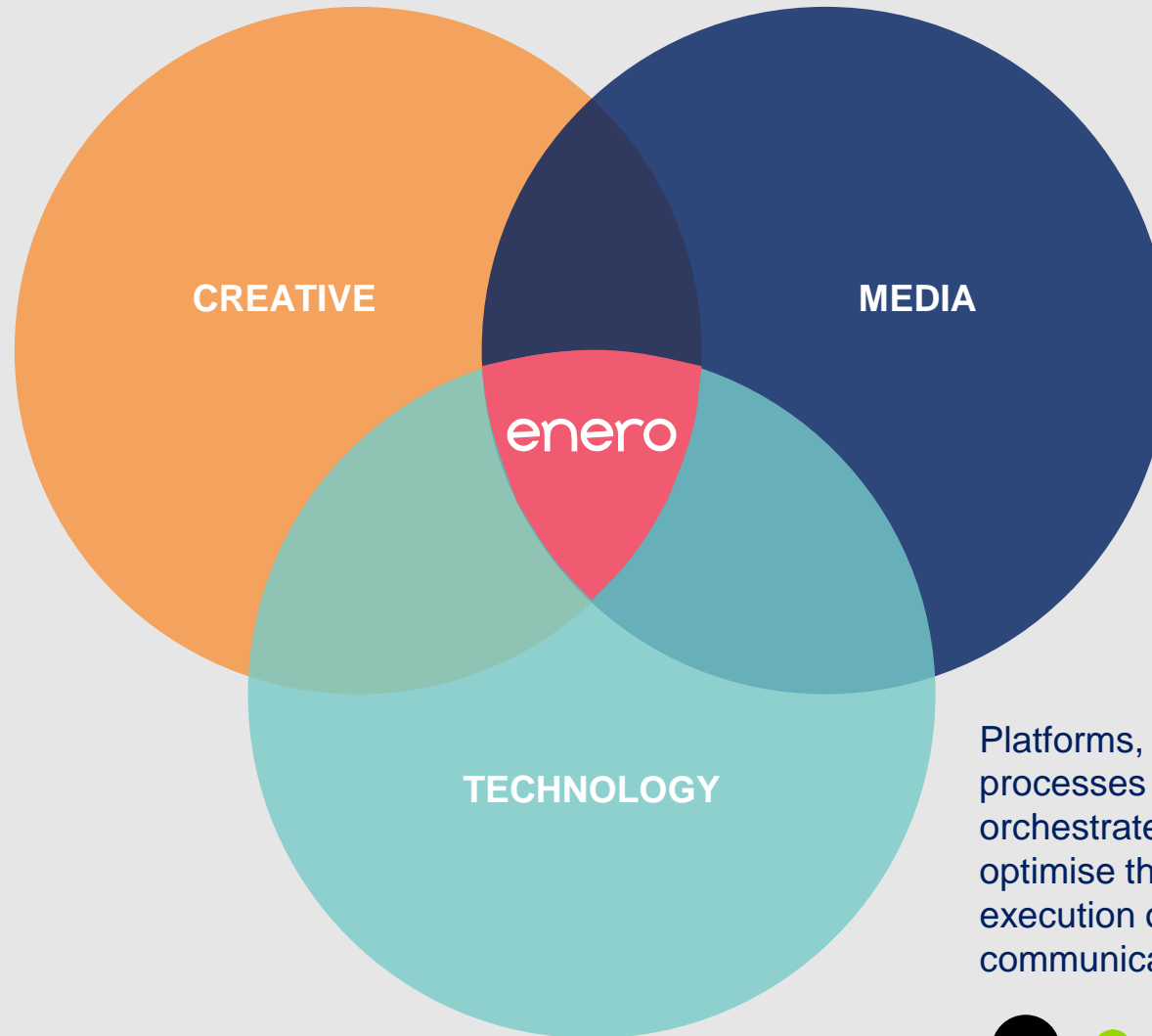
Enero sits at the convergence of marketing services

Human-powered ideas that most effectively communicate a brand and its messaging

BMF **HOTWIRE**

ROI-DNA **GETIT**

orchard **cpr**
Issues Government Media



Effective investment in media to reach the right audience with the right message at the right time

ROI-DNA

bmedia
email • display • mobile

Platforms, data and processes that orchestrate and optimise the execution of customer communications

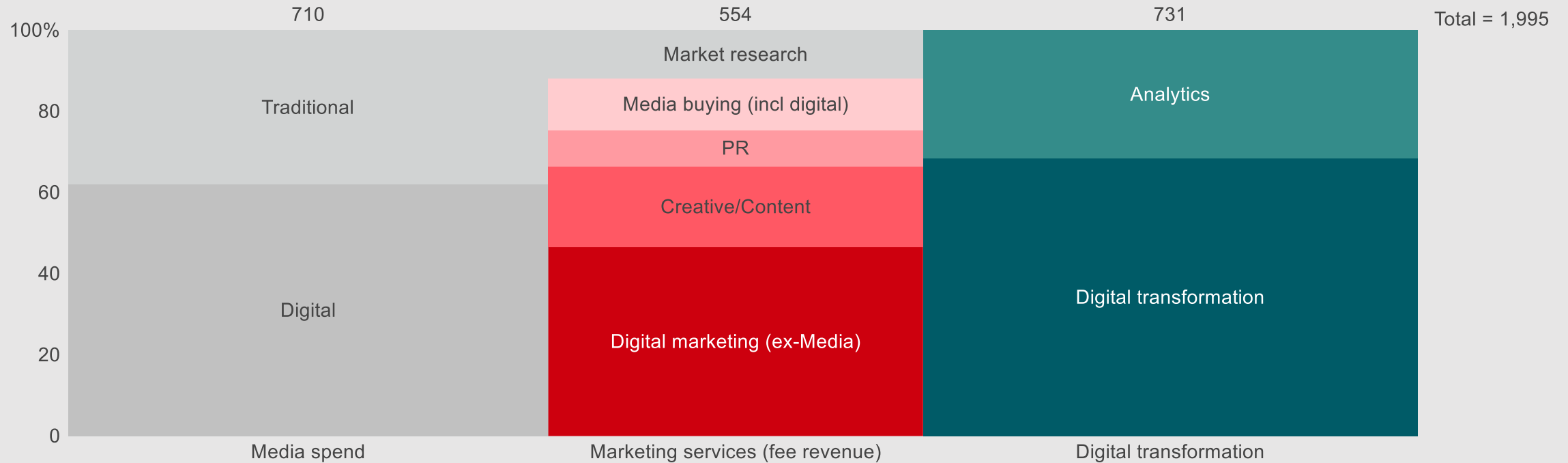
orchard

ROI-DNA

GETIT

We operate in a massive (and expanding) global market

Marketing services industry (US\$ billion)



Enero's 'traditional' addressable market is ~US\$500bn

Our future TAM widens to ~US\$1.2tn

Our market is evolving rapidly



Technology is transforming consumer expectations of personalisation



Data drives everything. Measurement, ROI and effectiveness critical to success



Lines are blurring between the CMO / CTO siloes (emergence of Chief Experience Officers)



Company purpose is driving consumer adoption (reputation is key)



New entrants and offerings are disrupting the marketing ecosystem



Critical for Eneo to deliver relevant services and anticipate evolving market needs

... and so are our competitors



27+

acquisitions since 2018



Solely focused on content, data/digital and technology services



10

acquisitions in FY23



Doubling down on e-commerce, digital transformation, healthcare and PR



transformational M&A appetite



Stated acquisition strategy overlaps Enero (ABM, US Digital Media, APAC)



Critical for Enero to offer differentiated services and build our competitive advantage

Enero's strategy



DELIVERING ON OUR STRATEGY

BRENT SCRIMSHAW,
CEO

Our operating model

WHO WE ARE



enero
A CREATIVE TECHNOLOGY COMPANY

PORTFOLIO



BRAND TRANSFORMATION
HOTWIRE ROI-DNA GETIT BMF cpr Issues Government Media

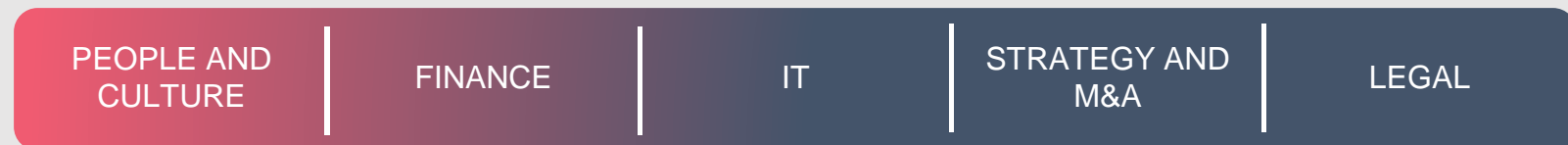
CREATIVE TECH & DATA
orchard bmedia
•email •display •mobile

PRIORITY VERTICALS



TECHNOLOGY HEALTHCARE GROWTH CONSUMER

CENTRES OF EXCELLENCE



PEOPLE AND CULTURE FINANCE IT STRATEGY AND M&A LEGAL

People and culture as a competitive advantage

CAPABILITY EVOLUTION



New leadership across multiple Enero brands



Enhancement of Enero Centres of Excellence



Progressive talent attracted to the group



Differentiated capabilities added through acquisitions

CULTURE EVOLUTION

Successes

Talent

- Enero Talent sourced and onboarded 282 new hires during Great Resignation
- Expansion of university programs

Learning & Development

- ~10,000hrs of training delivery
- Global ADVANCE leadership training rollout
- Employee support – Mental Wellness program expansion

DEI

- DEI prioritised across all businesses
- Unconscious Bias, and Diverse and Inclusive Hiring practices

Reconciliation Action Plan (RAP)

- Ratification of Innovate RAP
- Career Trackers and Supply Nation indigenous partnerships performing strongly

Brands' culture

- Each Enero Group Brand continues to develop their unique culture
- Hotwire's Thoughtful Working 2.0 launched

TOOLS AND PROCESSES EVOLUTION



New global HRIS system (Sage) implemented for improved insights and efficiency



Phased roll-out of comprehensive agency ERP (Workbook)



Centralised payroll function to create process simplification and alignment



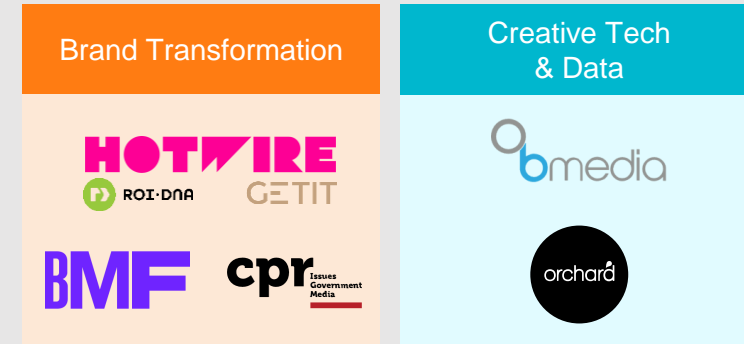
Implemented online L&D management system

Portfolio and geographic transformation

8 COMPANIES IN FOUR SEGMENTS,
PREDOMINANTLY AUSTRALIA FOCUSED

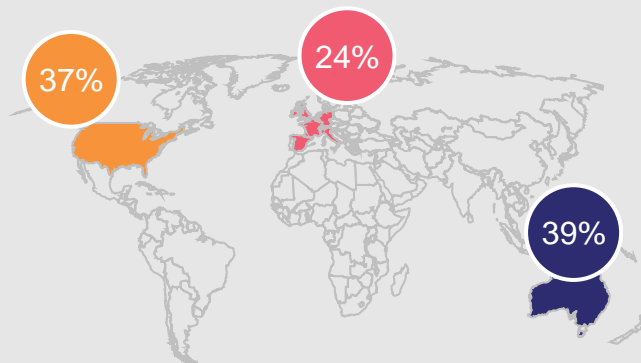
5 COMPANIES IN TWO SEGMENTS,
GROWTH IN INTERNATIONAL MARKETS

PORTFOLIO
COMPOSITION

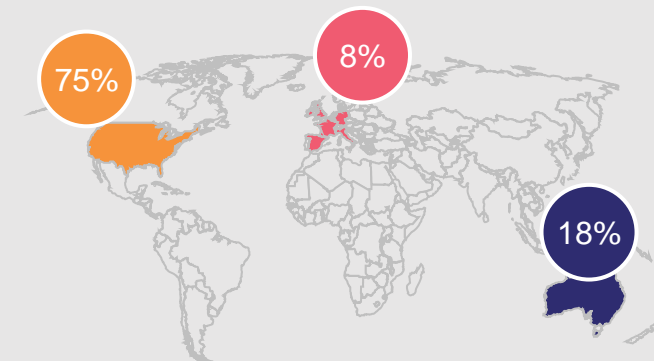


GEOGRAPHIC
CONTRIBUTION

Share of FY19 Group EBITDA



Share of H1FY23 Group EBITDA



Our strategy in action – a differentiated offering in B2B Technology



geography

London and EU-centric



services

Traditional PR and media relations



synergy

Scale in US to serve global tech brands

Traditional PR and media relations, with new digital capabilities

Geographic cross-sell and global briefs

Integrated UK offering

Test investment for new ABM and channel marketing expertise, combined with traditional PR and digital

Cross-sell of services and expansion of MBA into EU

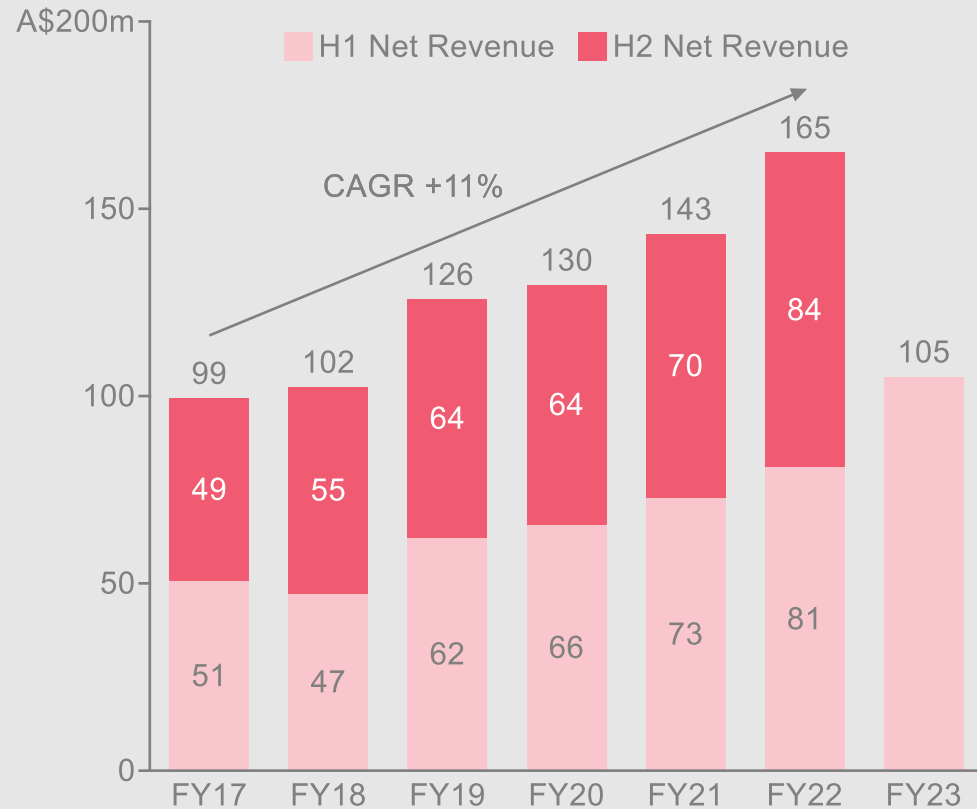
Global footprint, expansion into Asia

Global capability enhancement through differentiated **Reputation, Relationships and Revenue** offering

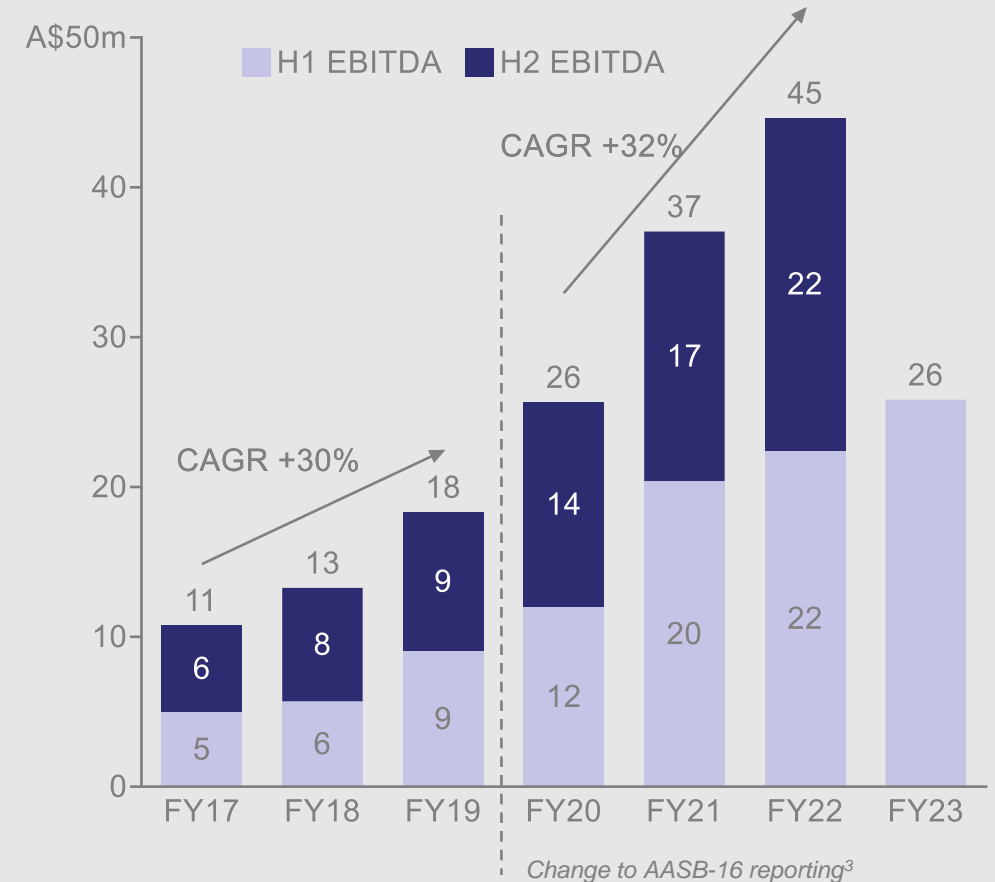
Cross-sell of services into existing USA clients, serve global ABM projects and build comms in Asia

Consistent growth and EBITDA expansion

Enero Group Net Revenue - economic interest basis (A\$m)

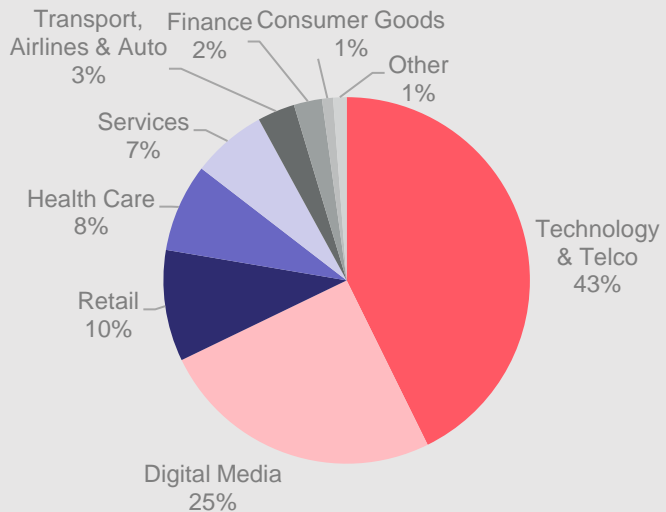


Enero Group EBITDA - economic interest basis (A\$m)



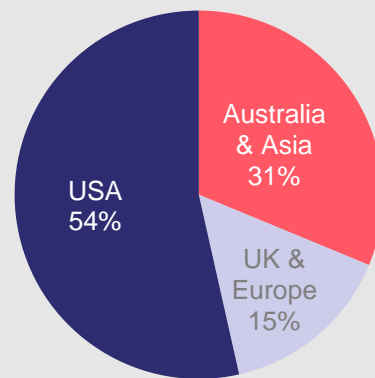
Diversified and recurring client revenue

REVENUE¹ BY INDUSTRY



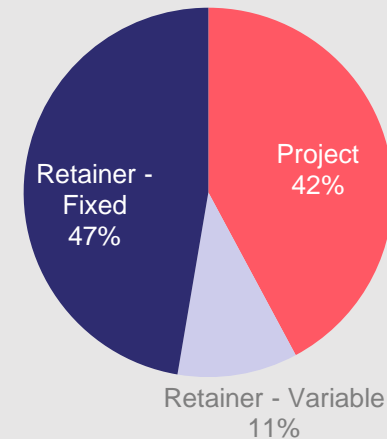
Tech exposure is predominantly B2B and has grown significantly due to the ROI DNA and GetIT acquisitions

REVENUE¹ BY GEOGRAPHY



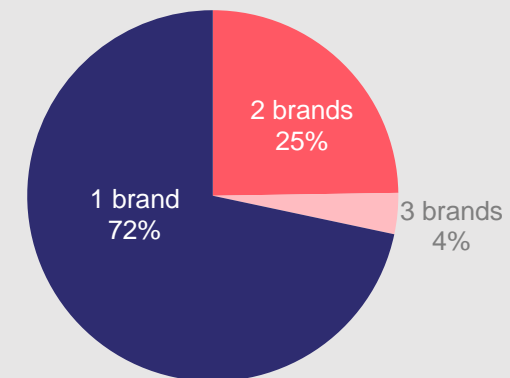
Continued growth in attractive North American market in line with Enero's strategic priorities

AGENCY² REVENUE MODEL



Variable retainers largely relate to client media spend in ROI DNA where there is generally a minimum revenue threshold

SHARED CLIENT REVENUE¹



28% of our revenue comes from clients who have relationships with more than one Enero Group brand

enero 1. H1FY23 net revenue reflect 51% economic interest in OBMedia
 2. Agency excludes OBMedia

Strong performance on all financial metrics (Dec-19 to Dec-22)

3 YEAR¹ FINANCIAL TRANSFORMATION ON ECONOMIC INTEREST BASIS

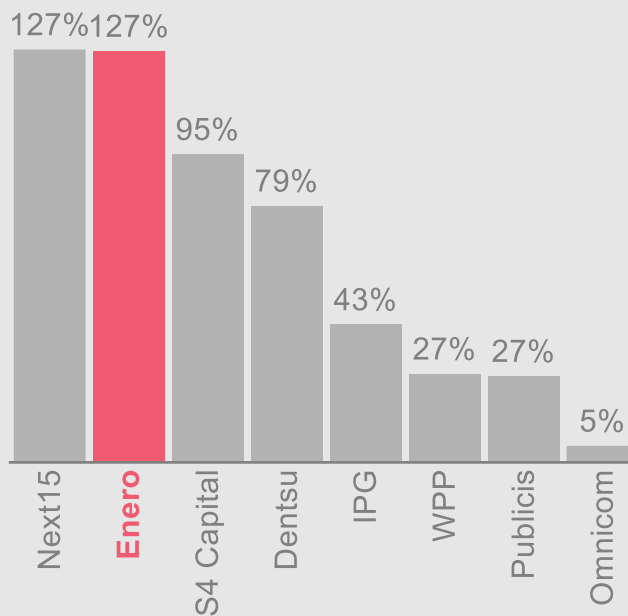
+61%
net revenue²

+119%
EBITDA²

+7ppts
EBITDA margin²

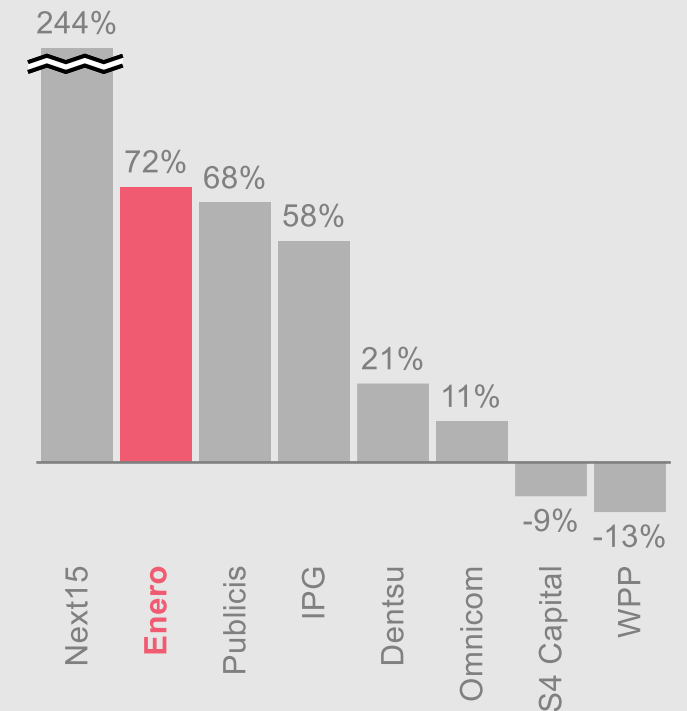
INDUSTRY-LEADING EPS³ GROWTH

Adjusted EPS (basic) growth (%)
(31 Dec 2019 to 31 Dec 2022)



TOP-TIER TSR⁴

Total Shareholder Returns (%)
(31 Dec 2019 to 31 Dec 2022)



- H1 FY2023 compared to H1 FY2020
- Results shown on an economic interest basis (assuming 51% ownership of OBMedia)
- EPS growth uses companies' reported adjusted EBITDA for the period LTM Dec-19 to LTM Dec-22, collated from FactSet (including Enero adjusted EPS)
- TSR calculated as ((Ending Share Price less Starting Share Price plus Dividends) divided by Starting Share Price)

Macro conditions have impacted marketing spend globally

MACRO CHALLENGES HAVE IMPACTED SOME CLIENT INVESTMENT



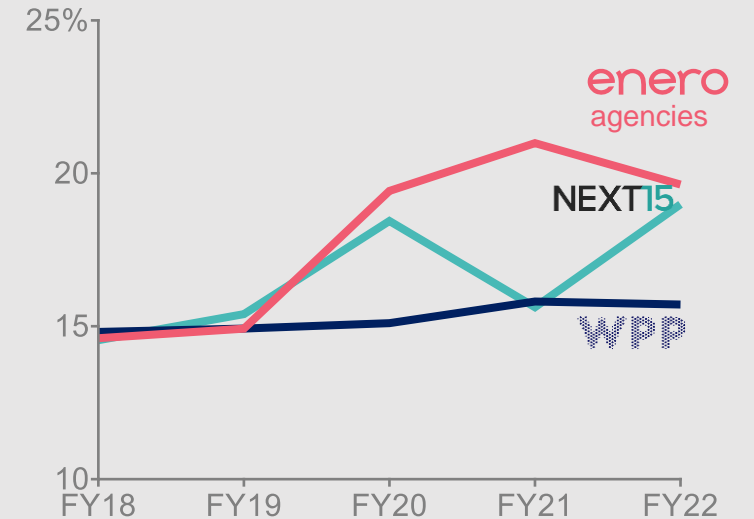
- Conservative approach to investment with some clients
- Some project timing delays and scope reduction
- Clients looking for economic proof points of potential recovery

COST ACTIONS IMPLEMENTED ACROSS ENERO PORTFOLIO

- + Strategically focused FTE reductions
- + Reduced use of flexible workforce (freelancers)
- + Expansion of offshore teams to enhance margins
- + Ongoing OPEX management
- + Reduction in discretionary Head Office spend

AGENCY (EX-OBM) MARGIN HAS HISTORICALLY OUTPERFORMED

EBITDA margin comparison (%)



- Enero Agency (ex-OBMedia) margin includes 60% share of corporate costs reflecting approximate allocation of management time and direct expenses
- Margins shown as unadjusted EBITDA / Net Revenue
- WPP reports year end 31 December
- Next Fifteen reports year end 31 January

Achieving key milestones on our transformation journey

PEOPLE

- The right capability with the right leaders to execute our strategy
- Leadership and resilience through uncertain times
- Culture as a competitive advantage

PORTFOLIO

- Building differentiated businesses in long-term growth verticals
- Commercialising acquisitions
- 28%¹ of group revenue from multi-agency clients

PERFORMANCE

- Strategically focused cost actions
- Productivity improvement initiatives
- OBMedia enhancement

ENERO BUSINESS PORTFOLIO

Business Leaders

THE ADTECH BUSINESS



OBSMedia – Enero Group's AdTech Business



Raja Gupta
Chief Executive Officer



Mike Lynn
Chief Technical Officer

OBSMedia was established in 2001 by Raja Gupta and Mike Lynn and became part of the Enero Group in 2007 (51% stake)

Today we will explain OBMedia through three lenses



The **customer value** delivered by our platform

What do we do?




OBMedia's **economic model**

How do we make money?



Our plans for future **growth**

What are our expansion opportunities?

 **bmedia** is a customer acquisition platform for digital advertisers

1

Acquire

customers from omnichannel traffic sources

2

Qualify

customer intent and quality using proprietary tech

3

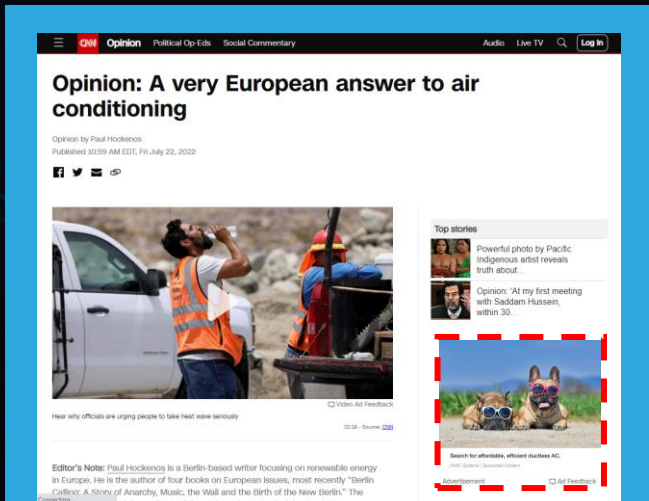
Monetise

by delivering quality customers to search engines' advertisers

Harness data from search engines to continuously optimise customer conversion

OBSMedia delivers high-intent customers to digital advertisers

1 Acquire



Media buyers use our technology to place relevant ads on websites, social or email

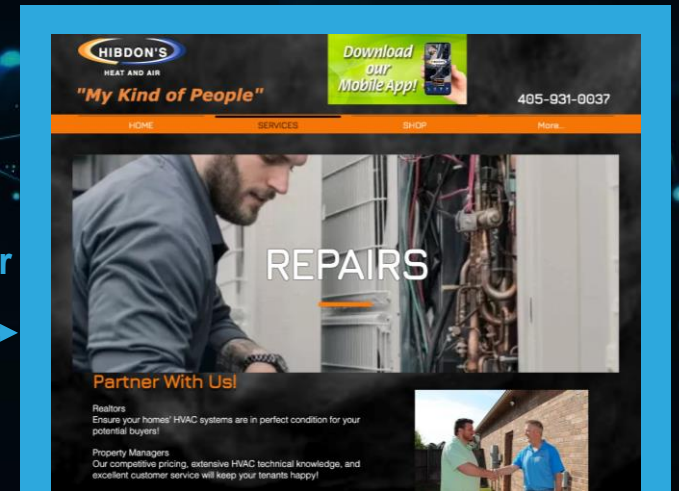
2 Qualify



Customer clicks

Customer lands on OBSMedia's page of search results (direct feed from search engines). Intent revealed from further customer clicks.

3 Monetise

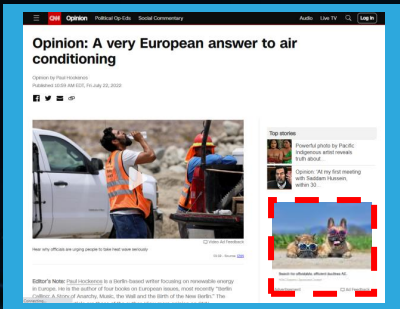


Customer clicks

Customer taken to the chosen search engine advertiser website

Technology powers our business

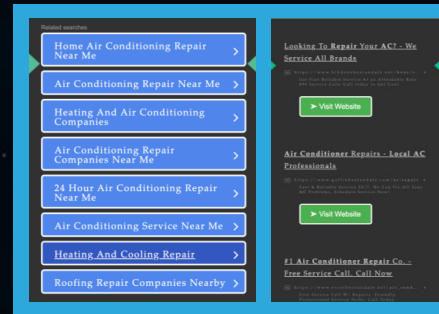
1 Acquire



Key technologies

- ✓ Ad copy is optimised by OBMedia's AI technology
- ✓ Data analytics enables partners to more efficiently place ads
- ✓ Utilise first party data, not reliant on third-party cookies

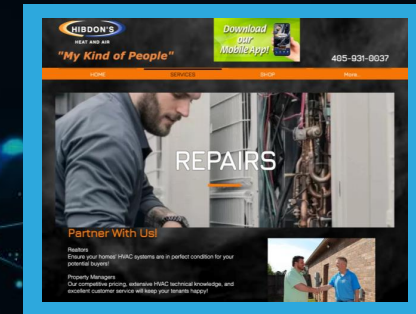
2 Qualify



Key technologies

- ✓ AI powered keyword blocks optimise conversion
- ✓ Proprietary fraud detection technology identifies fraudulent ('bot') traffic

3 Monetise



Key technologies

- ✓ Intelligent revenue attribution systems to match conversions with campaigns

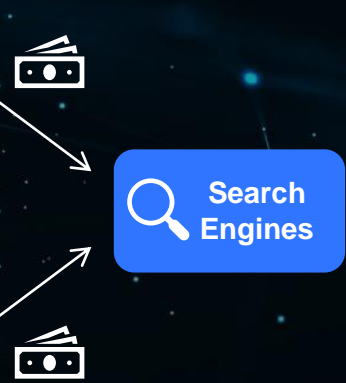
OBSMedia gives search engines access to new sources of growth

Traditional paid search advertising
US\$300bn global market



OBSMedia gives search engines access to new sources of search conversions

Display and social advertising
US\$440bn global market



Today we will explain OBMedia through three lenses



The **customer value** delivered by our platform

What do we do?



OBMedia's **economic model**

How do we make money?



Our plans for future **growth**

What are the untapped opportunities?

Our economic model is similar to a trading business



Purchase clicks from
traffic markets



Sell qualified clicks to
search engines



- OBMedia is **profitable** when we sell clicks for more than the cost to acquire those clicks

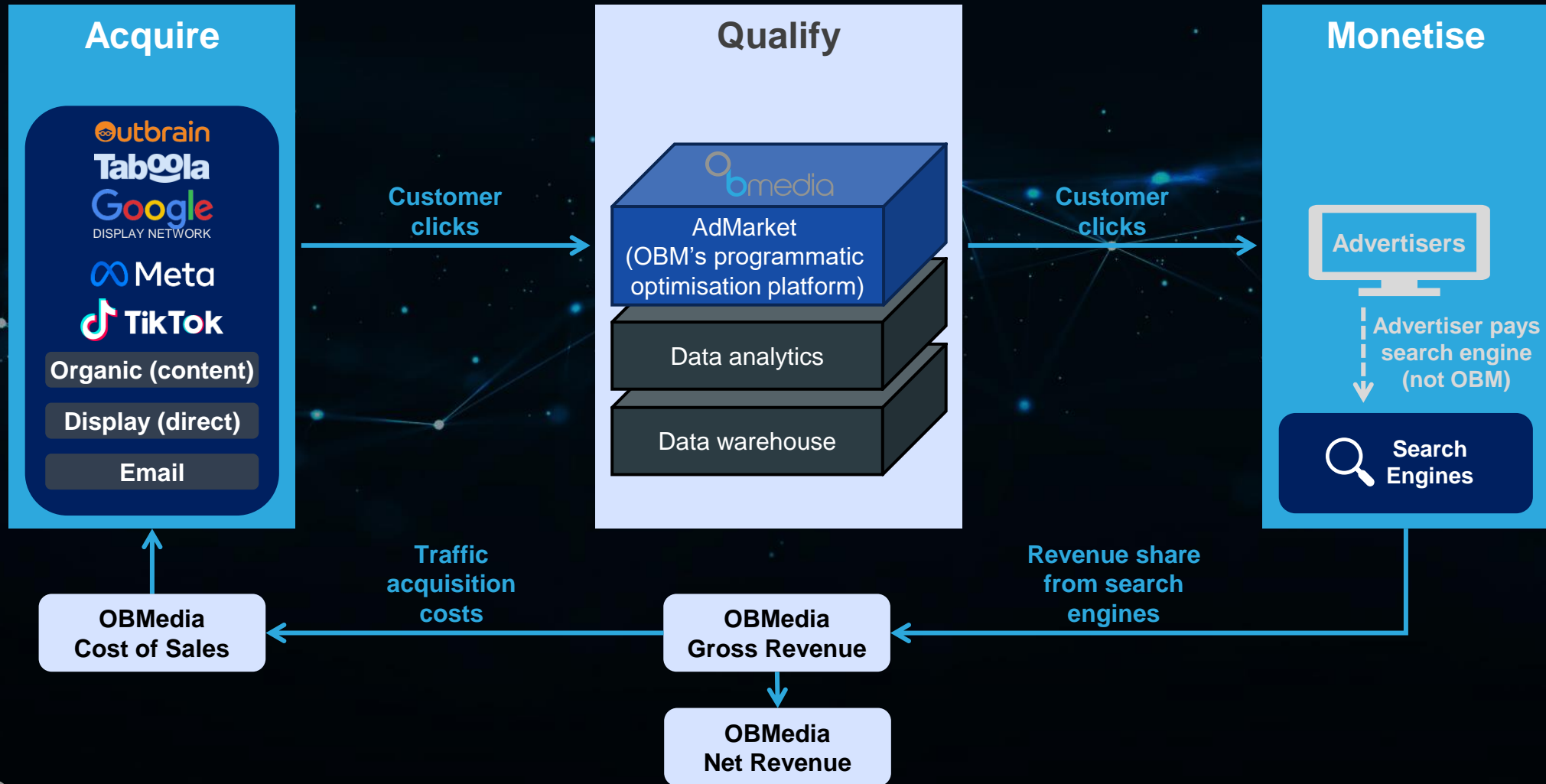


- Both buy and sell side **market pricing varies dynamically** by publisher channel, advertising vertical, target customer, ad format etc.
- OBMedia's technology enables **dynamic optimisation** to maximise profitability



- We acquire from a **diverse set of traffic markets** (social, display, native, email etc.)
- We are **one of a handful of market participants** with contracts to sell clicks to search engines

We receive revenue from search engines and pay cost of sales to publisher networks



Today we will explain OBMedia through three lenses



The **customer value** delivered by our platform

What do we do?



OBMedia's **economic model**

How do we make money?



Our plans for future **growth**

What are the untapped opportunities?

Future growth will be powered by diversification and technology investment

Acquire

Traffic acquisition channels

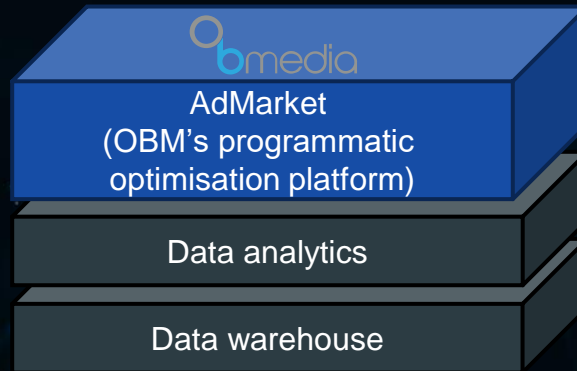
- Display
- Email
- Affiliates
- Other

- Native
- Social
- Organic (content)
- Display
- Email
- Affiliates
- Other

Growth Drivers

- Scaling and diversifying traffic sources (including investment in owned content websites to drive lower-cost organic traffic)

Qualify

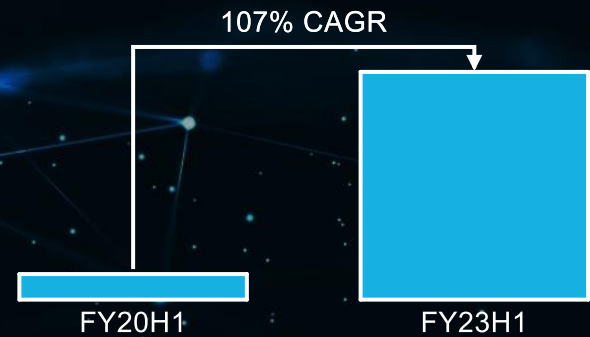


Growth Drivers

- Richer data reporting from search engines to enhance optimisation and profitability

Monetise

OB Media Net Revenue growth



Growth Drivers

- Development of new monetisation products by search engines
- New monetisation partners

THE AGENCY BUSINESS

BMF



HOTWIRE

 ROI-DNA **GETIT**

BMF

**STEPHEN
McARDLE**

Chief Executive Officer



ABOUT US



OUR CLIENTS

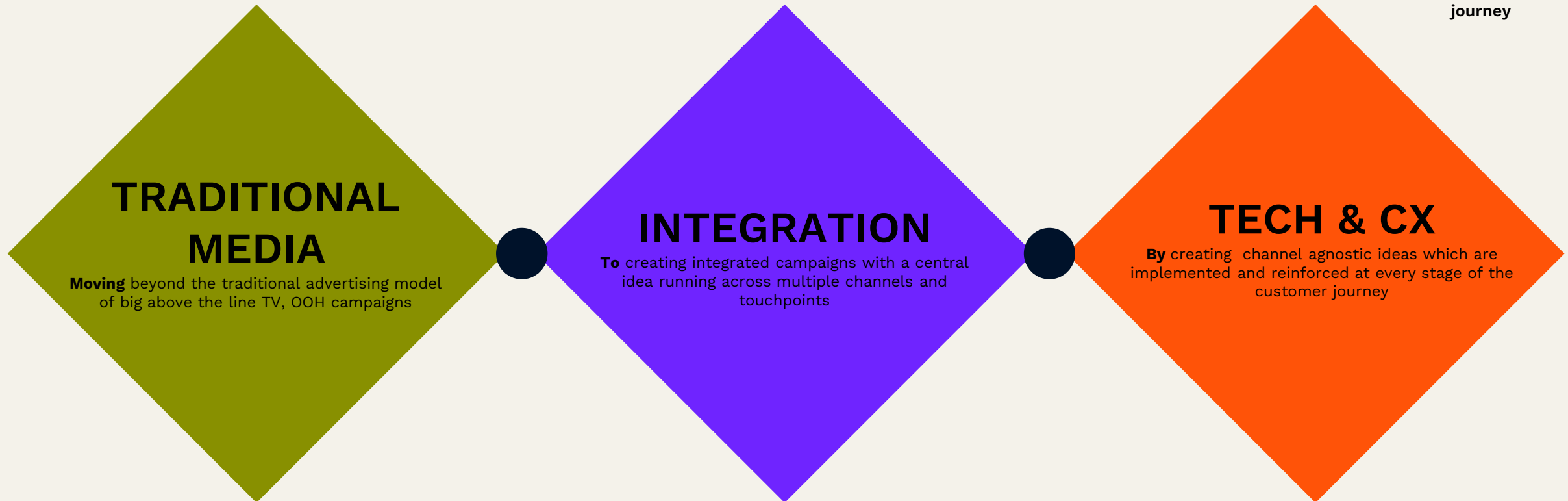


WHERE THE WORLD IS GOING

THE AGENCY LANDSCAPE

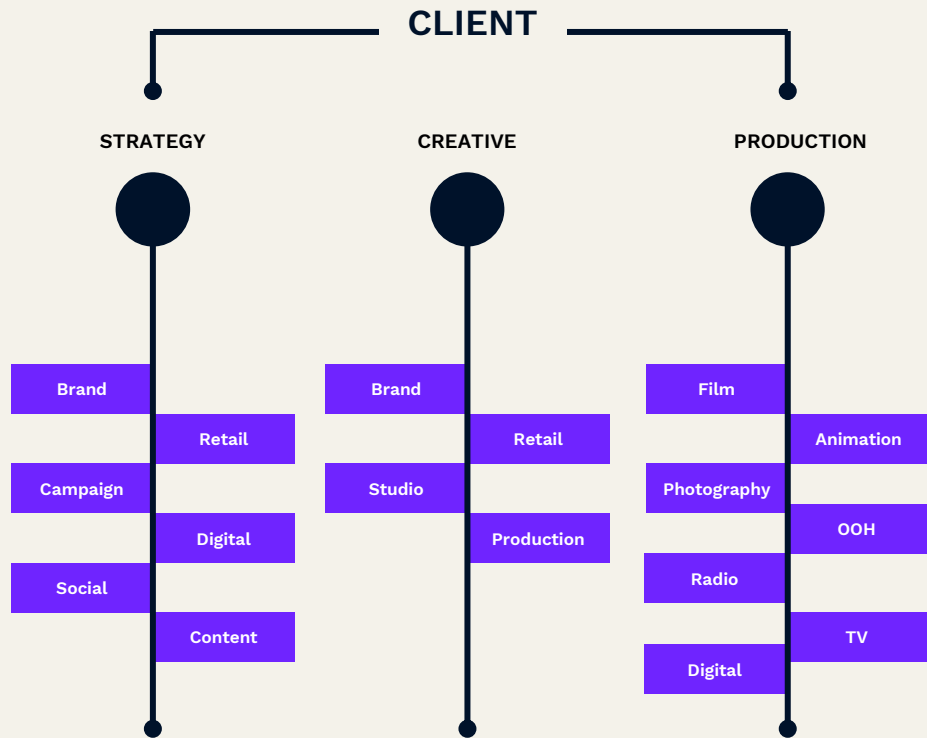
Above the line

Through
the
customer
journey

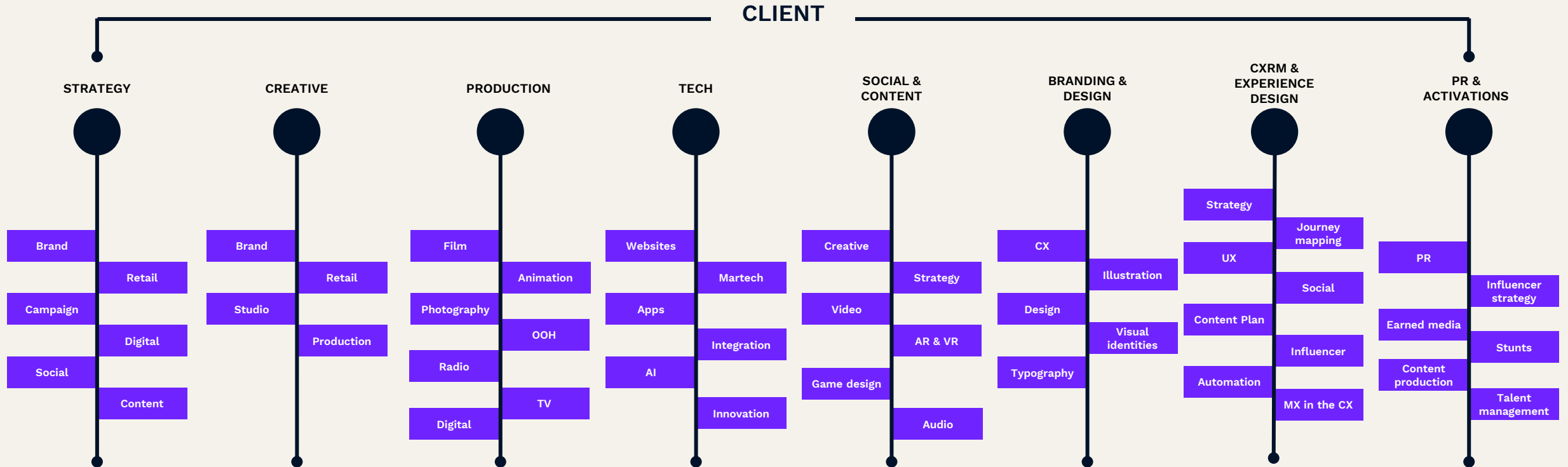


OUR POINT OF DIFFERENCE

TRADITIONAL SERVICES



OUR OFFERING



LONG IDEAS



**TRUST
+
AUTHENTICITY**

**FRESH
X
FAMILIAR
X
FEELING**

**MX
IN THE
CX**

LONG IDEAS IN ACTION



ALDI
Good Different

32% increase in sales



DEPARTMENT OF SOCIAL SERVICES
Let's Stop it at the Start

6 in 10 have taken action



TAL LIFE INSURANCE
This Australian Life

#1 market leader



TOURISM TASMANIA
Come Down For Air

39% increase in visitation

MARKET RECOGNITION

2023 **A**
2023 **A**
2022 
2022 
2022 
2021 **WARC**
2021 **WARC**
2021 
2021 
2020 
2020 
2020 
2019 

AdNews Creative and Agency of the Year
AdNews Ad Campaign of the Year
Effie for Most Effective Retail Campaign
B&T Branding, Design & CX Agency of the Year
Spikes Asia Creative Effectiveness Grand Prix
WARC #1 Most Effective Creative Agency in Australia
WARC #3 Most Effective Creative Agency Globally
B&T NSW Agency of the Year
Mumbrella Culture Award
Mumbrella Culture Award
Mumbrella Agency of the Year
Australian & APAC Grand Effie
Australian Effies Effectiveness Agency of the Year



OUR REVENUE MODEL

BMF



NEW BUSINESS



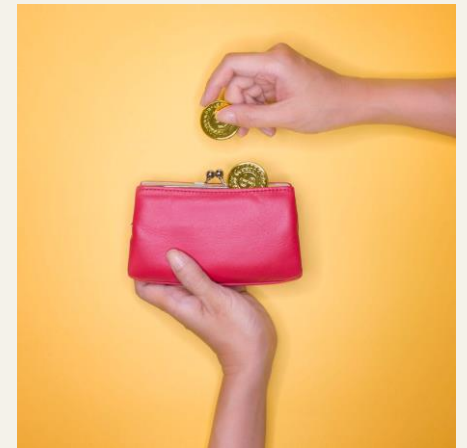
ORGANIC



HOURLY RATES



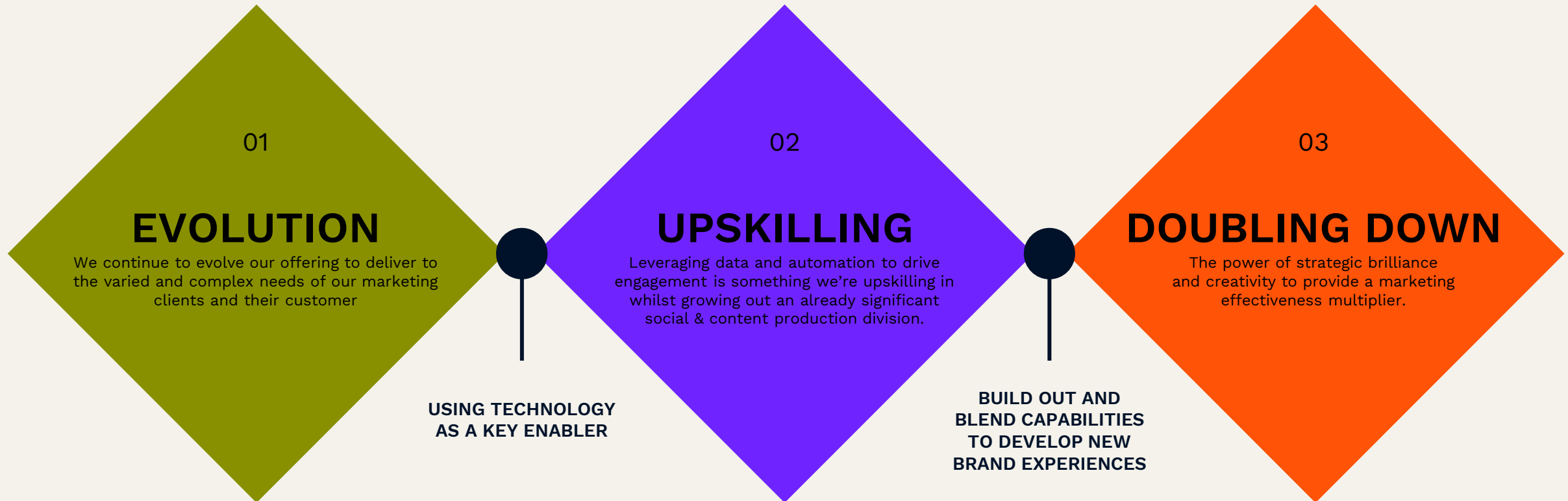
DELIVERABLES



VALUE

WHERE TO NEXT

OUR GROWTH ROADMAP





WAI KWOK, CEO

***WE ARE IN THE
BUSINESS OF***



***CONNECTED
EXPERIENCES***



100

SPECIALISTS



SYD

NYC



16 YEARS

(& COUNTING)



**INVENT
BETTER**

ONE MISSION



abbvie

Johnson & Johnson
VISION

CSL Behring



amaysim



Biogen

Boehringer
Ingelheim

sanofi



EPSON®
EXCEED YOUR VISION



GALDERMA
EST. 1981

GSK

MSD

Australian
Payments
Plus



Obela



Lilly

Lundbeck

Seqirus
A CSL Company

Omico.

salesforce

scape

NOVARTIS

GILEAD

ViiV
Healthcare



CARLISLE
Lifes better



A NEW ERA IN BRAND MARKETING

1

CUSTOMER EXPECTATIONS



2

RISE OF EMERGING CHANNELS



3

UNPRECEDENTED CUSTOMER INTELLIGENCE





WE UNLOCK THE POWER OF CONNECTED EXPERIENCES

1

BRAND EXPERIENCE
SPECIALISTS



2

CATEGORY
SPECIALISTS

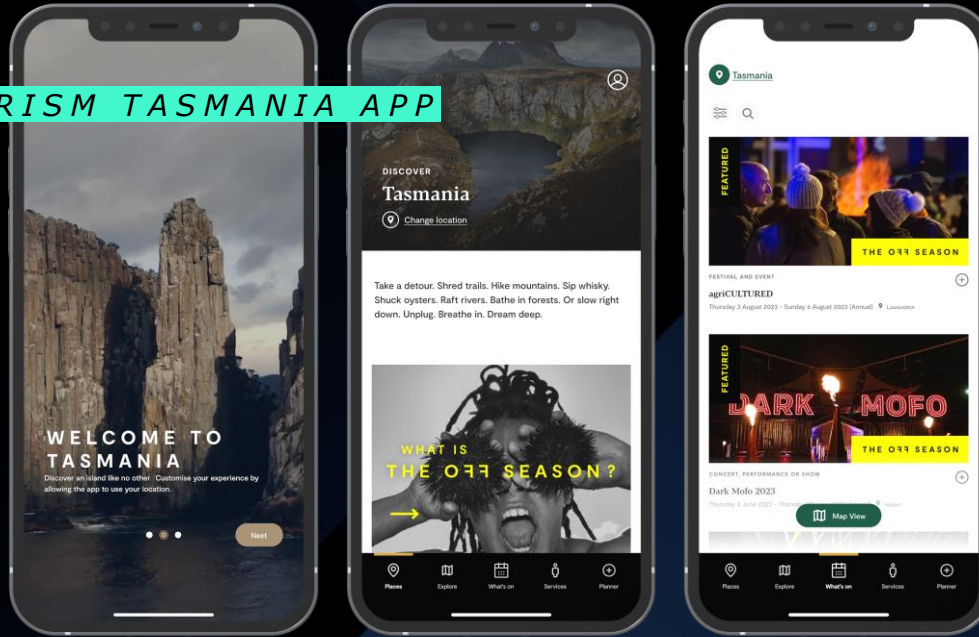


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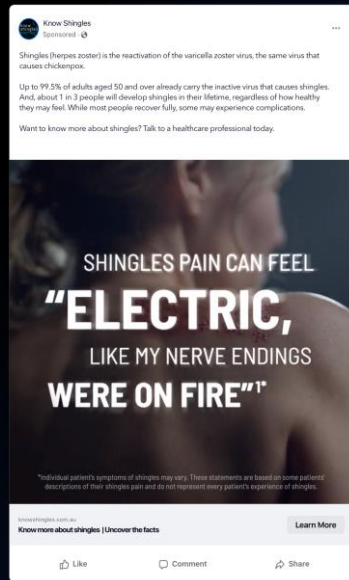
PLATFORM
SPECIALISTS



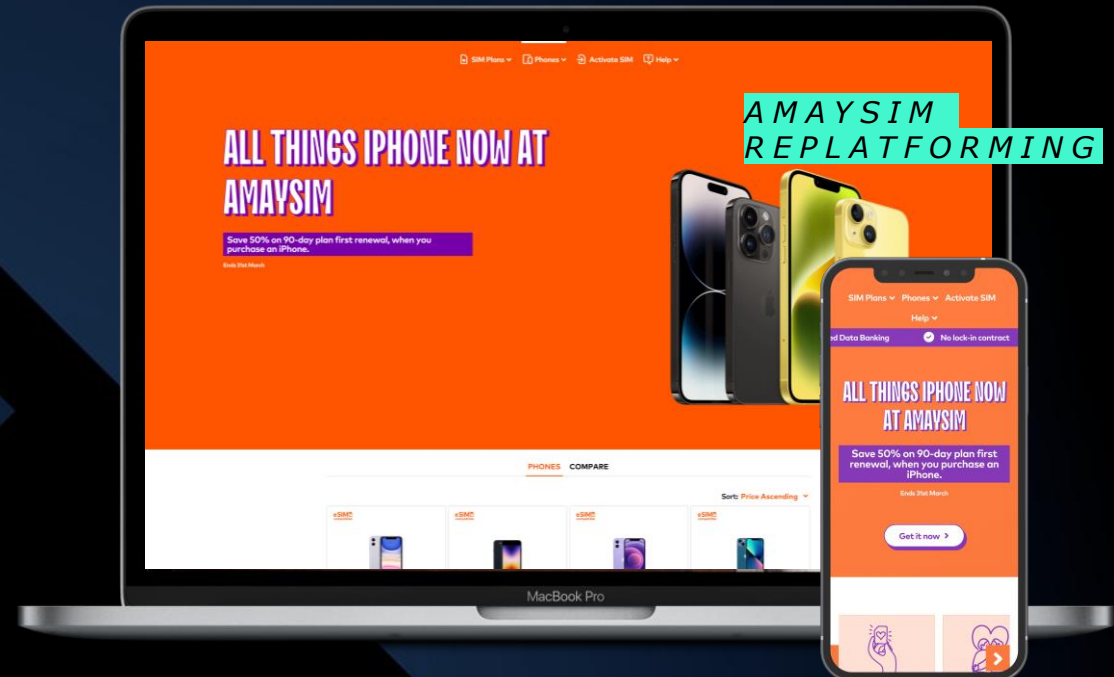
TOURISM TASMANIA APP



GSK SOCIALS



AMAYSIM REPLATFORMING



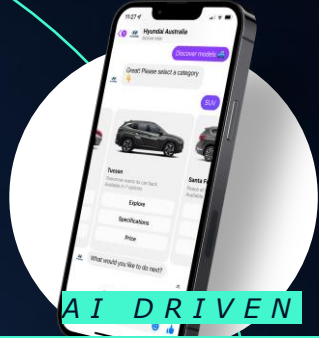
AUGMENTED
REALITY



PRODUCT INFORMATION
SYSTEM (PIM)

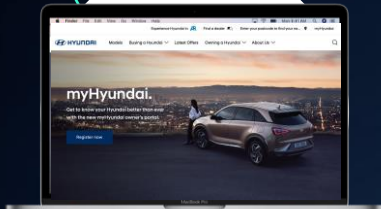


AI DRIVEN
SMART ASSISTANT



END-TO-END BRAND EXPERIENCE

MY HYUNDAI



IONIQ5
ECOMMERCE





MARKETING
AUTOMATION



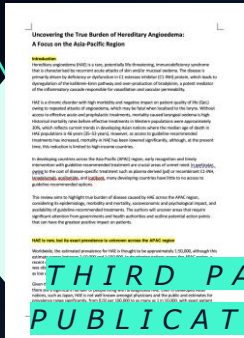
CUSTOMER PLATFORMS



HCP MEDICAL
EDUCATION &
MASTER CLASSES

CSL Behring

END-TO-END BRAND EXPERIENCE



THIRD PARTY
PUBLICATIONS



PATIENT SUPPORT
CONTENT

EXCLUSIVE/PREDICTABLE

\$

RETAINER FEE

Committed and consistent spend across multiple deliverables

\$

MASTER SERVICES AGREEMENT

Typically exclusive agreements to deliver services for clients

\$

PROJECTS

Recurring and ad-hoc projects to deliver against an agreed scope of work

PHARMA



CONSUMER



Heather Kernahan, CEO



Matt Quirie, CEO



WHO IS HOTWIRE?

**We're a communications
and marketing
consultancy that powers
the world's most innovative
tech brands.**

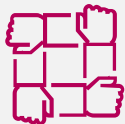
Global reach



400+
Employees



11 Countries **15** Offices



20+
Partner Offices

North America

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

Europe & Middle East

- London
- Frankfurt
- Madrid
- Milan
- Munich
- Paris
- Amsterdam
- Dubai
- Copenhagen
- Helsinki
- Istanbul
- 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

● Partners

Hotwire Global tech & innovation clients

What marketing & comms leaders are facing: The new evolution to the CXO



Efficiency focus



**Transformation to
digital marketing**



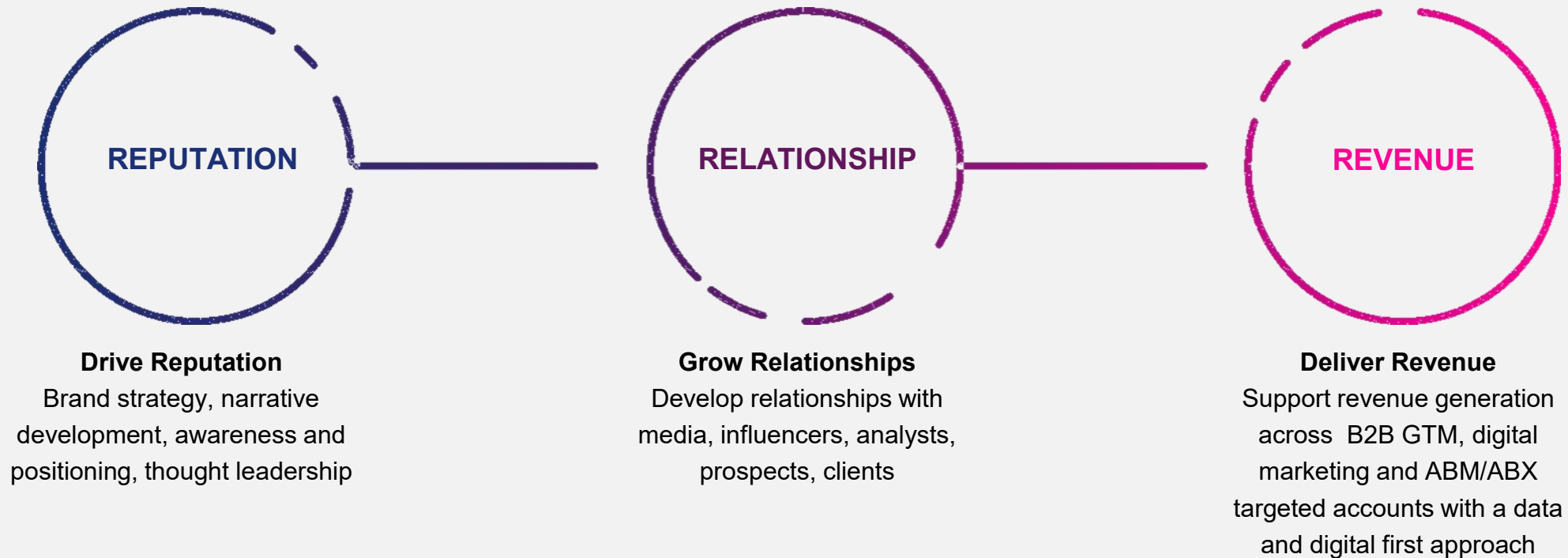
**Managing back to
back reputation
issues**



**Predicting and
delivering ROI for
marketing is
becoming the new
normal**

Helping tech & innovation companies meet their most important goals

Powering business results with our connected Reputation, Relationship and Revenue service model



Revenue Generation Services

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 Modelling
- 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

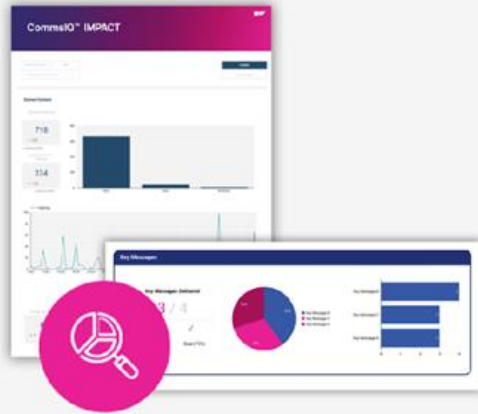




Partnered with tech ecosystem leaders with premier and exclusive relationships



Data & analytics solutions with AI fueled insights



COMMSIQ

Report progress towards business objectives and uncover key drivers of success to enable future strategies



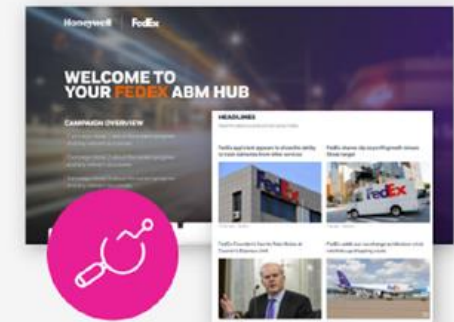
AUDIENCIQ

Leverage behavioral insights to deepen understanding of your target audience and develop insight-led strategies



PERFORMANCEIQ

Analyze effectiveness of marketing, demand generation and advertising programs with reporting and measurement



ACCOUNTIQ

Optimize the delivery of insights to enable enhanced engagement with prospects

Reputation, Relationship, Revenue

Driving reputation, relationships, and revenue in a data-led, strategic ABM approach enables us to address Honeywell's biggest growth challenges



Reputation

Drive Reputation

Brand strategy, narrative development, awareness and positioning, thought leadership

Results

Increased awareness of & engagement with from target accounts

Relationship

Grow Relationships

Develop relationships with media, influencers, analysts, prospects, clients

Results

Strong relationships with buyer personas and the c-suite.

Grow # of key stakeholder relationships

Revenue

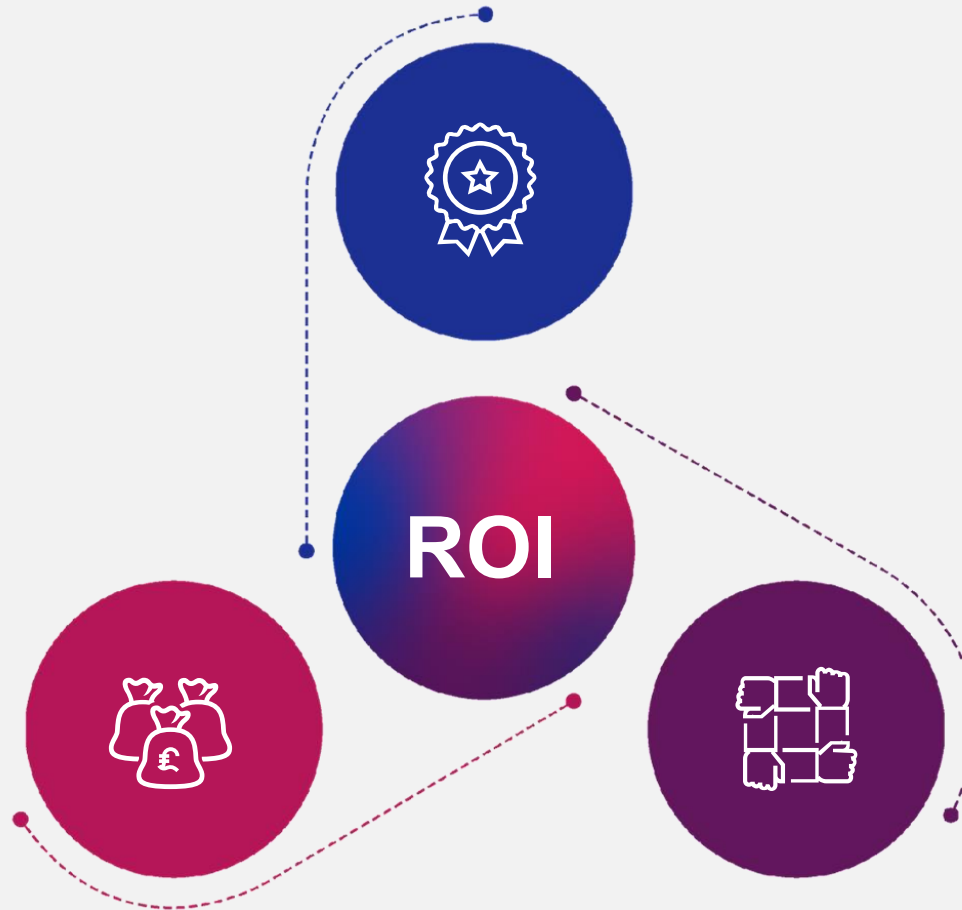
Deliver Revenue

Support revenue generation across targeted accounts with a data and digital first approach

Results

Winning strategic partnerships with key target accounts
Opportunities

Active Pipeline Revenue

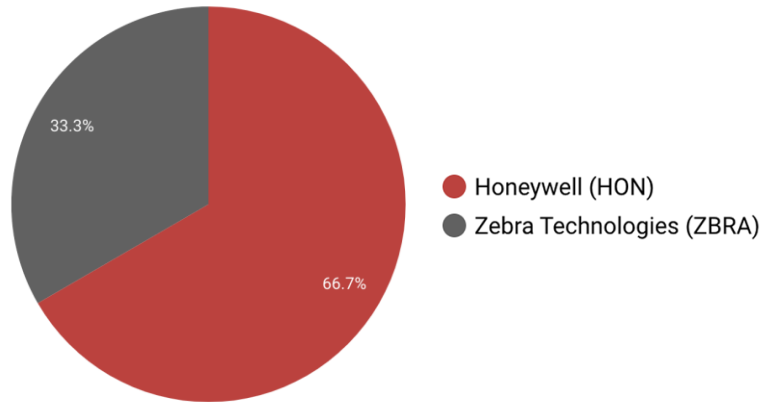


Reputation


Driving brand awareness against competition in key target accounts with influencers and content insight

Honeywell is researched more in ABM accounts

2x more than main competitor



Honeywell's targeted accounts are engaging with content developed with key retail influencer Steve Dennis.

 **Steve Dennis** · 2nd
 Keynote Speaker | Strategic Advisor | Top 5 Global Retail Influenc...
 1mo · Edited ·

[+ Follow](#) ...

Stop obsessing about sales channels - the customer is the channel! To have a future, brands need to embrace the blur of modern retail. Learn about how to create a remarkable harmonized customer experience in this new podcast episode with [Honeywell](#).

[#FutureRetail](#) [#RetailShaper](#) AD
<https://lnkd.in/gA6yj-GH>



Relationships



Target Persona 1



Target Persona 2



Target Persona 3



Target Persona 4



Target Persona 5



Our Walmart audience began to see a wave of **Honeywell ABM content** that speak directly to persona pains & challenge

Senior stakeholders at Walmart download high value content through our syndicated networks and entered our Marketo nurture email program.

The first opportunity with Walmart is registered during this campaign and this became a won opportunity.

OCT

DEC

JUNE

AUG

OCT

17%
TOTAL
CAMPAIGN
REVENUE



HOTWIRE GLOBAL

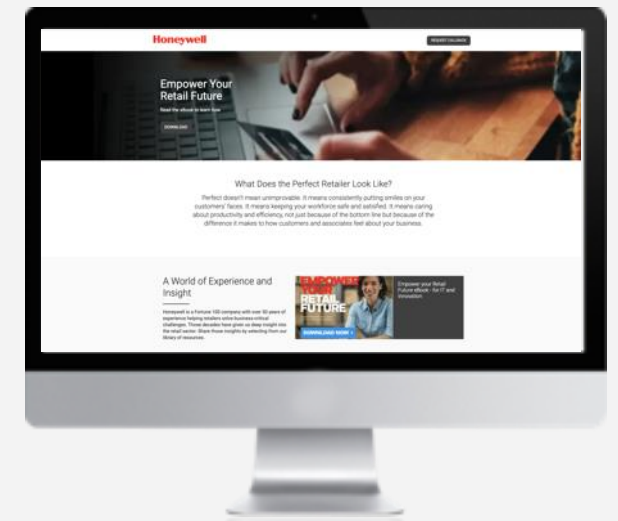
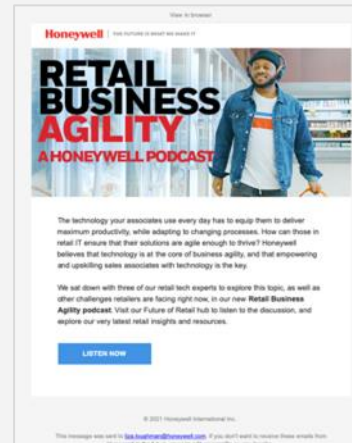
Revenue

Award winning ABM program with building reputation, relationships and revenue across 15 strategic accounts.



The Drum Awards B2B
Winner 2021

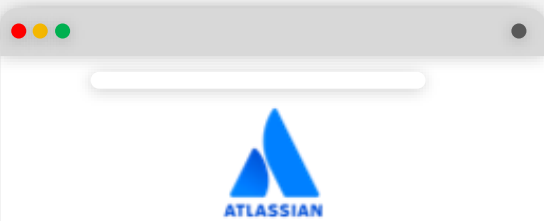
281% over revenue target



Business Model

RETAINERS

- Ongoing relationships to support continuous business needs



Working across multiple countries with Hotwire

PROJECTS

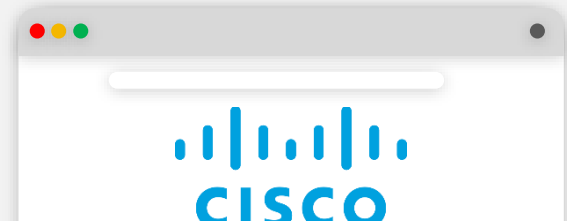
- Contained programs that can run a few months to multiple quarters



Strategic alliances partnership programs with tech ecosystem partners

PAID MEDIA

- Revenue is a percentage of paid media spend & consulting hours for GTM Strategy



Digital advertising services & GTM Strategy

Growth focus

Three areas of focus

ACQUISITION SYNERGY

Cross selling for
organic revenue

New global clients

NEW SERVICES & GEOGRAPHIES

Marketing stack
consulting

Data & analytics
solutions

APAC expansion

GLOBAL GROWTH

New Chief Growth
Officer role

Global network
focused on new
clients

CAPITAL MANAGEMENT

CARLA WEBB-SEAR,
CFO

Enero's capital management strategy

Our capital management strategy will give shareholders and potential investors confidence that the Board is focused on disciplined management of our balance sheet and cash. We aim to strike the right balance of investment in opportunities for future value creation and prudent return of excess cash.

Recurring capital management

Value maximisation levers

TARGET LEVERAGE

DIVIDEND PAYOUT

INVESTMENT

EXCESS FUNDS

Medium-term target to maintain Net Debt¹ / EBITDA ratio below

1.25x

Expect to distribute **40-60%** of NPAT (excl. one-off items)

Continue to assess organic and inorganic opportunities to invest in new capabilities to deliver sustainable shareholder returns

Periodically assess the potential for on-market share buy backs, reflecting our confidence in the balance sheet and business outlook

EGG on-market share buyback

Date announced	4th April 2023
Commencement date	From 1st May 2023
Scale	Up to 10% of issued shares
Term	12 months

Share buyback details

- Buyback reflects:
 - Enero’s strong operating performance and balance sheet
 - Continued strong performance of OBMedia
 - Confidence in Agency businesses’ ability to sustainably manage profitability
 - Enero Board’s ongoing focus on capital management
- To be funded from existing cash balances, with leverage to remain below target
- Maintains flexibility to pursue future investment in new capabilities to drive growth (organic and inorganic)

WRAP-UP AND Q&A

Brent Scrimshaw,
CEO

enero

The logo for 'enero' is displayed in a white, lowercase, sans-serif font against a dark blue background.A white line with a dot at the top center branches out to two dark blue rectangular boxes. The left box contains the text 'EXCELLENT FINANCIAL PROFILE' and the right box contains 'GROWTH OPPORTUNITY'. Below each box are three lines of white text.

EXCELLENT FINANCIAL PROFILE

Healthy balance sheet

Track record of performance

Clear capital management strategy

GROWTH OPPORTUNITY

Strong agency foundations with
differentiated offer in growth verticals

Ability to accelerate OBMedia

Continued people and capability
enhancement



Ann Sherry, Chair



Brent Scrimshaw, CEO



Carla Webb-Sear, CFO



Wai Kwok, Orchard



Heather Kernahan, Hotwire



Matt Quirie, ROI DNA



Mike Lynn, OBMedia



Raja Gupta, OBMedia



Steve McArdle, BMF

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