



ASX ANNOUNCEMENT

Enero sells OBMedia and provides update on FY25 Results

1 July 2025

OBMedia Sale

Enero Group Limited (ASX:EGG) (**Enero**), a leading global group of marketing and technology agencies, today announced it has sold its 51% stake in AdTech business OBMedia, LLC and its subsidiaries to the existing 49% minority shareholders.

Enero's Chief Operating Officer, Ian Ball, said: "This divestment supports our strategy to focus on our award-winning agencies where we see the greatest potential for growth, differentiation, and value creation. Enero is proud to be home to three specialist, high-performing, profitable agencies: Hotwire Global, BMF and Orchard. Each agency has strong leadership, a distinct value proposition and a consistent track record of delivering world-class results for clients."

The sale of OBMedia was completed for a nominal amount and the FY25 financial report will reflect a non-cash loss on sale in the range of A\$14 million - A\$16 million.

FY25 Update

Enero is pleased to announce that it is expecting to deliver an EBITDA¹ at the upper end of its previously stated guidance range of between \$22 million - \$26 million on an underlying basis and between \$18 million - \$20 million on an economic interest² basis. This result has been driven by new client wins in the Australian agencies, strong cost control and improved operational excellence across the group.

Enero will be announcing its FY25 results on 29 August 2025 and will be providing additional financial detail on each of the three agencies.

"With a more defined portfolio, and an exclusive focus on building each of our agencies, we're now committed to building the next chapter of growth, driving outstanding results for clients, attracting top talent, and delivering strong returns for shareholders. We believe we have the right platform and portfolio in place to do just that. As reflected in the positive FY25 Results, we are pleased that our agencies continue to deliver innovative, world-class work and meaningful outcomes for clients, providing a solid foundation to capitalise on future growth opportunities," said Mr. Ball.

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This release was authorised by the Board of Directors.

1. EBITDA is profit before interest, taxes, depreciation, amortisation and any significant items.
2. Economic interest reflects 51% economic interest in OBMedia



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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 the Hotwire Group (Hotwire and ROI DNA), digital and experiential agency Orchard.

Forward Looking Statements

Certain statements made in this release are forward-looking statements. These forward-looking statements are not historical facts but rather are based on Enero Group's current expectations, estimates and projections about the industry in which Enero Group operates, and beliefs and assumptions. Forward looking statements can generally be identified by the use of forward looking words such as 'anticipate', 'believe', 'expect', 'project', 'forecast', 'estimate', 'likely', 'intend', 'should', 'will', 'could', 'may', 'target', 'plan' and other similar expressions within the meaning of securities laws of applicable jurisdictions. Indications of, and guidance or outlook on future earnings, distributions or financial position or performance are also forward looking statements. These statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and other factors, some of which are beyond the control of Enero Group, are difficult to predict and could cause actual results to differ materially from those expressed or forecasted in the forward -looking statements. Enero Group cautions shareholders and prospective shareholders not to place undue reliance on these forward-looking statements, which reflect the view of Enero Group only as of the date of this release. There can be no assurance that actual outcomes will not differ materially from these forward-looking statements.