



ASX ANNOUNCEMENT

FY26 H1 results delivered 15% EBITDA growth and doubled net profit and EPS

19 February 2026

Enero Group Limited (ASX:EGG) (**Enero**), a leading global group of marketing and technology agencies, announces its results for the six months ended 31 December 2025 (FY26 H1). On a continuing operations basis:

- Adjusted net profit and EPS increased 119% vs FY25 H1 (YoY) driven by EBITDA growth and reduction in net finance costs;
- EBITDA increased 15% vs FY25 H1 and EBITDA margins expanded from 9.3% to 10.8% with an ongoing focus on strong cost management and operational excellence offsetting a slight 1% YoY decline in revenue;
- Strong performance in Australian agencies BMF and Orchard and ongoing cost optimisation measures in Hotwire Global delivered THC Practice EBITDA growth of 3% YoY and an improved EBITDA margin to 16.5%;
- At 31 December 2025, net cash on the balance sheet remained robust at \$23.6 million, supporting an interim dividend of 1.0 cent per share fully franked.

Key highlights (excluding significant items and discontinuing operations)

Continuing Operations ¹ (\$ million)	FY26 H1	FY25 H1	% Change
Net revenue ²	68.0	68.7	(1%)
EBITDA ³	7.4	6.4	15%
EBITDA margin	10.8%	9.3%	1.5 pts
Adjusted ⁴ net profit after tax attributable to equity holders (Adjusted NPAT)	2.3	1.1	119%
Adjusted ⁴ earnings per share (Adjusted EPS)	2.5 cents	1.2 cents	119%

Notes:

- Continuing operations excludes OBMedia sold on 30 June 2025
- Net revenue is gross revenue recognised in accordance with AASB15 less directly attributable cost of sales
- EBITDA is profit before interest, taxes, depreciation, amortisation and any significant items
- Adjusted net profit and earnings per share excludes amortisation on acquired intangibles which have been excluded due to one-off and non-cash nature



Continuing operations performance

On a continuing operations basis, Enero reported year-on-year (YoY) EBITDA growth of 15% to \$7.4 million driven by an ongoing focus on operational excellence and a lean corporate centre. A 3% YoY reduction in expenses in FY26 H1 helped to deliver a 1.5 percentage point improvement in EBITDA margin to 10.8%. Net revenue declined 1% YoY to \$68.0 million impacted by challenging international technology market conditions. Adjusted NPAT increased 119% YoY to \$2.3 million reflecting EBITDA growth and reduction in net finance costs.

The statutory net profit after tax attributable to members of \$0.3 million in FY26 H1 included significant restructuring costs of \$1 million and amortisation on acquired intangibles (net of tax) of \$1 million.

Technology, Healthcare and Consumer Practice

Technology, Healthcare and Consumer Practice (**THC Practice**) EBITDA of \$11.2 million increased 3% YoY in FY26 H1, reflecting an improved margin of 16.5% while net revenue of \$68.0 million declined 1% YoY.

Hotwire Global

Hotwire maintained double-digit margins amidst ongoing agency transformation and continued technology industry softness. Lower client spend due to a greater focus on AI investment has impacted revenue, resulting in a 15% YoY decline to \$33.5 million. Strong cost optimisation measures within the Hotwire business resulted in costs reducing by 11% YoY. EBITDA declined 40% YoY to \$3.6 million in FY26 H1. Ongoing focus on margins and cost initiatives are expected to deliver continuing savings in FY26 H2.

Hotwire continued executing its agency transformation plan, with Grant Toups joining as Global CEO in January, increasing sales of AI Lab products through the half and winning new clients such as Chime and L'Oreal through a successful diversification strategy expanding to market sectors adjacent to its core technology homeland.

Hotwire continues to strengthen its position as a technology-driven communications and consultancy business, launching its annual AI report at the World Economic Forum in Davos.

BMF

BMF performed strongly in FY26 H1 with EBITDA growth of 45% YoY to \$4.8 million and revenue growth of 19% YoY to \$20.5 million. BMF benefited from a number of new client wins in 2025. EBITDA margins continued to expand in FY26 H1, increasing to 23.2% from 19.0% in FY25 H1.

BMF continues to be lauded by the industry for its creativity, effectiveness and culture, winning Australia's Most Effective Agency at the Australian Effie Awards for the second consecutive year and back-to-back B&T Awards for People & Culture.

Orchard

Orchard continued to build momentum and significantly grew EBITDA and revenue in FY26 H1 with EBITDA growth of 78% YoY to \$2.8 million and revenue growth of 18% YoY to \$13.9 million. EBITDA margins expanded 6.9 percentage points to 20.3% in FY26 H1.



Growth was delivered by both healthcare and consumer verticals. Healthcare performed very strongly, driven by new drug launches with key clients; existing clients expanding their remit as well as new client wins. Consumer growth was delivered through new client wins and organic revenue growth through expanded service offerings.

Orchard continues to focus on optimising their delivery model, increasing the use of AI and other innovative automation technologies to deliver on operational excellence and expand margins while enhancing client value delivery.

Orchard continues to be recognised at the PRIME Healthcare Awards, winning the Marketing Campaign of the Year for the third time in five years.

Interim dividend payment supported by robust balance sheet

The Directors have declared a FY26 H1 interim dividend of 1.0 cents per share, fully franked, representing a payout ratio of 39% on adjusted EPS. The interim dividend will have a record date of 20 March 2026 and a payment date of 10 April 2026.

Enero is targeting dividend payments consistent with historical payout ratio of 30% - 50% of adjusted earnings per share (equivalent to previously disclosed 40% - 60% of Earnings Per Share).

Commenting on the results, Enero Group CEO, Ian Ball said:

"The Group's first half performance reflects the strength, diversity and focus on efficient execution within our agency portfolio. Each of our businesses plays a clear role, operates in areas of sustained client demand, and continues to invest in capabilities that bolster the quality, consistency and effectiveness of the work we deliver for clients."

"Importantly, the first half has also been about a focus on disciplined execution in a very dynamic market. At Hotwire, we continue to execute our restructuring plan, strengthening leadership with the appointment of Grant Toups as Global CEO, and positioning the business to return to growth, with a clear focus on rebuilding revenue momentum in the second half."

"This combination of a relentless focus on delivering client value, efficient execution, diversification within and across our three agencies and investment for the long-term allows us to perform with consistency, while retaining the flexibility to respond as market conditions evolve. It has supported a solid first half and positions the Group well to build momentum through the remainder of the year and beyond."

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This announcement was authorised for release by the Board of Directors.



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About Enero

Enero Group is a global group of marketing and technology agencies listed on the ASX (Australian Stock Exchange) that includes creative agency BMF, PR and integrated communications agencies the Hotwire Group (Hotwire and ROI DNA) and digital and experiential agency Orchard. Enero operates in the high-growth industries of Technology, Healthcare and Consumer, utilising innovative and independent thinking to deliver impactful, strategic business solutions for our clients.

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.