

# Photon Strategic Update

PhotonGroup.

Welcome

PhotonGroup.

# Photon 3.0

# A platform for growth

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PhotonGroup.

- Debt free
- Strong brands
- More coherent footprint
- World-class people
- Shared level of professionalism
- Greater opportunity for alignment/collaboration
- A simplified business

*Our new chapter coincides  
with a fundamental shift in  
underlying market forces*

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*More data has been created  
in the last 3 years than in the  
last 100 years*

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# Clients need help

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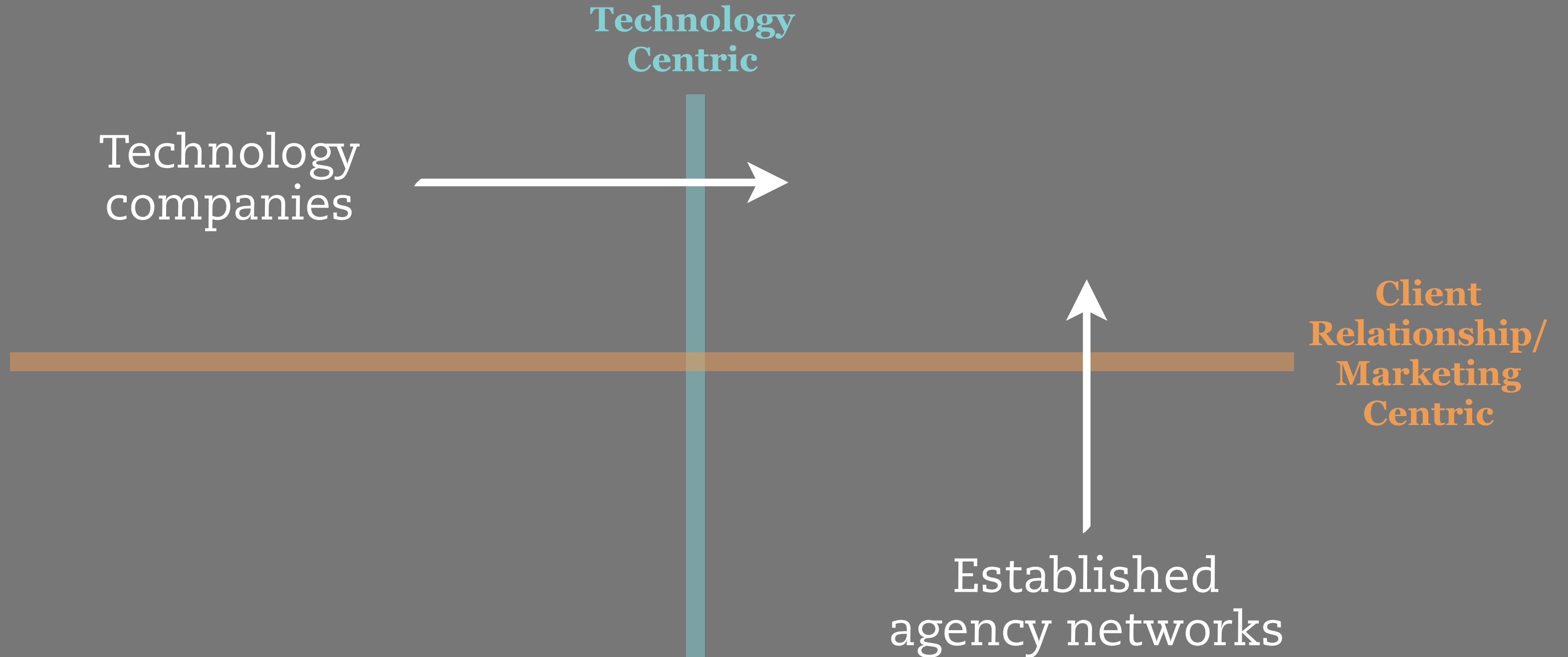
PhotonGroup.

- How can I make sense of all the data I have to accelerate my business further?
- How much budget should I allocate to digital channels?
- How often should I reassess my digital strategy?
- Who can help me run my communications seamlessly across channels?
- How can I optimise what I am doing to make it faster, smarter and cheaper?
- Who's best placed to help me figure out tomorrow?

# The opportunity

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PhotonGroup.



# The opportunity

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PhotonGroup.

*A marketing services group  
designed and energised to exploit  
the forces shaping the media and  
technology revolution*



ENERO

Matthew Melhuish  
CEO

*Enero Group Limited*

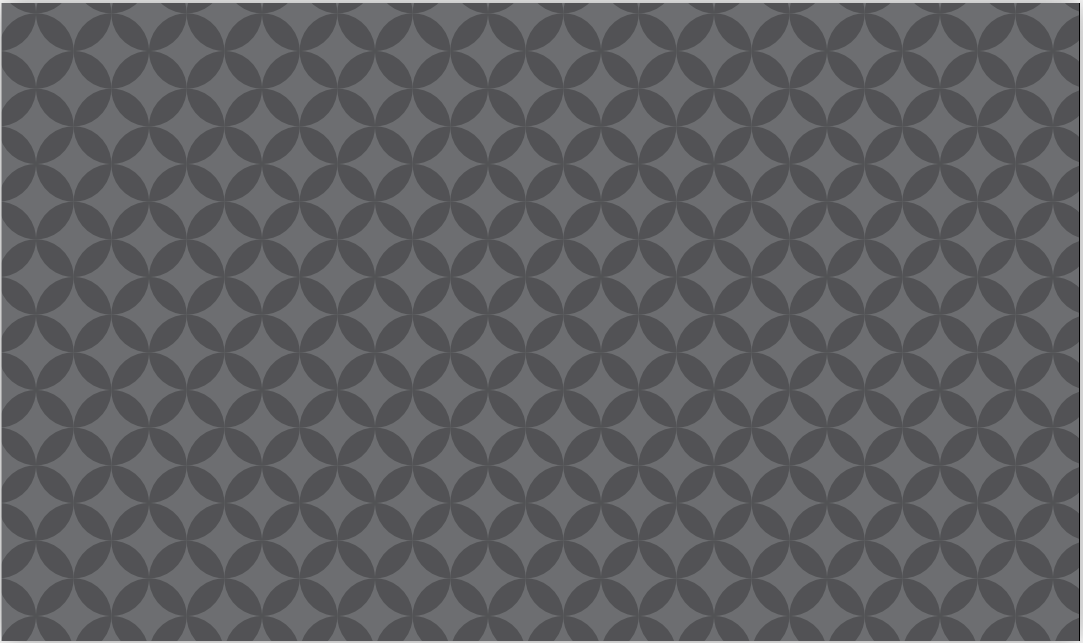
Level 3 – 1 Buckingham Street  
Surry Hills NSW 2010 Australia

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|           |                 |
|-----------|-----------------|
| Direct    | +61 2 8213 3000 |
| Mobile    | +61 419 925 559 |
| Telephone | +61 2 8213 3031 |
| Facsimile | +61 2 8213 3083 |

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*m.melhuish@enerogroup.com*  
**enerogroup.com**



*Enero Group Limited*

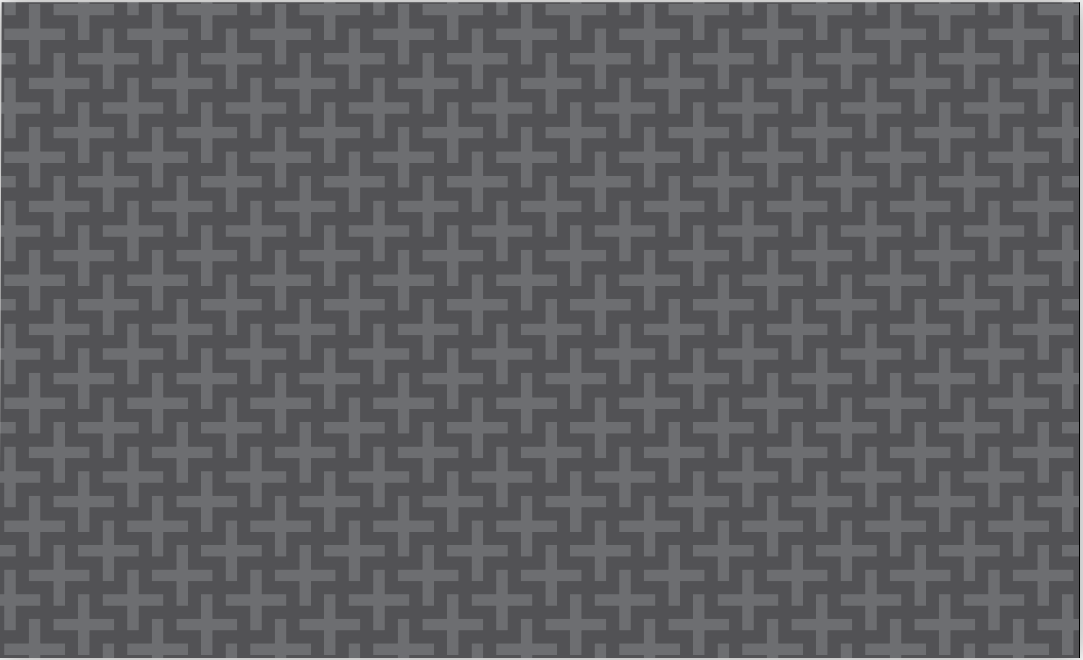
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*enquiries@enerogroup.com*  
**enerogroup.com**





ENERO

*Company Profile*





ENERO

Our ambition

*To be the most  
'lean forward',  
digitally centred  
marketing services  
Group in the world*



# Attributes

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***Techno  
Fluent***

***Data  
Smart***

***Social  
Media  
Savvy***

***Globally  
Connected***

***Idea-tors***

***Unique  
Insights***

# “X” factor

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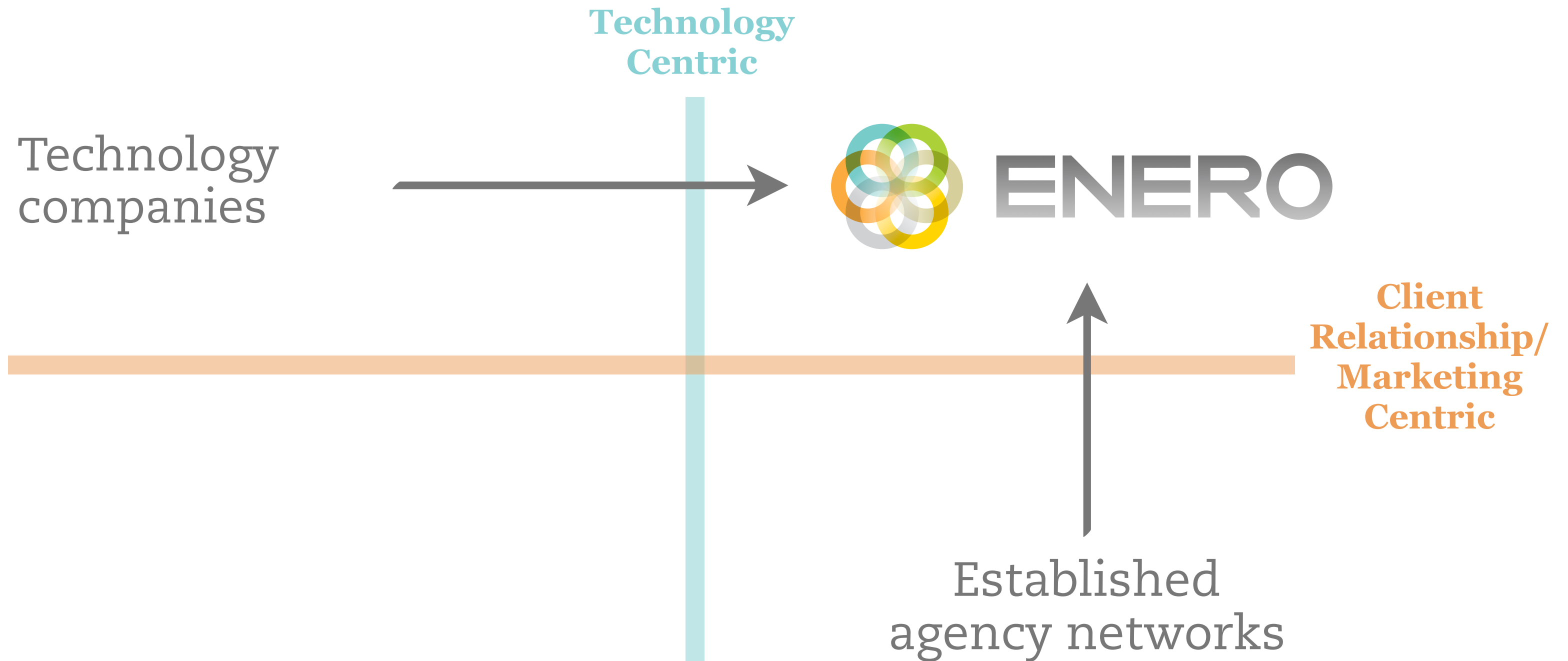


- Passionate, creative marketers
- Charismatic talent
- Outward focus, people who are “On It”  
- embracing the new
- Game changers - the confidence to challenge the norm
- A professional, approach with a maverick attitude (not the regular agency network guys)

“ *It’s more fun to  
be a pirate than  
to join the Navy.*  
*Steve Jobs, 1982* ”

# Ahead of the competition

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# Core values of Enero companies

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**We are creative thinkers.** It is the cornerstone of who we are.

**We are nimble and globally connected.** We have global reach and experience without the bureaucracy.

**We are open.** We work together and demonstrate integrity in everything we do.

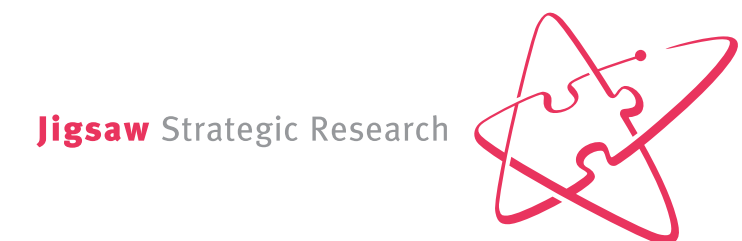
**We lean forward.** We are at the forefront of digital and social communications.

**We are great business partners.** We get the job done.

**We are driven to be the world's best.** Wherever we are; we are ambitious, inventive and full of energy.

# The Group today

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Our top  
5 businesses





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200 Employees

*Building brand utility and engagement through the smart navigation and design of digital channels*





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## Key Clients

**NOKIA**

*Coca-Cola*

*Cadbury Schweppes*



**NBCUniversal**

**MARS**  
petcare



- 
- Digitally centred campaigns for Nike around running and football - Scandinavia
  - Multiple co-creation platforms for Lego, including ReBrick - Copenhagen
  - Social and community thinking for Mars Petcare - UK
  - Connections Planning, 'Share a Coke' initiative - Sydney
  - Eurobest award-winning platform, Nokia Push - UK
  - High profile digital and social campaigns - Ask Richard (fbi radio), Speed kills (TAC), Steal Banksy (Art Series Hotels) - Australia
  - Communications planning framework for Tang -Kraft's newest billion dollar brand - New York
  - Coke Studio - Mumbai
  - Powerade Challenge - Auckland

170 Employees

*Hotwire is a global integrated PR and communications agency dedicated to serving technology and digitally-enabled brands*



# HOTWIRE

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Key Clients

**Microsoft**



**CITRIX**

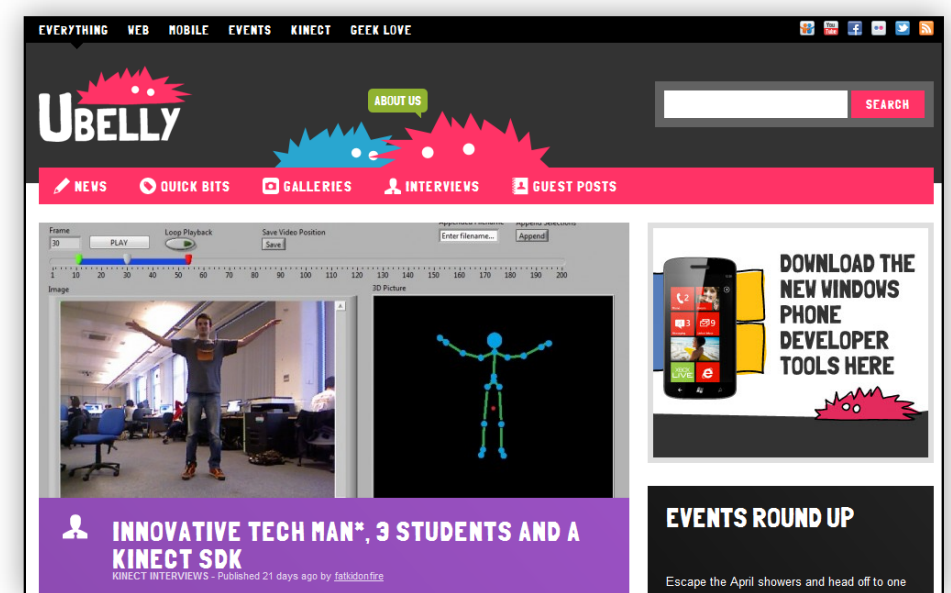
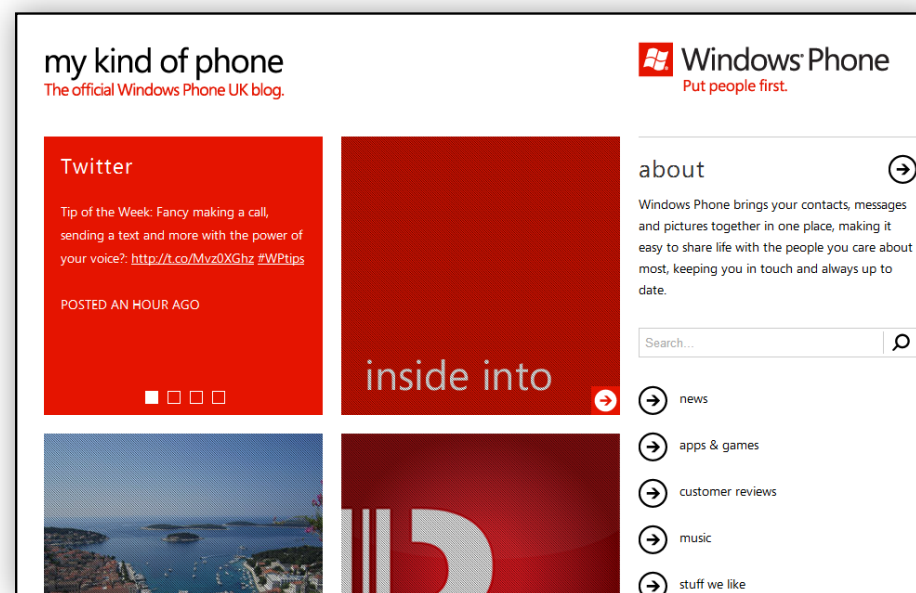
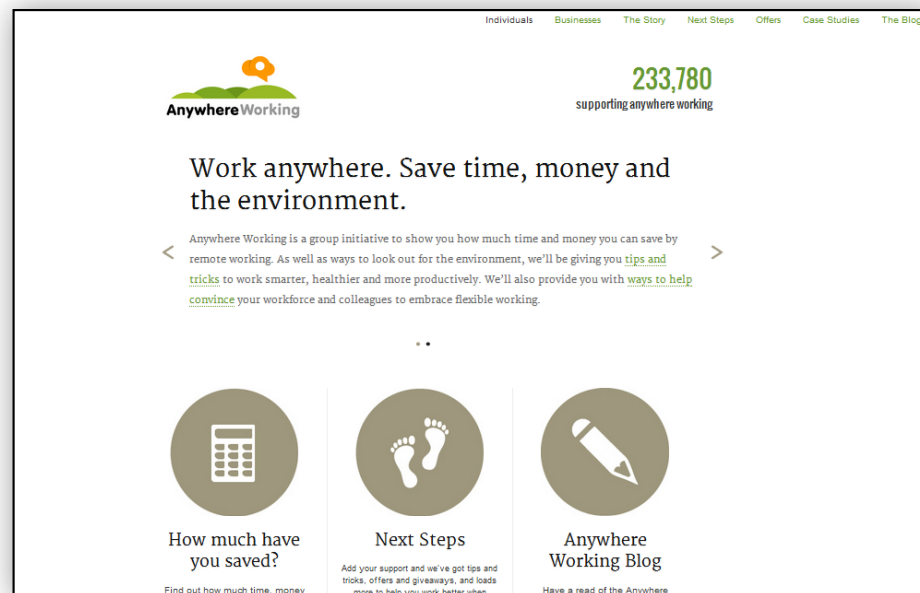


**Rakuten**

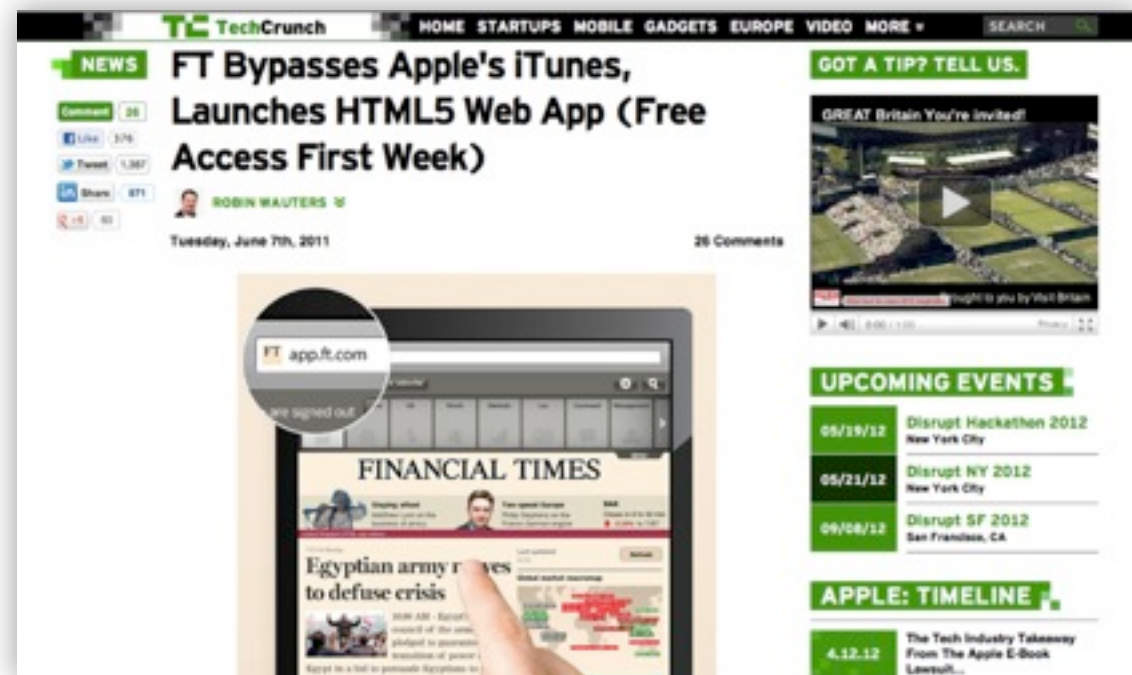
BlueVia

- 
- Hotwire is one of the most digital and social media savvy PR agencies in the world
  - Number 3 Digital PR Consultancy by revenue – PR Week League Table, 2011
  - Number 2 Technology PR Consultancy by revenue – PR Week League Table, 2011
  - Top 50 Global PR Agency by revenue - 2011 Holmes Report
  - Driving social media strategy from some of world's leading technology and digital media brands including BlueVia part of Telefonica, the Financial Times, and Microsoft

## Setting the agenda with social media strategy and implementation for Microsoft



## *Driving digital strategy for The Financial Times*



80 Employees

*A global boutique of research,  
data and strategy specialists,  
that get hired to solve the  
difficult marketing problems*

## Key Clients

Coca-Cola logo, featuring the brand name in its signature red script.AB InBev logo, featuring a stylized eagle above the text "AB InBev" in red and black.Yum! logo, featuring the word "Yum!" in white inside a red speech bubble.Unilever logo, featuring a blue ornate "U" above the word "Unilever" in blue script.Pfizer logo, featuring the word "Pfizer" in white inside a blue oval.gsk logo, featuring the letters "gsk" in white inside an orange rounded shape.DAVID JONES logo, featuring the brand name in a black serif font.



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- Digital panel of 90,000 Australians
  - Customer experience design and multi-channel digital strategy for iconic Australian retailer
  - Category forecasting tool for global FMCG manufacturer
  - Global shopper map and retail plans for major drinks manufacturer
  - Global and emerging market innovation projects and programs for major manufacturers, entertainment and tech companies
  - Global brand strategy projects for various healthcare, FMCG and tech manufacturers

75 Employees

*Creating positive buzz and word-of-mouth for clients, using its proprietary “Talkability” approach - and the full gamut of digital, social & traditional media and experiential*

## Key Clients



*Harnessing social media  
to take Camden town  
unlimited up a gear*





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200 Employees

*A converged creative agency  
and publishing house with a  
global footprint out of Sydney  
and Melbourne*





## Key Clients



# CBA Investorville



# Global footprint



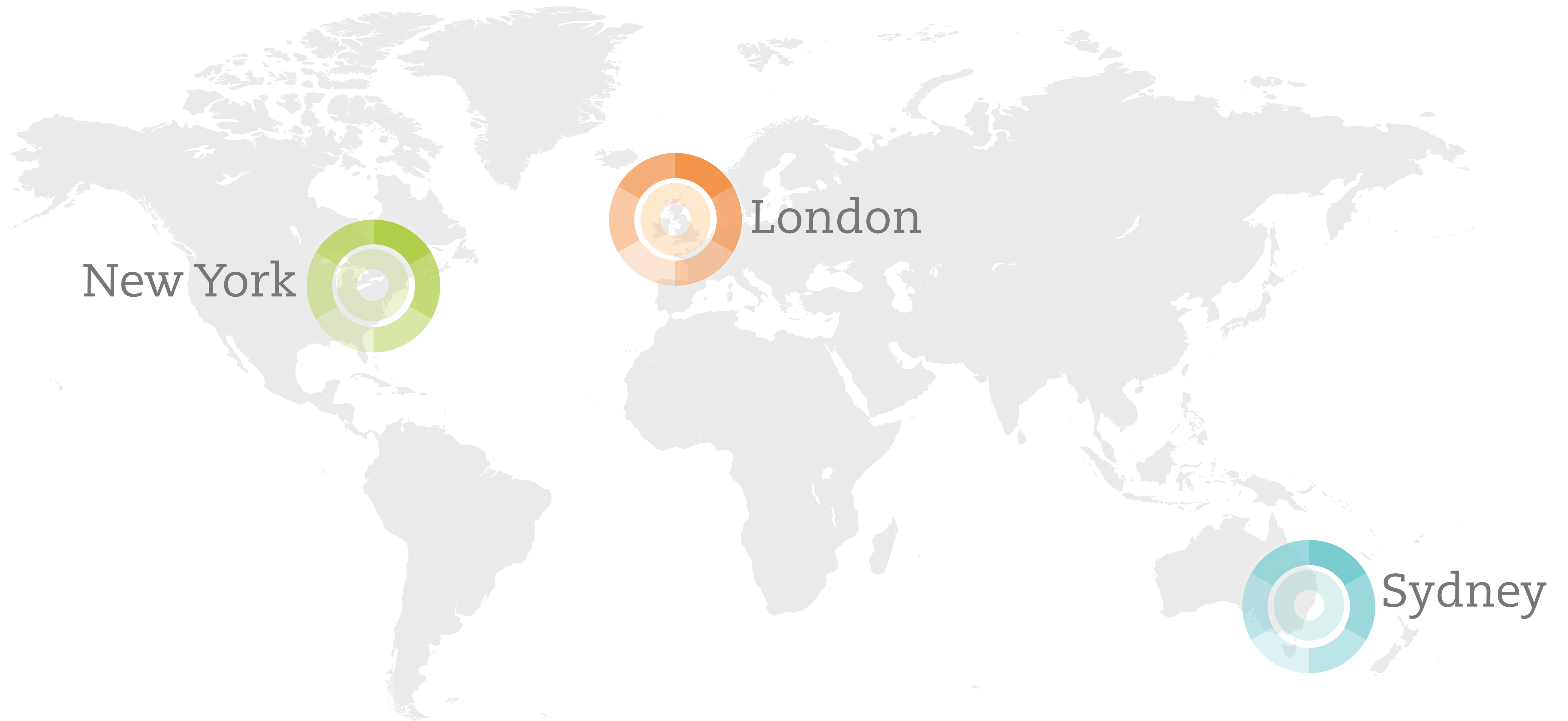
1000  
People

*Hotwire*  
*BMF*  
*Frank PR*  
*The Leading Edge*  
*Naked*  
*Precinct*  
*BWM*  
*City PR*  
*Corporate Edge*  
*CPR*  
*Image Box*  
*ISS*  
*Jigsaw Research*  
*OB Media*



# Three key hubs

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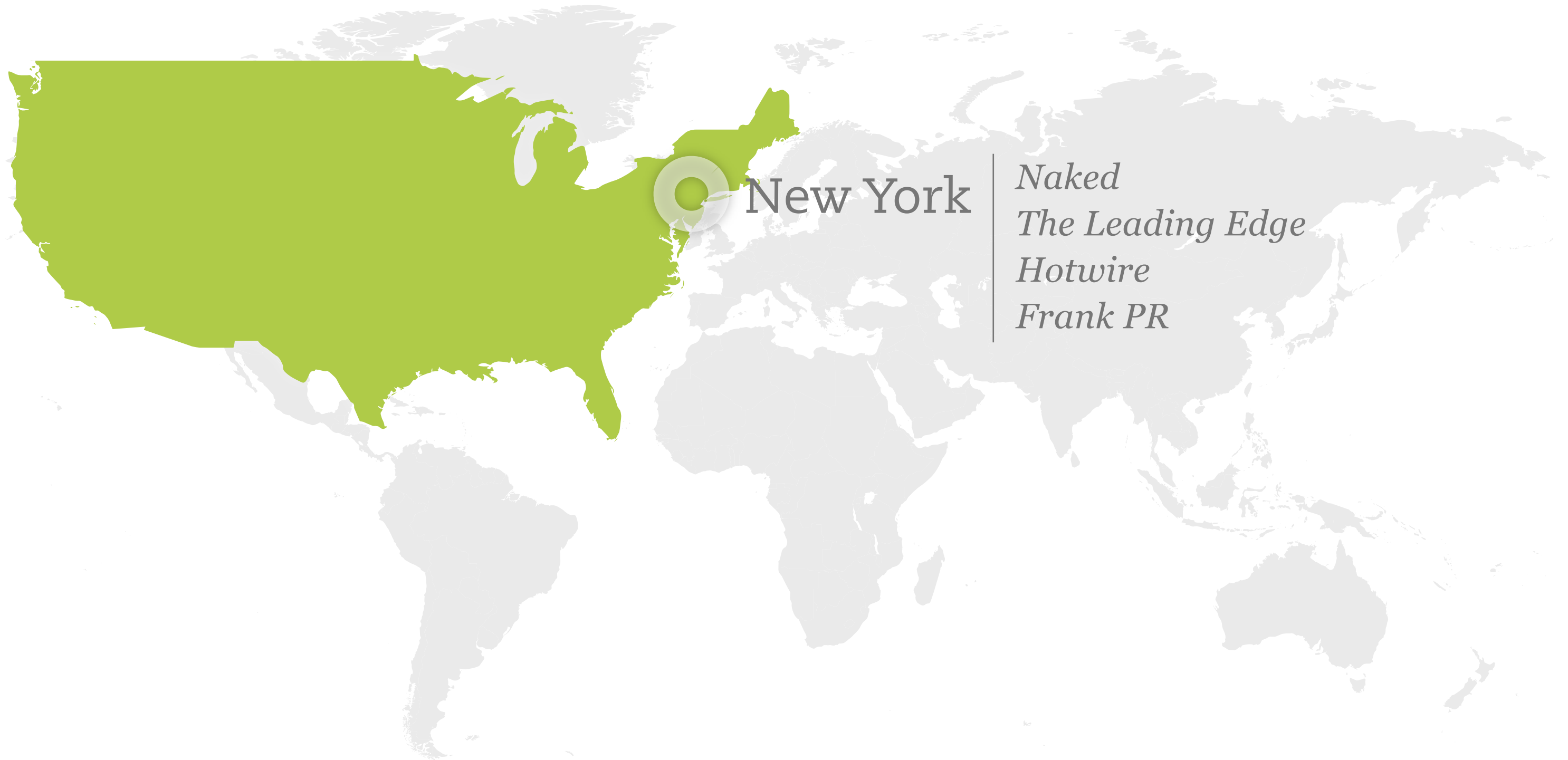


London

*Hotwire*  
*Naked*  
*Frank PR*  
*The Leading Edge*  
*Corporate Edge*

# Three key hubs

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# Strategy in the BRIC economies

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# Why Brazil?

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- Top five creative market with history of entrepreneurship
  - Talent rich
  - Explosive growth in social and mobile
  - Increasing role as LatAm hub
  - Compelling margin profile
  - Major clients have Brazil as key focus
  - Enero opportunities in final stages of negotiation

*A new  
approach  
to running  
the business*



# Operator-run business

- Shift from “earn-out focus”
- Delivering client satisfaction and return today
- Building quality and growing value over the longer term



# New Group Leadership team

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**Matthew  
Melhuish**

**Photon Group**  
CEO



**Brendon  
Craigie**

**Hotwire**  
CEO



**Andy  
Bateman**

**The Leading Edge**  
CEO



**Steve  
Gatfield**

**Naked**  
Co-Chairman



**Jeremy  
Nicholas**

**BMF**  
CEO



**Eleni  
North**

**Photon Group**  
General Counsel &  
Company Secretary



**Jon  
Wilkins**

**Naked**  
Founder/Co-Chairman



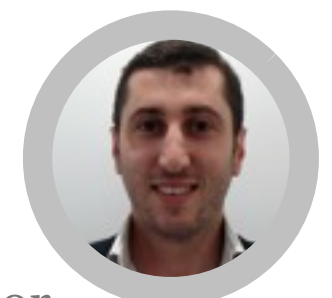
**Graham  
Goodkind**

**Frank PR**  
Chairman & Founder



**Brendan  
York**

**Photon Group**  
Group Finance Director



# Group leverage

- Standardising Technology and Finance Systems
- Driving talent management programmes
- Building stronger knowledge-sharing platforms
- Increasing cross company and cross-country collaboration



# Aligned remuneration and incentives

- Working with 3rd party consultants to put in place revised remuneration and incentives that balance goals of annual performance and long-term value creation
- New structure in place 1 July 2012



# Technology partnerships

- Focus on developing partnerships with best-in-class technology companies
- Collaborative approach - allows flexibility vs. high investment and risk
- Gets Enero businesses ahead of the game



# Structural changes

- Removed the Division Structure, and stripping out significant head office costs (this flows through in FY13)
- Strengthened the Board with operator expertise



# Strengthening the Board

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## Current members

Matt Melhuish   Brian Bickmore   Sue McIntosh   Roger Amos   Max Johnston



### *New Chairman* **John Porter**

John has more than 25 years of management experience in the US and Australian subscription television industries. From 1999, he was the CEO of satellite subscription TV provider Austar.



### **Steve Gatfield**

Steve has extensive industry experience and was formerly COO Worldwide for Leo Burnett and Global CEO of Lowe and Partners Worldwide.

# Extraordinary General Meeting

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- EGM to seek approval for:
  - Share Consolidation: 18 for 1 consolidation.  
85.5 million shares on issue post consolidation.
  - Change of Name: ENERO Group Limited

*EGM to be  
held on Friday  
8 June 2012*

# A new beginning

- A simpler business
- Debt free
- Strong brands
- Clearer positioning
- Capitalising on client needs and a fundamental market shift



# A fresh approach

- A practitioner run Group
- New Leadership team
- Strengthened Board
- Greater alignment and collaboration across companies and geographies
- Operating company approach - better leveraging capabilities, culture and technology
- Share consolidation



# An exciting future

- A new company - new vision, new values
- Global capability without the bureaucracy
- Group focus on digital future - will continually hone and enhance our client offer
- Collaborating with emerging technology companies to deploy new products and services for clients
- The natural partner for clients in 'figuring out tomorrow'
- A magnet for talent
- Unlocking the value in our brands and the passion in our people





ENERO