Enero Group Limited
ABN 97 091 524 515
Level 2, 100 Harris Street
Pyrmont NSW 2009 Australia

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_MlHg5HnPRJy1GGi2ZHNtLQ.

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.

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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 Hotwire and CPR, digital & experiential agency Orchard and adtech platform OB Media.

www.enero.com

Enero Group

Performance Marketing Webinar

12 October 2022

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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

Brent Scrimshaw
Enero Group CEO

Heather Kernahan
Hotwire Global CEO

Matt Quirie
ROI·DNA Founder and Co-CEO

Anol Bhattacharya
GetIT Group CEO

Enero Group's growth strategy

Brent Scrimshaw
CEO

Enero's global operating model

WHO WE ARE

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A CREATIVE TECHNOLOGY COMPANY

PORTFOLIO

- BRAND TRANSFORMATION: HOTWIRE, ROI·DNA, GETIT, bmf, cpr Issues Government Media
- CREATIVE TECH & DATA: orchard, OBmedia •email •display •mobile

PRIORITY VERTICALS

- TECHNOLOGY
- HEALTHCARE
- CONSUMER

CENTRES OF EXCELLENCE

- PEOPLE AND CULTURE
- FINANCE
- TECHNOLOGY
- M&A
- LEGAL

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

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Priority services

	Tech	Healthcare	Growth Consumer
Digital	ROI·DNA, GETIT, HW	orchard	orchard, Mar Tech
Data			
Creativity	HOTWIRE	orchard, USA	bmf
AdTech		bmedia	

Priority verticals

Organic and inorganic growth opportunities

ROI DNA and GetIT Transaction Summary

Consideration

ROI·DNA (acquired 1st July 2022)

Consideration (US$m)		Implied EV/ Revenue	Implied EV/ EBITDA	Revenue & EBITDA basis
Upfront	33	2.1x	12.9x	CY21
Total at Maximum**	90	1.6x	6.1x	FY25**

- Upfront consideration of **US$33 million** split as follows:
  - 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):
  - 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

GETIT (acquired 1st July 2022)

Consideration (SG$m)		Implied EV/ Revenue	Implied EV/ EBIT	Revenue & EBIT basis
Upfront	4.5	1.4x	4.9x	12m to 31-Mar-22
Total at Maximum***	15	1.9x	7.0x	FY25***

- Initial upfront consideration of **SG$4.5 million:**
  - 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):
  - 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

- 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

THE OPPORTUNITY

REPUTATION

Drive Reputation

Brand strategy, narrative development, awareness and positioning

RELATIONSHIP

Grow Relationships

Develop relationships with media, influencers, analysts, and target accounts

REVENUE

Deliver Revenue

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

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

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Key revenue service – Account Based Marketing

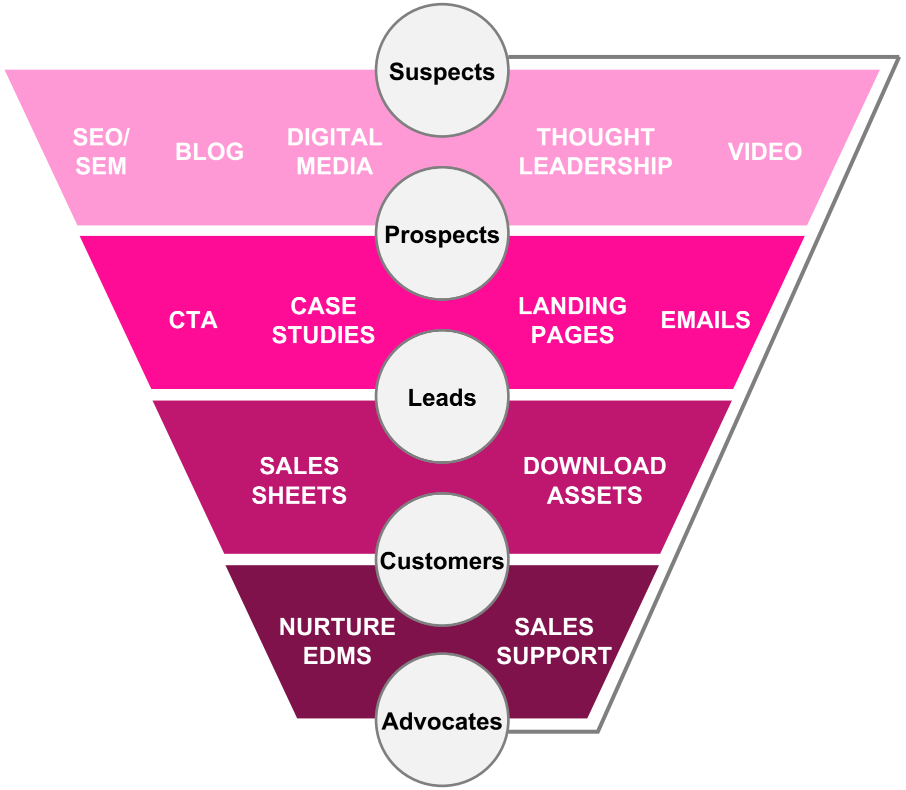
Acquisitions have added Account Based Marketing capabilities to Hotwire's communications capabilities, to improve clients' marketing ROI

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



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Hotwire's footprint creates options for global growth

500+
Employees

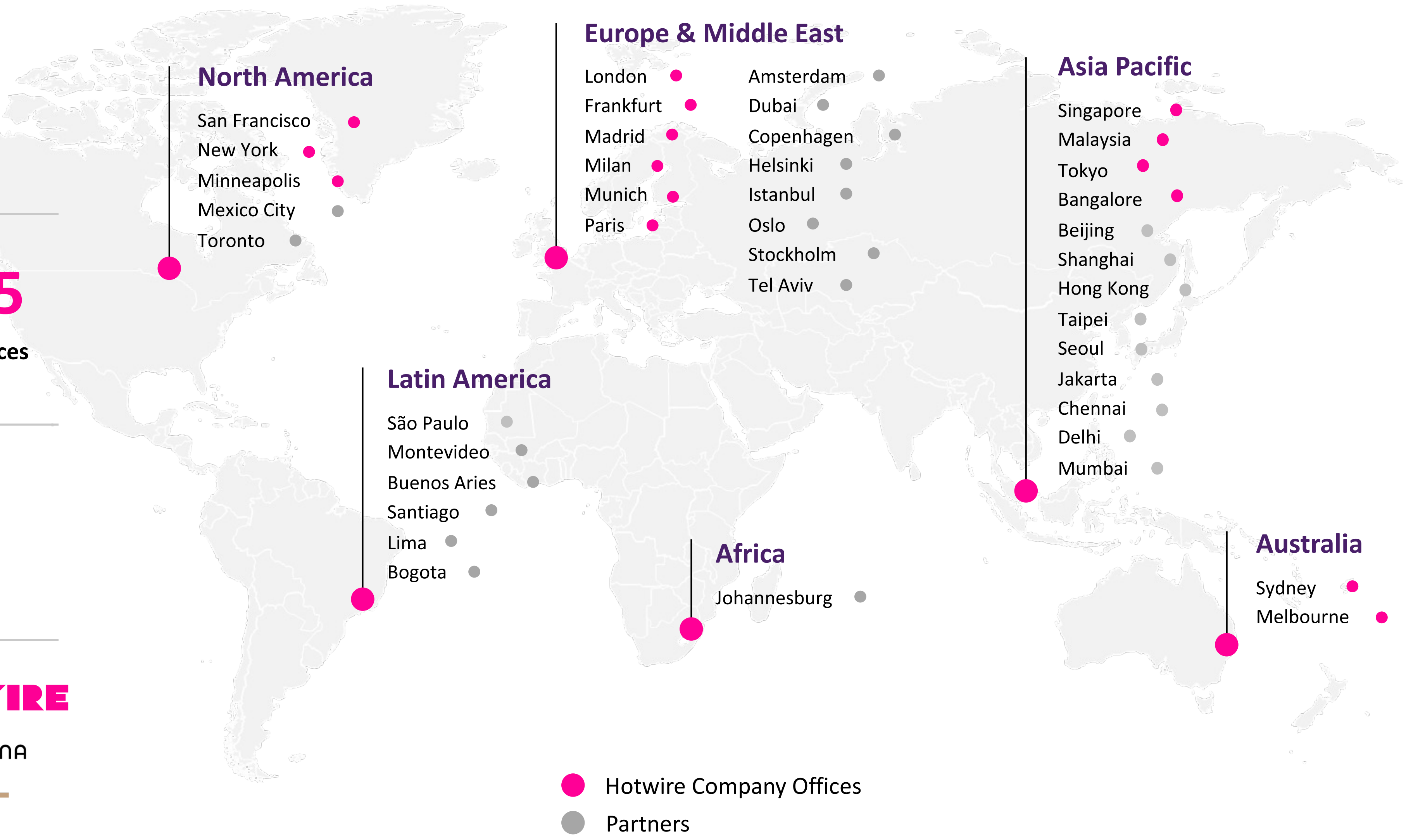
11 Countries

15 Offices

20+
Partner Offices

Hotwire Companies

HOTWIRE
ROI·DNA
GETIT



Complementary client portfolios provide synergy

Limited shared client base

Example Clients

- Hotwire: Cloudera, eBay, Indeed, Honeywell, LinkedIn, Kyndryl, Meta, CommScope
- Shared: Global ecommerce brand, Gigamon, Dell, Menlo Security (Jointly won by Hotwire AU and GetIT)
- ROI·DNA / GetIT: BlueJeans by Verizon, Elastic, FIS, Flexential, Malwarebytes, Ontra, Productboard, TM

Synergies

Cross-sell of PR/comms into ROI DNA and GetIT →

← Cross-sell of ABM into Hotwire

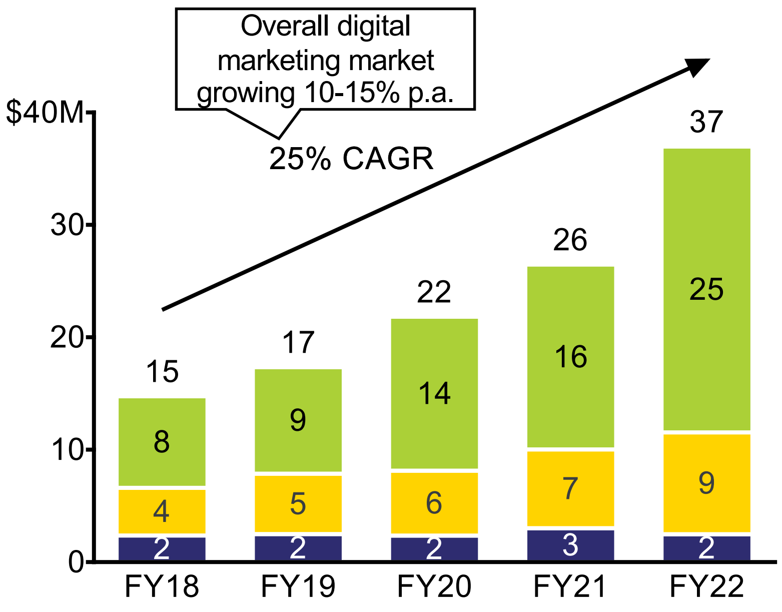
+ Integrated offer to new 'local' / regional clients

+ 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)

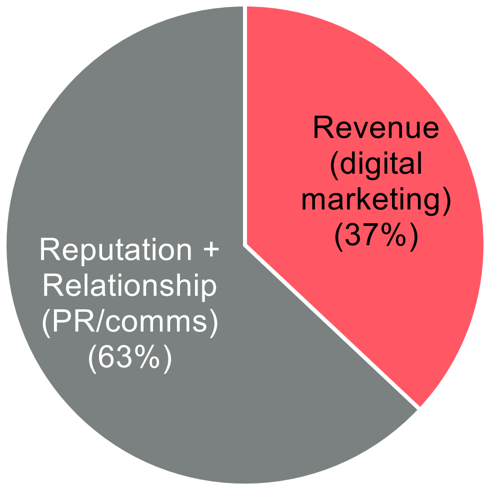


CAGR '18-22	CAGR (local currency)	
33%	31%	ROI·DNA
21%	23%	McDONALDBUTLER (now HOTWIRE)
1%	7%	GETIT

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

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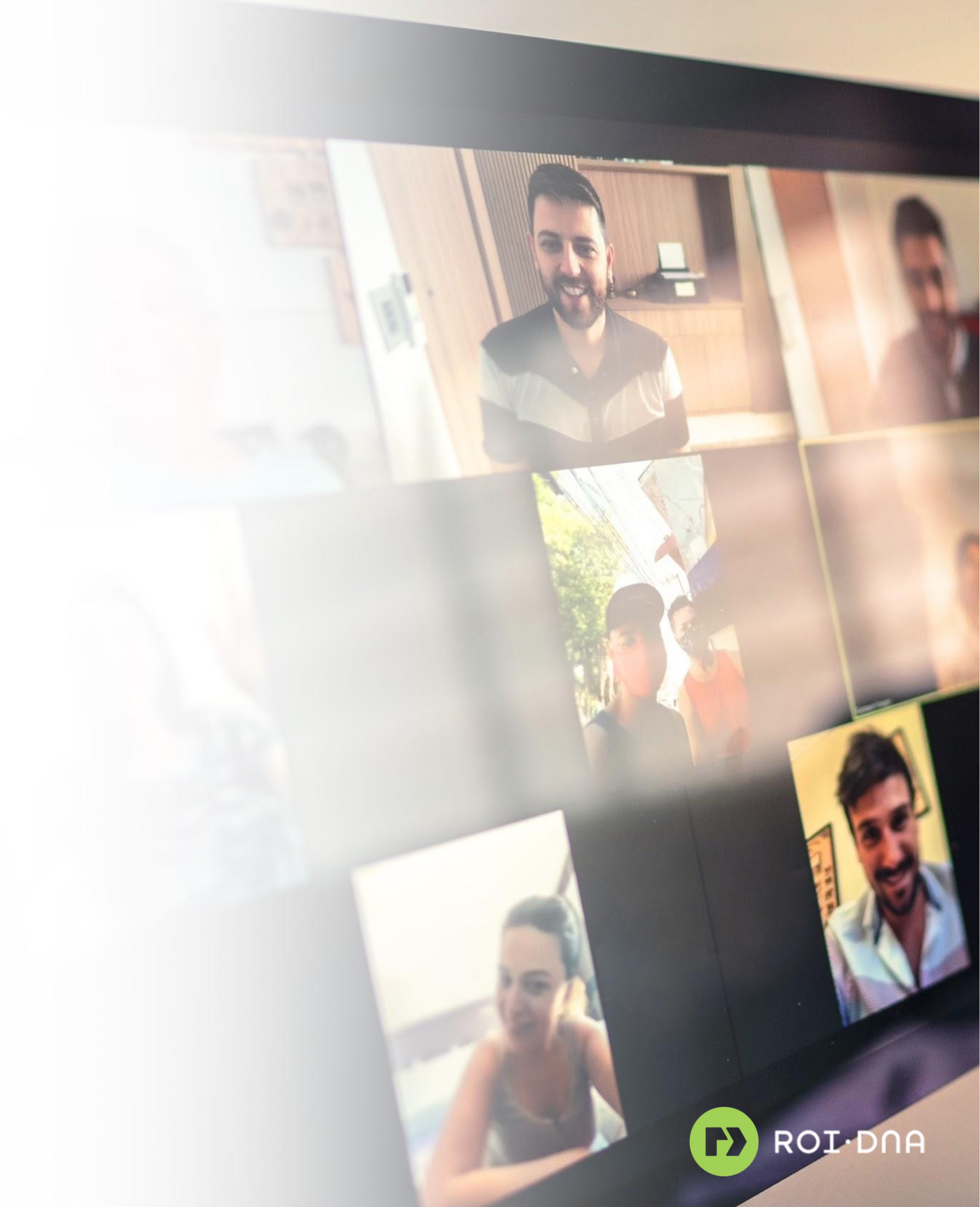
OUR VISION.

To be the **BEST DAMN** digital partner in the universe



ROI·DNA

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

ROI·DNA

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 …	… To
• Sales Development Reps (SDRs) Dialling for Dollars • Salesforce as really the only tool • Thousands of leads to sort though	• 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

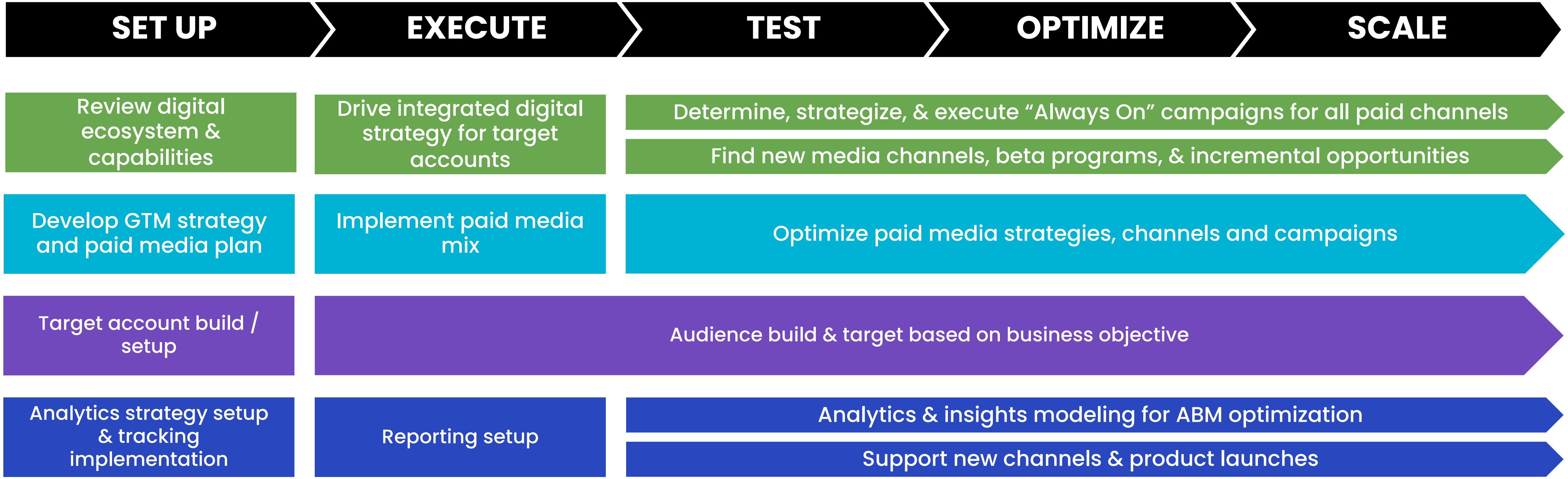
DESIGN, DEV AND CREATIVE

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

6sense DRIFT
Google Salesloft.

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.

amazon | BlueJeans by Verizon | elastic | RELIAQUEST | MarkLogic

Gigamon | FIS | FLEXENTIAL | ABACUS DATA SYSTEMS | BetterCloud

Malwarebytes | ontra | productboard | homebase | NeXT

DRIFT | loom | servicenow | lyra | aruba a Hewlett Packard Enterprise company

Model N | AEROSPIKE | salesforce | BeyondTrust | sysdig

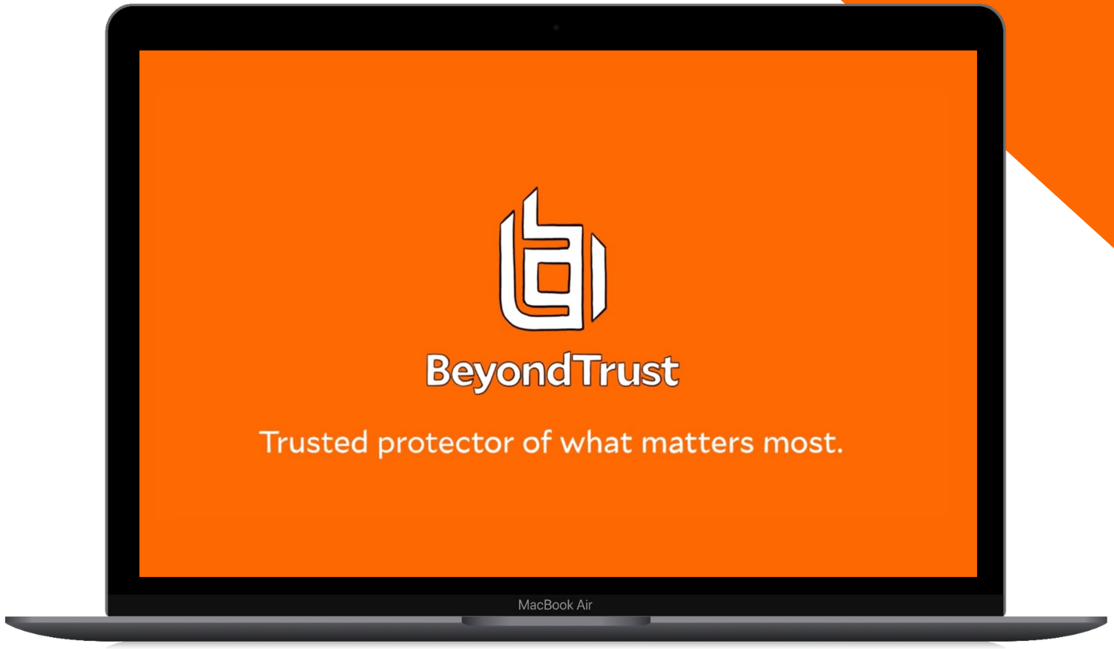
BeyondTrust

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

"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 …	… To
• Unable to participate in global RFPs • Partnerships with 6Sense, Drift and Google established but not fully utilised • 100% inbound sales and customer references	• Pursue global opportunities with Hotwire and GetIT • Fully leverage partnerships • Outbound marketing and sales team to accelerate growth

ROI·DNA

GetIT

Anol Bhattacharya
Group CEO

Marketing Solutions

For B2B IT & TELCO Companies

GETIT

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

GETIT

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

GETIT

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

GETIT

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

GETIT

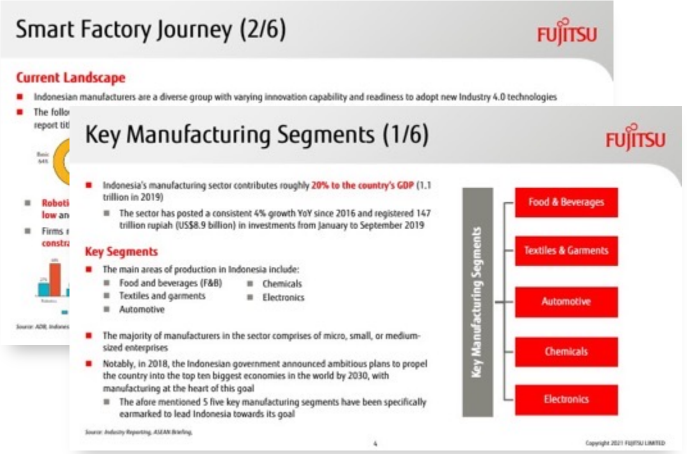
WE
MAKE IT
MATTER
FOR

CASE STUDY

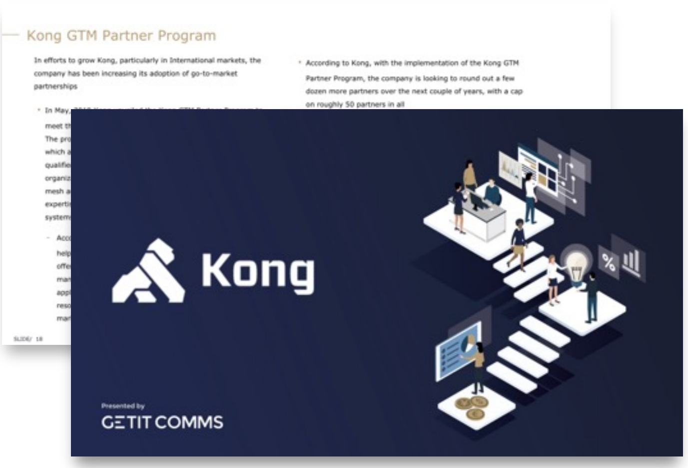
TM ONE Integrated Marketing

Account, Industry, Competitor & Analyst Insights

Account Insights

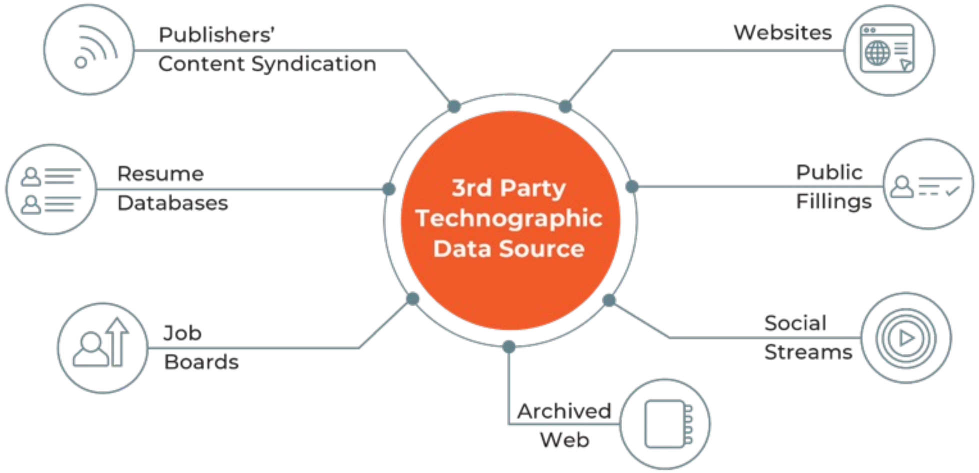


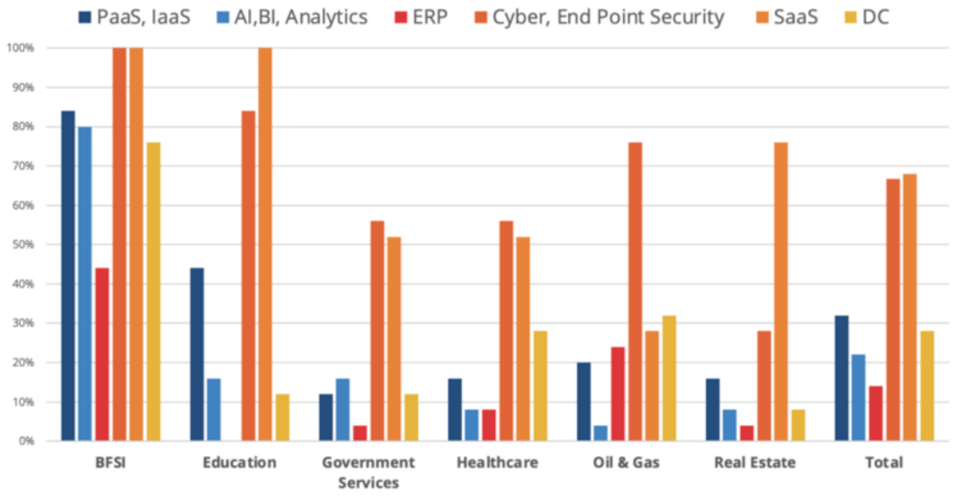
Industry Insights



Competitor Insights

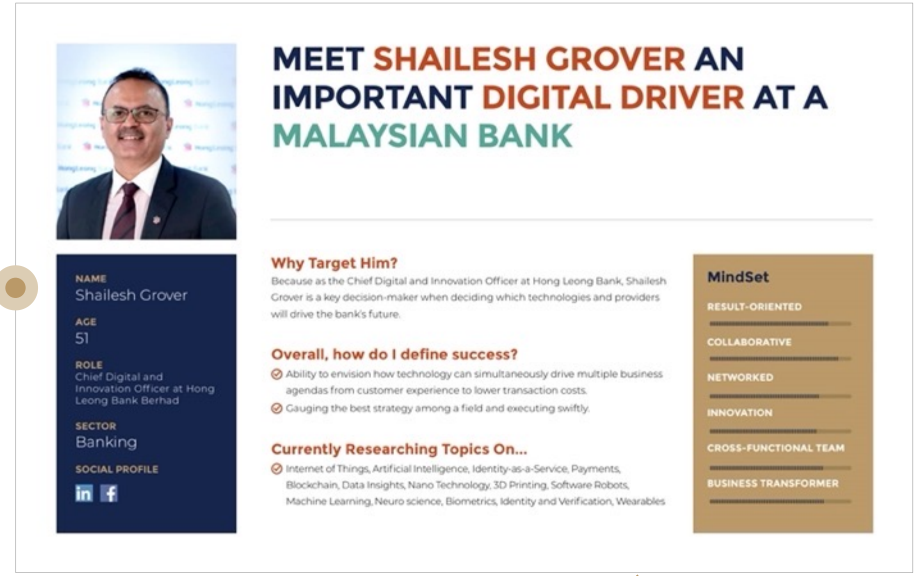
Technographic Data



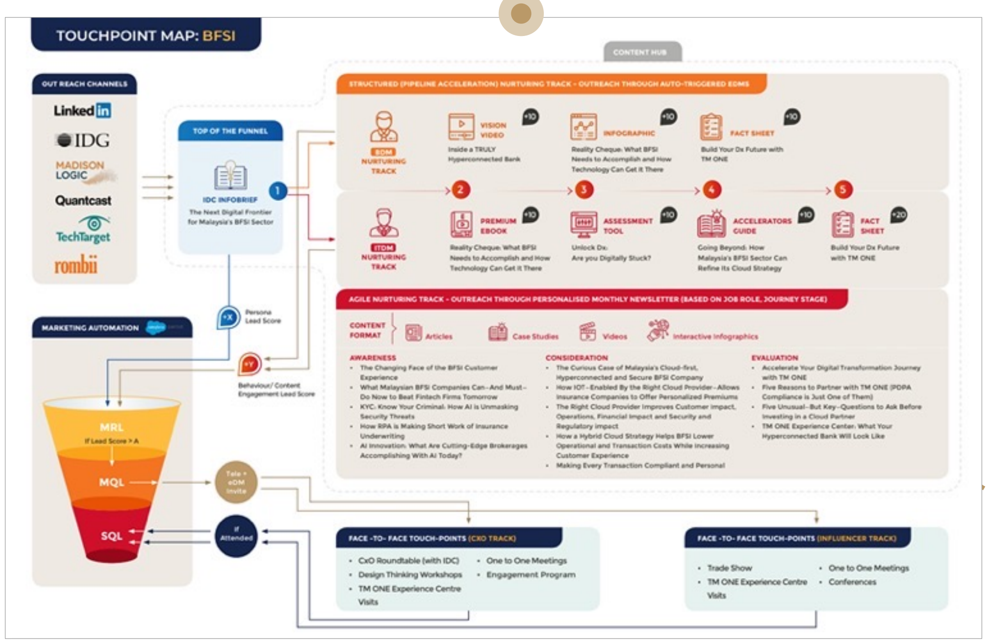



Cloud

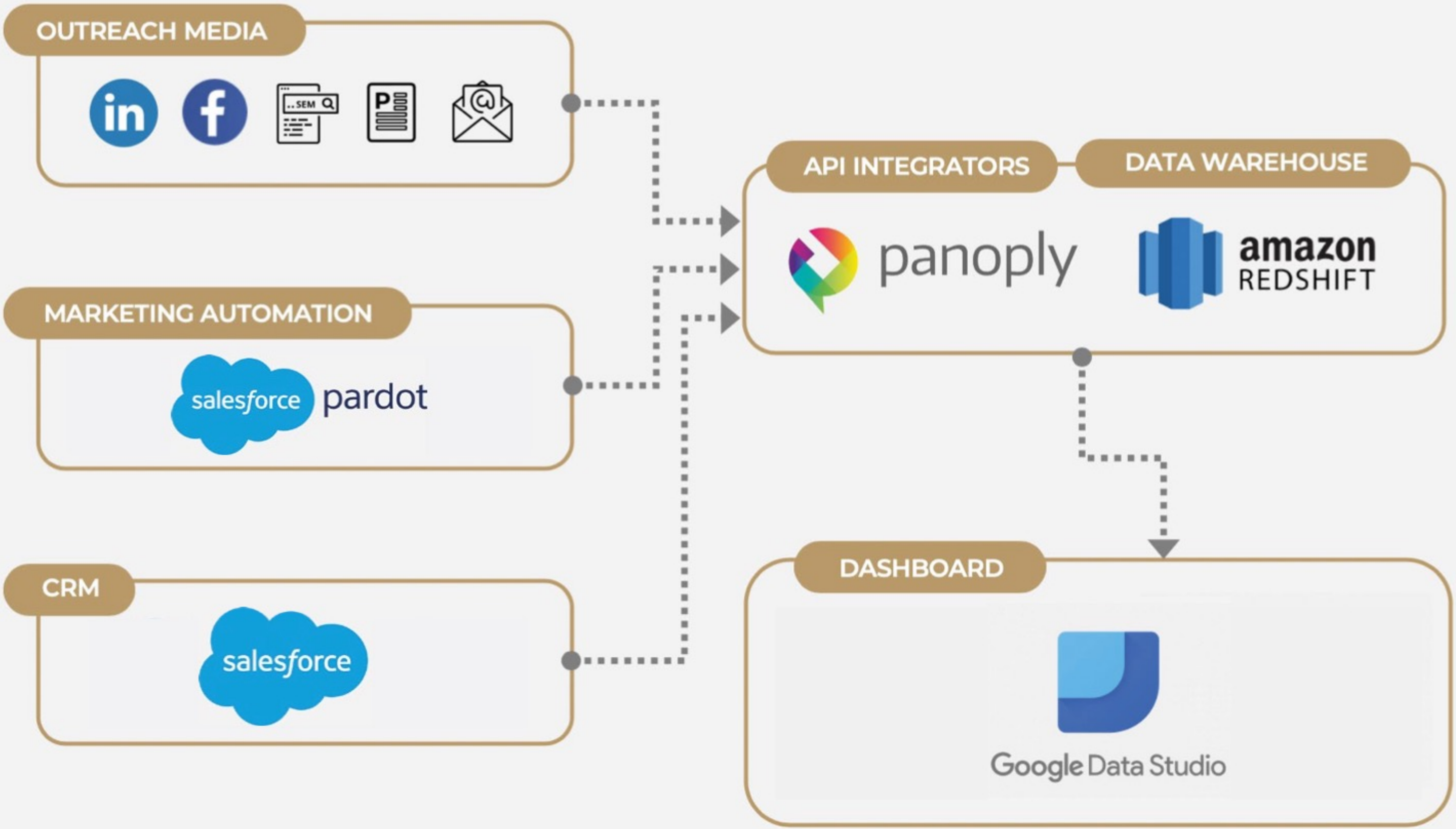

TM ONE
@TM_ONE
Following
With a range of cloud platforms and deployment models complete with robust security and data residency, TM ONE Cloud α's end-to-end cloud solutions ensure that nothing stops you from taking your transformation forward.
tmone.com.my
Life Made Easier
3:30 AM - 12 Sep 2018
Tweet your reply
Break Barriers with Cloud α
Learn More
Cloud Services
The efficient way to see business results, faster
Learn more
CYDEC
TM ONE CYDEC World-Class Cybersecurity to Protect your business
Start here
INDUSTRY
SOLUTIONS
EXPERIENCE CENTRE
RESOURCES
ABOUT US
CONTACT US
Healthcare
Enhance patient care, increase diagnostic accuracy, and aid healthcare specialists to collaborate better. Transform with TM ONE.
The Future is Here
Re-Imagining Healthcare
Big Data Analytics
Taking Transformation Forward
Prepare for growth
Imagine. Explore. Discover.
TM ONE Smart Services
Connected. Intelligent. Transformative. Capitalise on the opportunities of connected environments.
Accelerate Connected Opportunities
Like
Comment
Share
Send
Be the first to comment on this
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
Capping Risk: Managing Cybersecurity in Oil and Gas
Digital Trends Benefiting Oil and Gas—and Raising Risk
Top Technology Trends Increasing Cybersecurity


TOUCHPOINT MAP: BFSI
OUT REACH CHANNELS
LinkedIn
IDG
MADISON LOGIC
Quantcast
TechTarget
rombii
TOP OF THE FUNNEL
IDC INFOBRIEF
The Next Digital Frontier for Malaysia's BFSI Sector
CONTENT HUB
STRUCTURED (PIPELINE ACCELERATION) NURTURING TRACK - OUTREACH THROUGH AUTO-TRIGGERED EDMS
VISION VIDEO
INFOGRAPHIC
FACT SHEET
PREMIUM EBOOK
ASSESSMENT TOOL
ACCELERATORS GUIDE
FACT SHEET
AGILE NURTURING TRACK - OUTREACH THROUGH PERSONALISED MONTHLY NEWSLETTER (BASED ON JOB ROLE, JOURNEY STAGE)
CONTENT FORMAT
Articles
Case Studies
Videos
Interactive Infographics
AWARENESS
CONSIDERATION
EVALUATION
MARKETING AUTOMATION
MRL
MQL
SQL
FACE -TO- FACE TOUCH-POINTS (CXO TRACK)
CxO Roundtable (with IDC)
Design Thinking Workshops
TM ONE Experience Centre Visits
One to One Meetings
Engagement Program
FACE -TO- FACE TOUCH-POINTS (INFLUENCER TRACK)
Trade Show
TM ONE Experience Centre Visits
One to One Meetings
Conferences

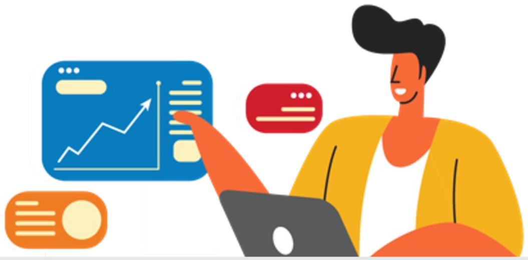

Malaysian Leader's Guide to Becoming a Data-Driven Organisation
What can Malaysian business and IT leaders do to turn data into revenue-generating, cost-cutting insights? And how can they achieve it quickly and cost-effectively? Find out.



OUTREACH MEDIA
SEM
MARKETING AUTOMATION
salesforce
pardot
CRM
salesforce
API INTEGRATORS
DATA WAREHOUSE
panoply
amazon
REDSHIFT
DASHBOARD
Google Data Studio

Results as of 9 months to Dec 2021

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



578% Increase in YoY marketing attributed contract revenue for Cloud Services

64%
Growth in website traffic

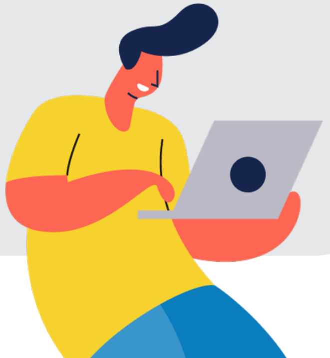
RM 49.7 mil
Marketing attributed contract revenue

Newsletter
17% open rate
5.8% click rate

RM 956 mil Marketing generated contract revenue pipeline

22,750
Prospects consumed at least 2 or more content

>31k
Website monthly page views



20.5%
MQL to SQL conversion

Q&A

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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.