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enero

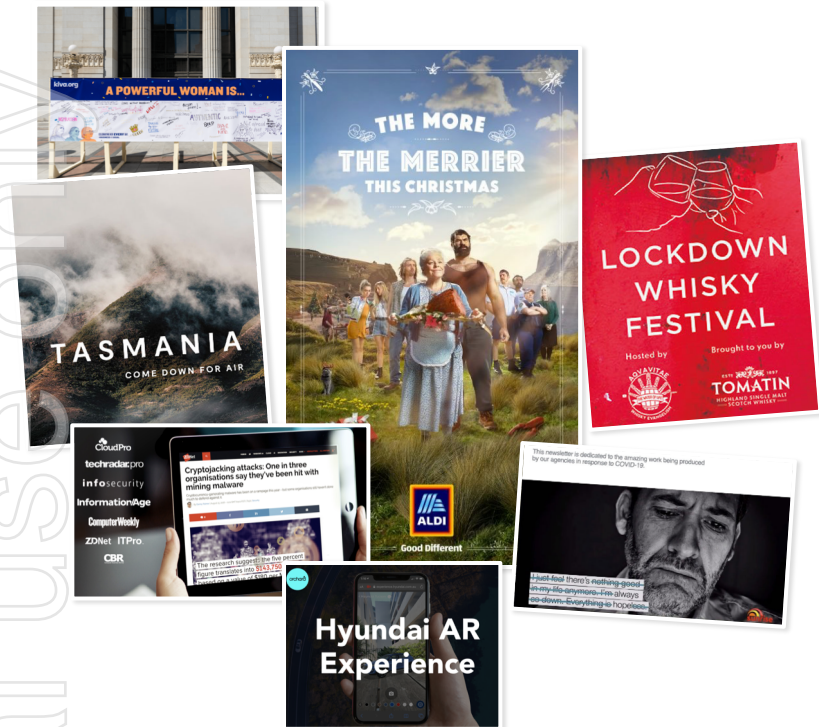


# ENERO GROUP AGM 2020

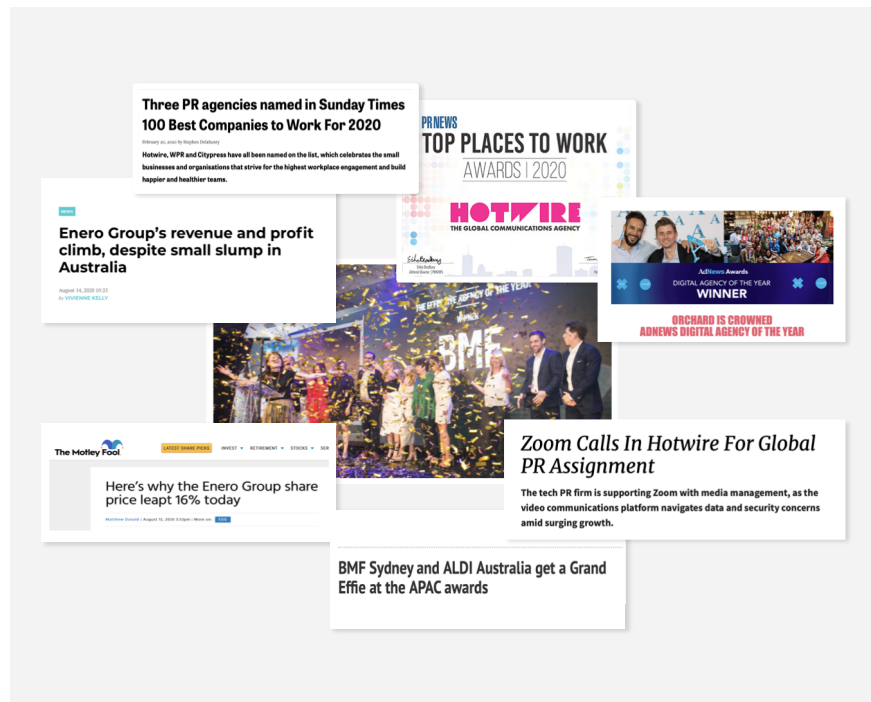
BRENT SCRIMSHAW  
ENERO GROUP CEO

# WORLD CLASS WORK DELIVERS WORLD CLASS RESULTS

## GREAT WORK



## GREAT RESULTS



# A DEFINING MOMENT FOR THE BUSINESS

## 1-CIENT PARTNERSHIPS WITH IMPACT

- Need for recovery driving hyper focus on growth and ROI (Global growth forecasted to decline from 3.0% to 2.4% - or USD 3.5tn in lost economic output).
- Partnerships underpinned by data led decision making and digital execution better satisfy demands from clients for more measurable outcomes.
- Market disruption is forcing new solutions to traditional client-agency relationships.

## 2- RACE FOR TRANSFORMATION

- Covid-19 pandemic has accelerated Companies' digital strategies by a global average of 6 years.
- High digital aptitude is now a price of entry for almost every category.
- Quality expertise and tech capability (data, AI, voice) is essential to deliver on growth expectations.

## 3- ELEVATED CONSUMER EXPECTATIONS

- Efficient 'experiences' rule (90% of customers expect consistent interactions across all channels.
- 86% of CMOs expect to own the end-to-end customer experience by end 2020.
- Need for enabling tech & actionable data skills.
- Responsible business practice drives brand preference.

## 4-CREATIVITY AS A MULTIPLIER

- Creative firepower remains an advantage to connect on an emotional, human level in digital times.
- Brookings Institute: Machines will least likely replace roles that require non-routine, social and emotional intelligence, human creativity and very high technical expertise.
- New definition of creative thinker required to problem-solve 'upstream'.

CREATIVELY LED.  
DATA SMART.  
TECHNOLOGY ENABLED.

OUR AMBITION

# CREATIVELY LED. DATA SMART. TECHNOLOGY ENABLED.

An Integrated portfolio of complimentary marketing services brands around the world.

OUR STRATEGY

## 1. INTEGRATION

## 2. TRANSFORMATION

## 3. ACCELERATION

OUR PRIORITIES

### DRIVE ORGANIC & CROSS-GEO GROWTH

- Enero growth labs
- Cross-portfolio offering
- Cross-border expansion



### ALIGN AND REWARD COLLABORATION

- Connected culture
- Reward collaboration
- Incentivise group Success



ZOETIS LAUNCHES NEW CAMPAIGN FOR SIMPARICA TRIO VIA ORCHARD AND BMF AUSTRALIA

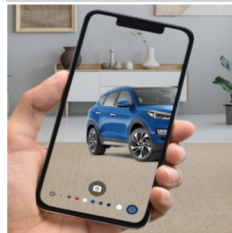
### FOCUS ON THE CORE

- International scale
- Extend core brand offering
- Priority for capital allocation



### DOUBLE DOWN ON DIGITAL

- Invest in world class digital talent
- Prioritise for acquisition



### ESTABLISH INNOVATION AGENDA

- Progressive and advanced tech mandate
- Focussed on new client solutions



BRAND PORTFOLIO

PR AND INTEGRATED COMMUNICATIONS

CREATIVE AND CONTENT

DIGITAL, DATA AND ANALYTICS

cpr  
Creative  
Portfolio  
Reputation  
Media

Frank.

HOTWIRE

bmf

orchard

o  
bmedia

THE  
LEADING  
EDGE

CORE GROUP

enero

# WELL POSITIONED IN GROWTH VERTICALS

CREATIVELY LED. DATA SMART.  
TECHNOLOGY ENABLED.

## RETAIL & STAPLES



GWF  
George Weston  
Foods Limited

**Dulux**

## HEALTH & SOCIAL

**zoetis**



## AUTO



## FINANCE



**TAL**



**Klarna.**

**Rest**  
INDUSTRY SUPER

## TECH

**McAfee**



**QUALCOMM**



**facebook**

## TOURISM

agoda  
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**vtic**  
VICTORIA TOURISM INDUSTRY COUNCIL

# FY2021 TRADING UPDATE

Trading update for the three months ended 30 September 2020 (unaudited):

\$A million	YTD 30 Sept 2020	YTD 30 Sept 2019	Variance
Net Revenue	37.2	33.3	11.0%
Operating EBITDA	9.8	5.4	81.4%
Operating EBITDA margin	26.3%	16.2%	10.1 bps
EBITA	9.2	4.9	87.8%
EBIT	9.0	4.6	95.7%
EBIT margin	24.2%	13.8%	10.4 bps