

ASX ANNOUNCEMENT

OBMedia Strategic Review Update

7 August 2024

Enero Group Limited (ASX: EGG) (**Company**) today provides an update on the OBMedia strategic review process.

The Company advises multiple non-binding indicative offers were received, and a preferred bidder selected. However, in late FY24 at the end of lengthy negotiations, terms were not finalised. To ensure a competitive sale process, the Company is now actively engaged in a non-exclusive due diligence process with multiple select bidders. The Company anticipates engaging in contractual negotiations with a preferred bidder at the conclusion of the due diligence phase in Q2 FY25.

The Company is committed to informing the market, in-line with its continuous disclosure obligations.

This announcement was authorised for release by the Enero Group Company Secretary.

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, ROI DNA, GetIT), digital and experiential agency Orchard and adtech platform OBMedia.

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