



ASX Announcement

OBMedia Sale Remains Ongoing

11 December 2024

Enero Group Limited (ASX: EGG) (Company or Enero) today advises that while negotiations continue with multiple parties, mutually agreeable terms to enable a binding agreement to acquire its 51% stake in OBMedia have not yet been reached. Transaction complexity associated with OBMedia's ownership structure and operating agreement continue to create challenges in completing a binding agreement. Enero remains focused on achieving a positive resolution.

While acknowledging due diligence has been prolonged with potential acquirers of OBMedia, the Enero Board continues to focus on maximising value for shareholders through its ongoing engagement in the sale process.

In parallel Enero continues to implement changes in OBMedia's operations in order to stabilise operating performance.

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Authorised for release by the Board of Directors.

For further information, please contact:

Investors:

Howard Marks

Automic Markets

m. +61 402 438 019

howard.marks@automicgroup.com.au

Cathy Hoyle

General Counsel & Company Secretary

m. +61 405 292 077

cathy.hoyle@enero.com

Media:

Abigail Dawson

Group Communications Director

m. +61 415 169 987

abigail.dawson@enero.com

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), digital and experiential agency Orchard and adtech platform OBMedia.