



ASX ANNOUNCEMENT

Enero Group Appoints Ian Ball as Chief Operating Officer

12th February 2025

Enero Group (ASX:EGG), a leading global group of marketing and technology agencies, today announced the appointment of Ian Ball to the newly created role of Chief Operating Officer (COO), effective from February 17th 2025.

Mr. Ball will report directly to Enero Chair Ian Rowden and replaces outgoing CEO Brent Scrimshaw, who is also stepping down from his role as Director, effective today. Mr. Ball will oversee both the operational and financial leadership of the business, as well as taking over the strategic review of OBMedia.

Enero Group operating company CEO's Heather Kernahan, Steve McArdle, Wai Kwok, and Raja Gupta, along with the Group functional heads, will now report to Mr. Ball.

Mr. Ball has over 40 years of international experience spanning consulting, technology, professional services, and private equity, having held senior leadership roles including EY Oceania's Deputy CEO and Head of Markets, where he oversaw a \$1.4 billion business. Throughout his tenure at EY, his responsibilities encompassed revenue generation, client management, business development, marketing, communications, and strategic acquisitions.

More recently, Mr. Ball was TEG's Chief Operating Officer and Head of Strategy and M&A. Before this he was an Operating Partner at Silver Lake and CEO and Managing Director of ASX-listed global professional services business, Cardno.

Mr. Ball brings vast experience across Enero's growth markets, including Asia, the UK, Europe, Australia, and the U.S., as well as leadership roles in major professional services companies.

"Ian is a highly accomplished executive with a proven track record of success in leading and growing substantial businesses," said Ian Rowden, Enero Chair. "His deep understanding of the marketing and technology landscape, coupled with his experience in driving operational excellence, makes him ideally suited to lead Enero's next phase of growth and innovation.



“I am particularly glad we have attracted someone with the qualification and background to coordinate and fast track our efforts to harness AI on behalf of our agencies and clients,” added Mr. Rowden.

Speaking of the appointment, Mr. Ball said: “I am excited to be joining Australia’s only listed marketing and communications business to lead the business through its next phase of growth. In particular, the quality of the individual business units, its talented staff, global reach and exposure to growth markets provide a very strong platform for value creation. I am looking forward to working with the Board, the Leadership Team, and meeting our people to unlock this potential.”

Enero will release its FY25 Half Year Results to the Australian Securities Exchange on Wednesday 26 February 2025.

A summary of the key terms of Mr. Ball’s employment agreement are set out in Attachment A.

This announcement was authorized for release by the Board of Directors.

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About Enero

Enero Group is a global group of marketing and technology agencies listed on the ASX (Australian Stock Exchange) that includes creative agency BMF, PR and integrated communications agencies the Hotwire Group (Hotwire and ROI DNA), digital and experiential agency Orchard and adtech platform OBMedia. Enero operates in the high-growth industries of Technology, Healthcare and Consumer, utilising innovative and independent thinking to deliver impactful, strategic business solutions for our clients.



Attachment A – Summary of Key Terms of Employment

Appointing Ian Ball as Chief Operations Officer

Commencement Date	17 th February 2025
Term	No fixed term. Ongoing until terminated by either party in accordance with the terms of employment.
Total Remuneration	Total remuneration will consist of fixed remuneration and the short term and long-term incentives described below.
Fixed Remuneration	Salary \$650,000 per annum including statutory superannuation.
Short Term Incentive	<p>Participation in an annual cash based short term incentive (STI) payment up to a maximum of 70% of fixed remuneration subject to achievement of key performance indicators set by the Board.</p> <p>For FY25, the STI will be pro-rated from the commencement date and be measured against Group Financial, Group Strategy and achievement of individual key performance indicators.</p>
Long Term Incentive	<p>Eligible for up to 70% of fixed remuneration to be granted as Performance Rights under the Enero Group Limited Right's Plan.</p> <p>Mr. Ball's first grant will be issued by invitation in FY26 and subject to performance measures over the three-year measurement period.</p>
Termination Provisions	<p>Mr. Ball or Enero may terminate his employment agreement by providing 6 month's written notice. Upon a party providing the other with notice of termination, Enero may, at its option, pay an amount in lieu of notice.</p> <p>Mr. Ball's employment will be subject to a 6-month probation period, during which either party may terminate with one month's notice.</p>



Leave	Eligible for statutory leave entitlements including annual leave and long service leave.
Restrictive Covenants	Mr. Ball will be restrained from engaging in competition with the Company and its subsidiaries for up to 12 months following termination of his employment. Mr. Ball will also be restrained from soliciting or encouraging clients and/or staff of the Company and/or its subsidiaries to leave the business, or to cease or reduce their custom with the Company and/or its subsidiaries for 12 months following termination of his employment.