



# ASX ANNOUNCEMENT

## Enero Promotes Ian Ball to CEO

**2 July 2025**

Enero Group Limited (ASX:EGG) (**Enero** or **Enero Group**), a leading global group of marketing and technology agencies, has today announced the promotion of Ian Ball to Group CEO, effective from July 2nd 2025.

Mr. Ball, who joined the business as Chief Operating Officer in early 2025, steps into the CEO role following a period of strong operational leadership and strategic progress across the Enero Group. Since joining, he has led a number of significant initiatives, including the successful refinancing of the business, the restructuring and sale of OBMedia, and key senior appointments across Enero's agency portfolio.

Mr. Ball has also played a central role in the development of Enero's FY26 growth plan, introduced a renewed focus on operational excellence, and identified opportunities for greater value creation across the Group. More recently, Ian led the sale of OBMedia and the development of a plan to reposition Enero as a focused three-agency business, built around Hotwire Global, Orchard and BMF.

Ian Rowden, Enero Group Chair, said: "Ian has made a substantial impact in a remarkably short period of time, stepping seamlessly into a complex leadership transition and immediately bringing clarity, structure and momentum to the business. From leading the successful refinancing of the Enero Group to restructuring OBMedia, appointing new leadership, and aligning our agency teams around a clear plan for operational excellence and value creation, he has demonstrated the kind of strategic foresight and decisive execution that's essential in today's environment.

"Ian's ability to build strong relationships across the executive team, Board and shareholder base has been equally critical. The Board is confident that under Ian's leadership, Enero is well positioned to deliver long-term growth and performance as we move into this next chapter."

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

This release was authorised by the Board of Directors and is made by the Company pursuant to ASX Listing Rule 3.16.1.

### 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 and ROI DNA), and digital and experiential agency Orchard.

For further information, please contact:

#### Investors:

**Howard Marks**

Automic Markets  
m. +61 402 438 019  
howard.marks@automicgroup.com.au

#### Media:

**Abigail Dawson**

Group Communications Director  
m. +61 415 169 987  
abigail.dawson@enero.com

#### Company Secretary

Cathy Hoyle  
General Counsel & Company Secretary  
m. +61 405 292 077  
cathy.hoyle@enero.com



## Attachment A – Summary of Key Terms of Employment

### Promotion of Ian Ball to Chief Executive Officer

<b>Commencement Date</b>	2 July 2025
<b>Term</b>	No fixed term. Ongoing until terminated by either party in accordance with the terms of employment.
<b>Total Remuneration</b>	Total remuneration will consist of fixed remuneration and the short term and long-term incentives described below.
<b>Fixed Remuneration</b>	Salary \$850,000 per annum including statutory superannuation.
<b>Short Term Incentive</b>	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 covering Group Financial, Strategic and individual key performance indicators.
<b>Long Term Incentive</b>	Eligible for up to 70% of fixed remuneration to be granted as Performance Rights under the Enero Group Limited Right's Plan with a 3 year measurement period.
<b>Termination Provisions</b>	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.
<b>Leave</b>	Eligible for statutory leave entitlements including annual leave and long service leave.
<b>Restrictive Covenants</b>	Ball will be restrained from engaging in competition with the Company and its subsidiaries for up to 12 months following termination of his employment. Ian 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.