



ASX ANNOUNCEMENT

Clarification to ASX Release: Promotion of Ian Ball to CEO

14 July 2025

Enero Group Limited (ASX: EGG) (**Company**) refers to the ASX release titled Enero Promotes Ian Ball to CEO, dated 2 July 2025. The previously lodged release included a summary of Mr Ian Ball's long-term incentive eligibility that did not fully reflect the terms of his employment agreement.

The Company wishes to clarify that Mr Ball is eligible for Performance Rights under the Enero Group Limited Rights Plan with a three-year measurement period. These may be granted at up to 70% of fixed remuneration at target, and up to 140% of fixed remuneration at stretch, subject to performance conditions and Board approval.

This clarification is issued to ensure the market is accurately informed of the full scope of Mr Ball's long-term incentive arrangement.

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This announcement was authorised for release by the Company Secretary.

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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) and digital and experiential agency Orchard. 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.