



ASX Announcement

Enero Group Announces OBMedia Leadership Transition

6th March 2025

Enero Group Limited (ASX: EGG) (**Enero**) has today announced a leadership transition within its OBMedia business.

Ian Ball, Chief Operating Officer (COO) of Enero, stated: "At Enero, we remain focused on strengthening the OBMedia business for the future and positioning it for long-term success in a dynamic market. As part of this evolution, Raja Gupta will no longer serve as CEO. Raja will continue to serve OBMedia as a Board member."

"With a deep understanding of the business, Mike Lynn will be elevated to the CEO role for OBMedia on an interim basis effective immediately."

Mike Lynn is a founder and shareholder in WOAM, which co-owns OBMedia with Enero. Mike Lynn currently serves as the Chief Technology Officer (CTO). He has played a pivotal role in driving OBMedia's technological advancements and strategic initiatives. His extensive experience in the industry and deep understanding of OBMedia's operations makes him well-suited to lead OBMedia in the future.

Mike Lynn said: "I am honoured to step into the CEO role during an important transition period. OBMedia has a strong foundation and a talented team, and I am committed to continuing our focus on innovation and growth. I look forward to working closely with our employees, partners, and stakeholders to drive the business forward and achieve our long-term goals."

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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

Cathy Hoyle

General Counsel & Company Secretary

m. +61 405 292 077

cathy.hoyle@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 and ROI DNA), digital and experiential agency Orchard and adtech platform OBMedia.