

ASX Announcement

27 November 2019

ANNUAL GENERAL MEETING – CEO UPDATE

It's a great privilege to lead the organisation as it turns its focus to growth.

I was drawn to the opportunity to work alongside exceptional talent at the forefront of their industry, servicing an extremely impressive client roster.

While my career path to GrowthOps may not have been traditional, I feel a strong alignment with the company's DNA and entrepreneurial spirit, which I hope to continue to foster, ensuring that GrowthOps is a great place to work and continues to deliver impact and first-class outcomes for our clients and their customers.

Purpose

GrowthOps was formed in March 2018 with the single purpose to reinvent how organisations grow.

To be the growth partner for category and industry incumbents, giving them the best chance to survive, and even dominate, in a fast-changing world.

A single, accountable partner for growth, that's able to engage consumers across the full-spectrum of their decision-making process.

Today, we're operating across many sectors, from financial services to construction and property management, government, retail and consumer goods, with a combined addressable market opportunity in Australia of approximately \$85 billion, and additional addressable markets in Asia.

Stage 2 strategy

As the company moves beyond its foundational year, appointing a new growth-focused board and leadership team, we have commenced the implementation of initiatives to stabilise and position the company for further growth, including:

- the restructure covered in the Chairman's address;
- investment in our people, fostering an insatiable appetite for winning; and
- the removal of barriers to growth.

It's a bank endorsed plan that we must deliver.

Key organising principle

Our clients and their needs are the key organising principle for how the company has evolved and will grow.

We have created clearer lines of responsibility and accountability so that everyone across the organisation is not only empowered to take ownership of their clients' outcomes and experiences, but will be acutely aware of their role in generating revenue.

Key initiatives to drive growth

There's a refreshing simplicity to our stage 2 strategy – it's about:

- our people;
- our clients; and
- our work.

We believe these are the keys to unlocking the next stage of our company's growth.

People

GrowthOps' logo was inspired by the world's best universities, global magnets for top talent, from every field, united by excellence.

There's a strong parallel between these universities and GrowthOps – it's a talented mix of creators, advisors, builders and specialists – thinkers and doers.

As we know from the work we do for our clients, change is hard. It can be unsettling and distracting, and since its inception, GrowthOps and our people have been through an enormous period of change.

Stage 2 of our strategy will see the pace of change within the company slow, and a period of stabilisation emerge.

Employee experience is critical to attracting and retaining world-class talent, which is critical to delivering first-class outcomes for our clients and their customers.

GrowthOps is highly employee-owned, and continuing this is a key priority for the company.

There's evidence that employee-owned companies are more aligned, more collaborative, and perform better than their counterparts.

Clients

Our stage 2 strategy sees a renewed focus on our clients, putting them at the heart of our business.

While delivering for our clients has always been the company's focus, the strategy reset is a natural evolution following the integration efforts of the past 20 months or so.

As a reflection of our renewed focus on our clients, we've established an Account Management practice.

While everyone across the company is responsible for client experience and outcomes, this particular practice is responsible for developing, coaching, training and overseeing a best practice approach that's consistent across the entire organisation.

We want all of our clients to have a consistently, extraordinary experience.

We're making our client's brands work harder, creating experiences for their customers and employees that unlock their potential for greater engagement and growth.

Work

Stage 2 of our strategy also sees a focus on delivering effective work.

Day-in-day-out, delivering what we're good at, the core services for which we're known.

If you like, a return to the basics: strategy, creative, digital products, technology, coaching and leadership.

It's a full-service creative network that builds brands and creates experiences in new and innovative ways to help our clients achieve their goals.

The singular focus of our work is effectiveness.

Are we solving the right problems? Is it driving sales? Will it attract and retain more customers? Launch new products or services? Will it help them scale? Is it helping them grow?

Cross-discipline collaboration also remains central to our business model, employee experience, and client offering.

It was central to our founding thesis, and if anything, is even more relevant today.

We have made significant inroads on this journey and it continues, as a work in progress, as we embark on stage 2 of our strategy.

Conclusion

In conclusion, our strategy remains ambitious but is also simplified to: people, clients, work.

GrowthOps is helping clients solve tomorrow's problems today, seizing future opportunities and market share.

Whereas, our competitors help clients solve today's problems, which can be a zero sum game.

We're a credible challenger to traditional creative agencies and consultancies with an ambition to deliver more impact for our clients, fearlessly guiding our clients through tomorrow.

Thank you

Finally, I'd like to thank our clients for the opportunity to work with them to unlock their full potential.

I'd also like to thank our exceptionally talented people – as I said in my opening today – it is truly a privilege to lead you.

And to our shareholders, thank you for your ongoing support and belief in the company. I look forward to informing you of our progress.

Thank you.

— ENDS —

About GrowthOps

Trimantium GrowthOps Limited (ASX:TGO) is a new kind of service provider – a growth services partner. We are a collective that helps organisations grow more effectively through the integration of creative, technology, and people and culture.

Operating across Australia and Asia, we give advice, ideate, design, build, train, innovate and deliver outcomes that help organisations grow and work better, together. The services we offer include: creative, technology, coaching and leadership, and where these markets overlap.

Visit: www.growthops.com.au

Use of non IFRS measures

GrowthOps uses certain measures to manage and report on its business that are neither recognised under AAS, nor under IFRS. These measures are collectively referred to as non-IFRS financial measures. These non-IFRS financial measures do not have a prescribed definition under AAS or IFRS and therefore may not be directly comparable to similarly titled measures presented by other entities. These should not be construed as an indication of, or an alternative to, corresponding financial measures determined in accordance with AAS or IFRS. Although GrowthOps believes these non-IFRS measures provide useful information to users in measuring the financial performance and condition of the business, investors are cautioned not to place undue reliance on any non-IFRS financial measures included in this document.

Forward looking statements

This announcement contains forward looking statements which are identified by words such as ‘may’, ‘could’, ‘believes’, ‘estimates’, ‘expects’, ‘intends’ and other similar words that involve risks and uncertainties. These forward-looking statements speak only as of the date of this announcement, and GrowthOps does not undertake to publicly update or revise any forward-looking statement.

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