

PhotonGroup.

Photon Strategic Update

PhotonGroup.

Welcome

PhotonGroup.

Photon 3.0

A platform for growth

PhotonGroup.

- Debt free
- Strong brands
- More coherent footprint
- World-class people
- Shared level of professionalism
- Greater opportunity for alignment/collaboration
- A simplified business

*Our new chapter coincides
with a fundamental shift in
underlying market forces*

*More data has been created
in the last 3 years than in the
last 100 years*

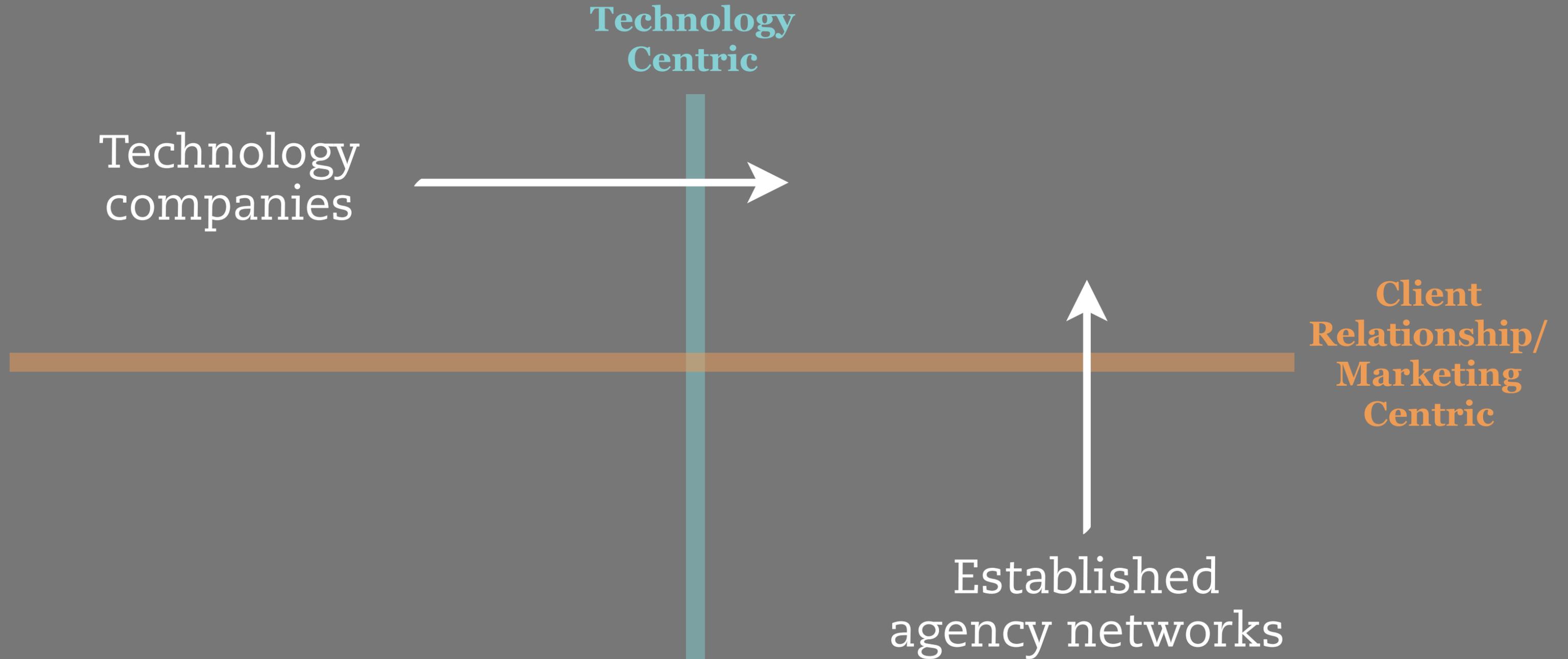
Clients need help

PhotonGroup.

- How can I make sense of all the data I have to accelerate my business further?
- How much budget should I allocate to digital channels?
- How often should I reassess my digital strategy?
- Who can help me run my communications seamlessly across channels?
- How can I optimise what I am doing to make it faster, smarter and cheaper?
- Who's best placed to help me figure out tomorrow?

The opportunity

PhotonGroup.



The opportunity

PhotonGroup.

*A marketing services group
designed and energised to exploit
the forces shaping the media and
technology revolution*



ENERO

Matthew Melhuish
CEO

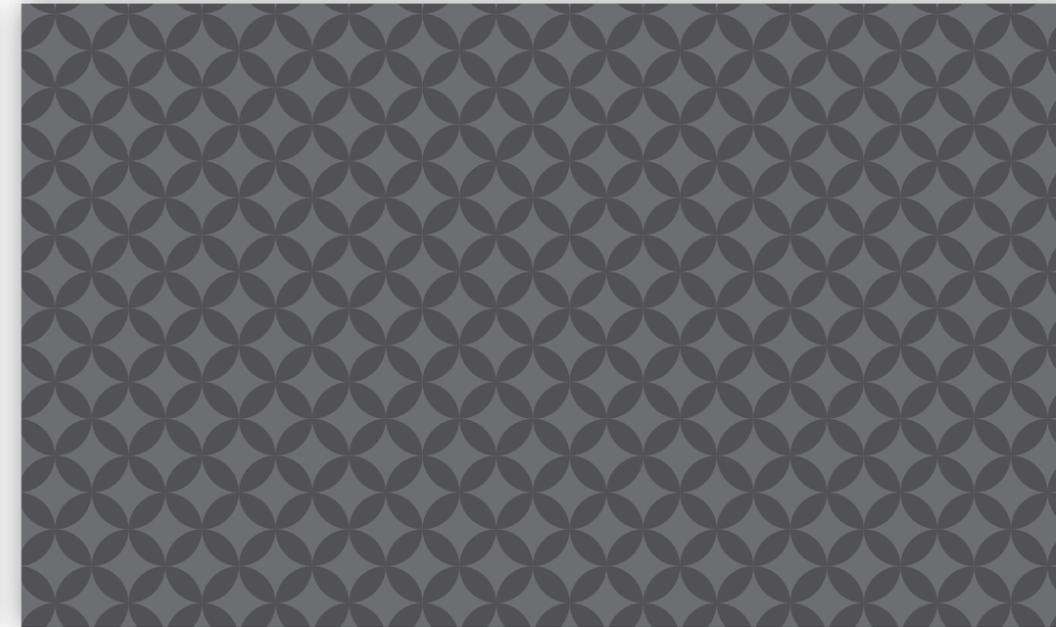
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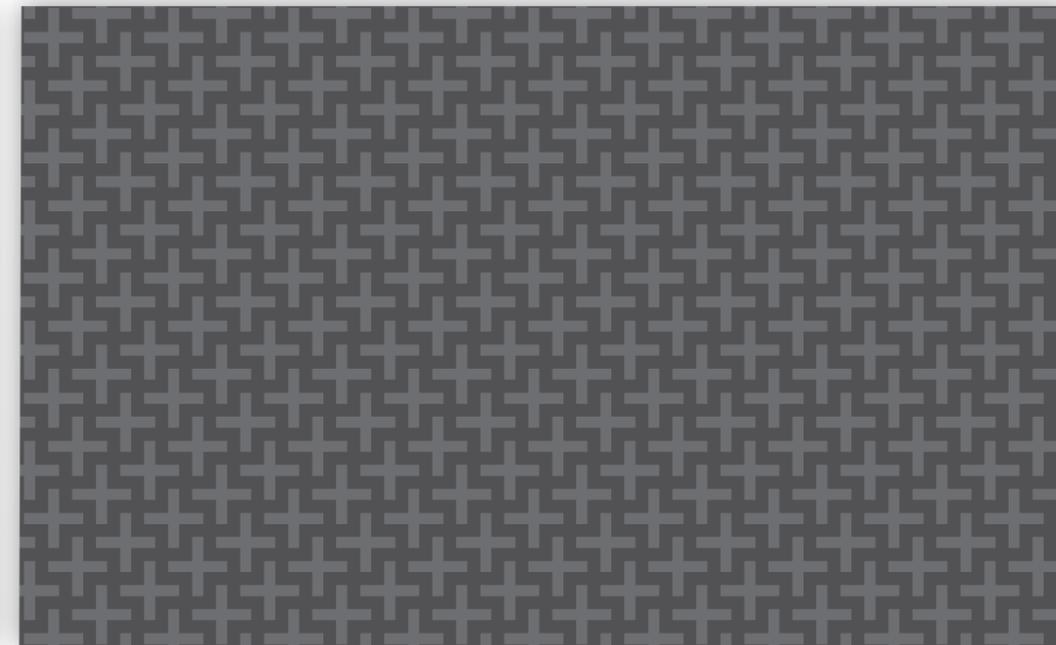
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enquiries@enerogroup.com
enerogroup.com





ENERO

Company Profile







ENERO

Our ambition

*To be the most
‘lean forward’,
digitally centred
marketing services
Group in the world*



Attributes



***Techno
Fluent***

***Data
Smart***

***Social
Media
Savvy***

***Globally
Connected***

Idea-tors

***Unique
Insights***

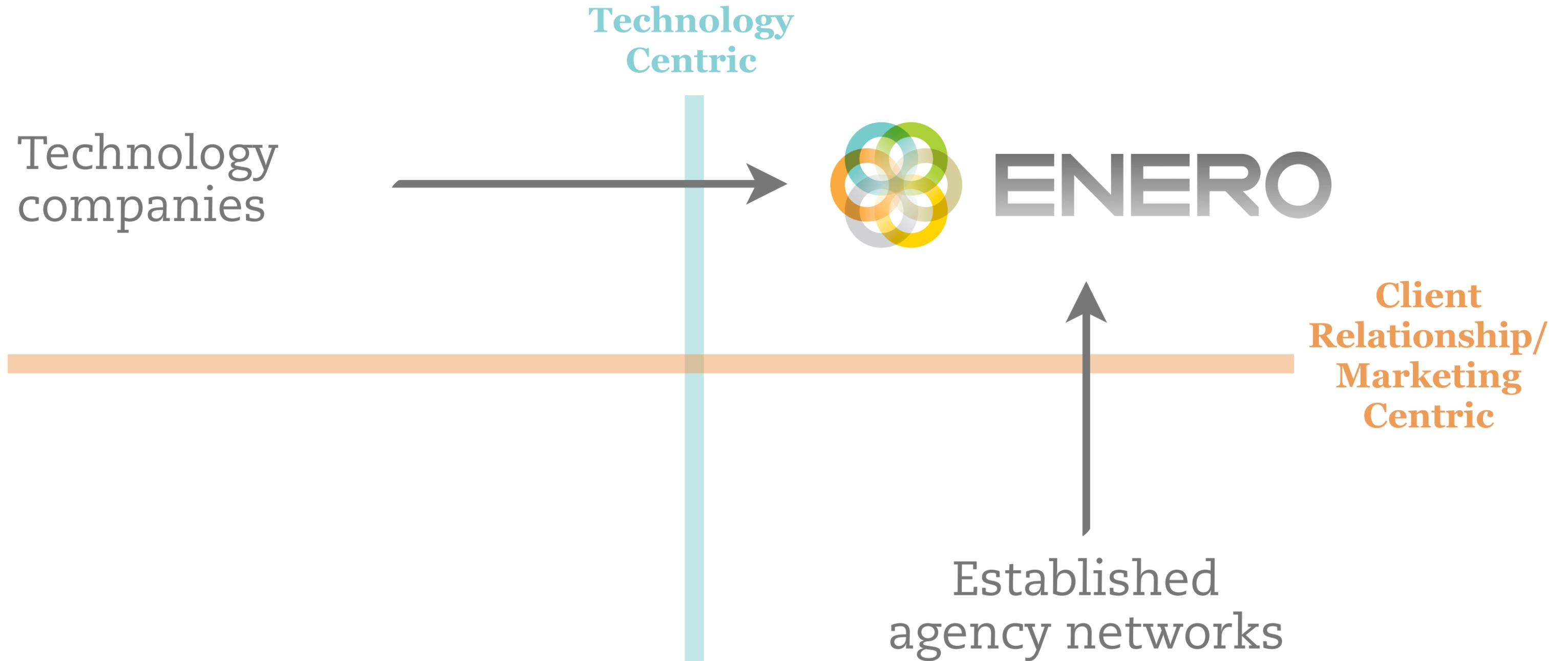
“X” factor



- Passionate, creative marketers
- Charismatic talent
- Outward focus, people who are “On It”
- embracing the new
- Game changers - the confidence to challenge the norm
- A professional, approach with a maverick attitude (not the regular agency network guys)

“ *It’s more fun to be a pirate than to join the Navy.*
Steve Jobs, 1982 ”

Ahead of the competition



Core values of Enero companies



We are creative thinkers. It is the cornerstone of who we are.

We are nimble and globally connected. We have global reach and experience without the bureaucracy.

We are open. We work together and demonstrate integrity in everything we do.

We lean forward. We are at the forefront of digital and social communications.

We are great business partners. We get the job done.

We are driven to be the world's best. Wherever we are; we are ambitious, inventive and full of energy.

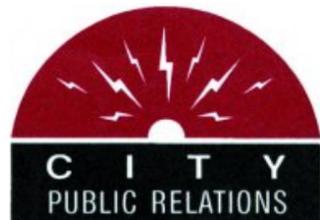
The Group today



PRECINCT



Jigsaw Strategic Research



Our top 5 businesses





200 Employees

Building brand utility and engagement through the smart navigation and design of digital channels

 Unique Insights

 Globally Connected

 Techno Fluent

 Data Smart



Key Clients





-
- Digitally centred campaigns for Nike around running and football - Scandinavia
 - Multiple co-creation platforms for Lego, including ReBrick - Copenhagen
 - Social and community thinking for Mars Petcare - UK
 - Connections Planning, 'Share a Coke' initiative - Sydney
 - Eurobest award-winning platform, Nokia Push - UK
 - High profile digital and social campaigns - Ask Richard (fbi radio), Speed kills (TAC), Steal Banksy (Art Series Hotels) - Australia
 - Communications planning framework for Tang -Kraft's newest billion dollar brand - New York
 - Coke Studio - Mumbai
 - Powerade Challenge - Auckland

170 Employees

Hotwire is a global integrated PR and communications agency dedicated to serving technology and digitally-enabled brands



HOTWIRE



Key Clients

Microsoft



FINANCIAL
TIMES

CITRIX

The Cisco logo icon consists of seven vertical bars of varying heights in a teal color, arranged in a slightly curved pattern.
CISCO

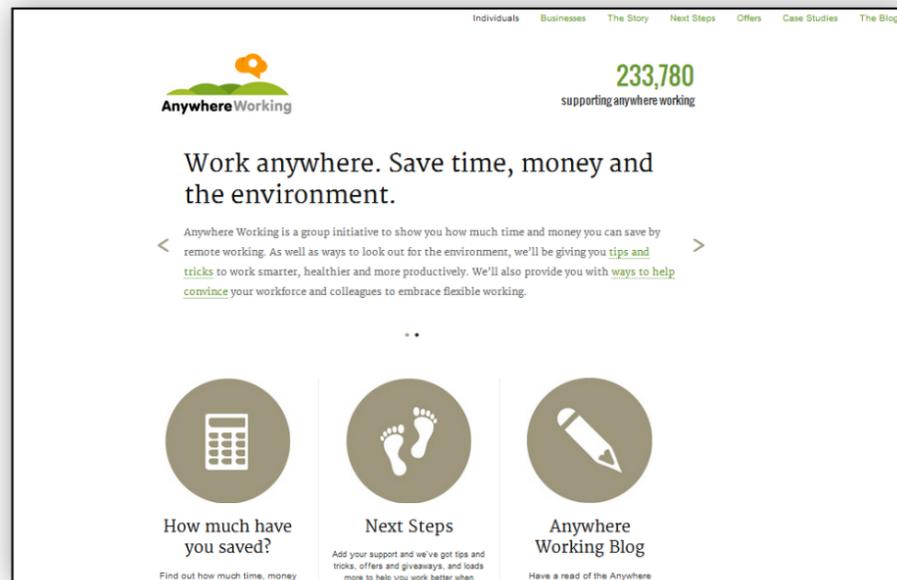
The SAS logo icon is a stylized blue "S" shape.
sas

The Rakuten logo icon is a red circle containing a white letter "R".
Rakuten

BlueVia

-
- Hotwire is one of the most digital and social media savvy PR agencies in the world
 - Number 3 Digital PR Consultancy by revenue – PR Week League Table, 2011
 - Number 2 Technology PR Consultancy by revenue – PR Week League Table, 2011
 - Top 50 Global PR Agency by revenue - 2011 Holmes Report
 - Driving social media strategy from some of world's leading technology and digital media brands including BlueVia part of Telefonica, the Financial Times, and Microsoft

Setting the agenda with social media strategy and implementation for Microsoft



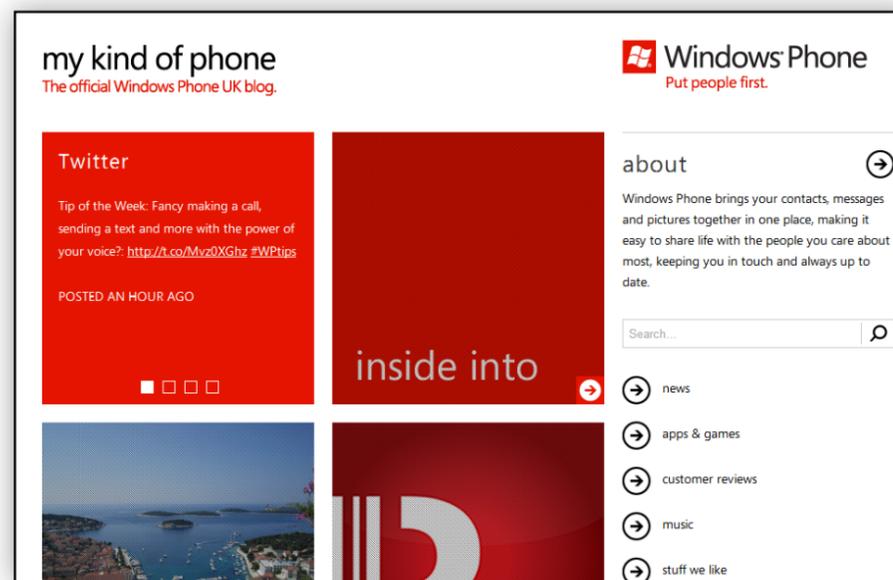
Individuals Business The Story Next Steps Offers Case Studies The Blog

AnywhereWorking 233,780 supporting anywhere working

Work anywhere. Save time, money and the environment.

Anywhere Working is a group initiative to show you how much time and money you can save by remote working. As well as ways to look out for the environment, we'll be giving you [tips and tricks](#) to work smarter, healthier and more productively. We'll also provide you with [ways to help convince](#) your workforce and colleagues to embrace flexible working.

- How much have you saved?**
Find out how much time, money
- Next Steps**
Add your support and we've got tips and tricks, offers and giveaways, and loads more to help you work better when
- Anywhere Working Blog**
Have a read of the Anywhere



my kind of phone
The official Windows Phone UK blog.

Windows Phone
Put people first.

Twitter

Tip of the Week: Fancy making a call, sending a text and more with the power of your voice?: [#WPTips](http://t.co/Myz0XGbz)

POSTED AN HOUR AGO

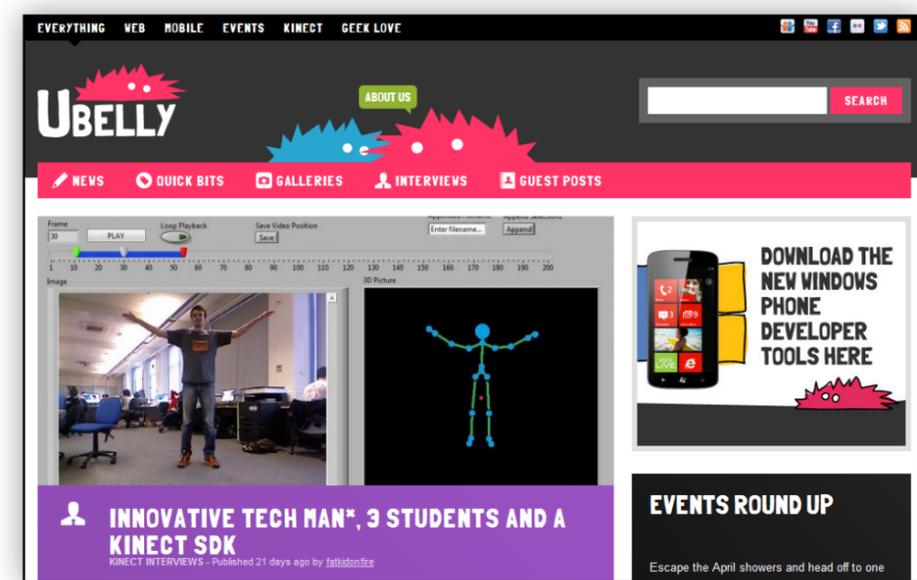
inside into

about

Windows Phone brings your contacts, messages and pictures together in one place, making it easy to share life with the people you care about most, keeping you in touch and always up to date.

Search...

- news
- apps & games
- customer reviews
- music
- stuff we like



EVERYTHING WEB MOBILE EVENTS KINECT GEEK LOVE

UBELLY

ABOUT US

NEWS QUICK BITS GALLERIES INTERVIEWS GUEST POSTS

SEARCH

Frame PLAY Loop Playback Save Video Position Enter filename... Append

Image 1 20 30 40 50 60 70 80 90 100 110 120 130 140 150 160 170 180 190 200

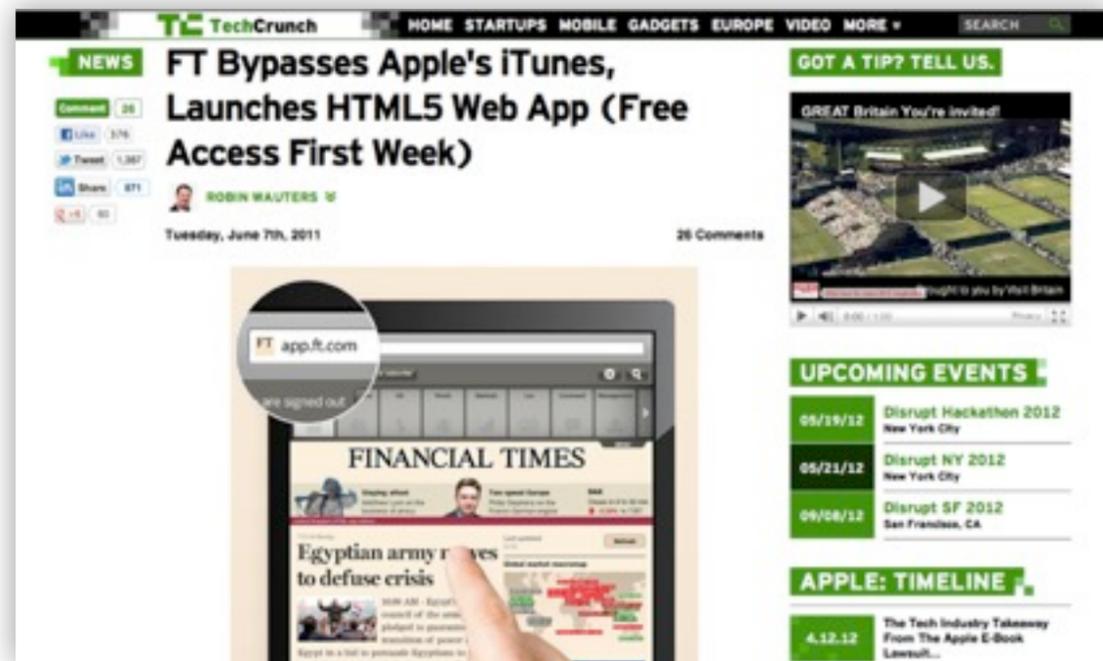
3D Picture

INNOVATIVE TECH MAN*, 3 STUDENTS AND A KINECT SDK
KINECT INTERVIEWS - Published 21 days ago by fatidontfire

DOWNLOAD THE NEW WINDOWS PHONE DEVELOPER TOOLS HERE

EVENTS ROUND UP
Escape the April showers and head off to one

Driving digital strategy for The Financial Times





80 Employees

A global boutique of research, data and strategy specialists, that get hired to solve the difficult marketing problems



Key Clients





-
- Digital panel of 90,000 Australians
 - Customer experience design and multi-channel digital strategy for iconic Australian retailer
 - Category forecasting tool for global FMCG manufacturer
 - Global shopper map and retail plans for major drinks manufacturer
 - Global and emerging market innovation projects and programs for major manufacturers, entertainment and tech companies
 - Global brand strategy projects for various healthcare, FMCG and tech manufacturers

75 Employees

Creating positive buzz and word-of-mouth for clients, using its proprietary “Talkability” approach - and the full gamut of digital, social & traditional media and experiential

Key Clients



*Harnessing social media
to take Camden town
unlimited up a gear*





200 Employees

*A converged creative agency
and publishing house with a
global footprint out of Sydney
and Melbourne*





Key Clients



CBA Investorville



A screenshot of the Investorville website. The background is a satellite map of Australia. In the center, the word "INVESTORVILLE" is written in large, yellow, 3D block letters with a house icon above the 'V'. Below it, the text "THE PROPERTY INVESTMENT SIMULATOR" is displayed in white. On the right side, there is a white login box titled "Invest Today". Inside the box, there is a blue button with the Facebook logo and the text "Login with Facebook". Below this is a link that says "OR Signup with email". There are two input fields for "Email" and "Password". A "Forgot it?" link is positioned to the left of a yellow "Sign In" button. At the bottom of the login box is a large yellow button that says "JUST PLAY NOW". At the bottom of the page, there is a footer with social media sharing options: "Like 600", "Tweet", "+1 88", and "Share 1". On the left side of the footer, it says "Security & Privacy | e Important Information | © Commonwealth Bank of Australia 2012 ABN 48 123 123 124". On the right side of the footer, it says "Terms of Use".

Global footprint

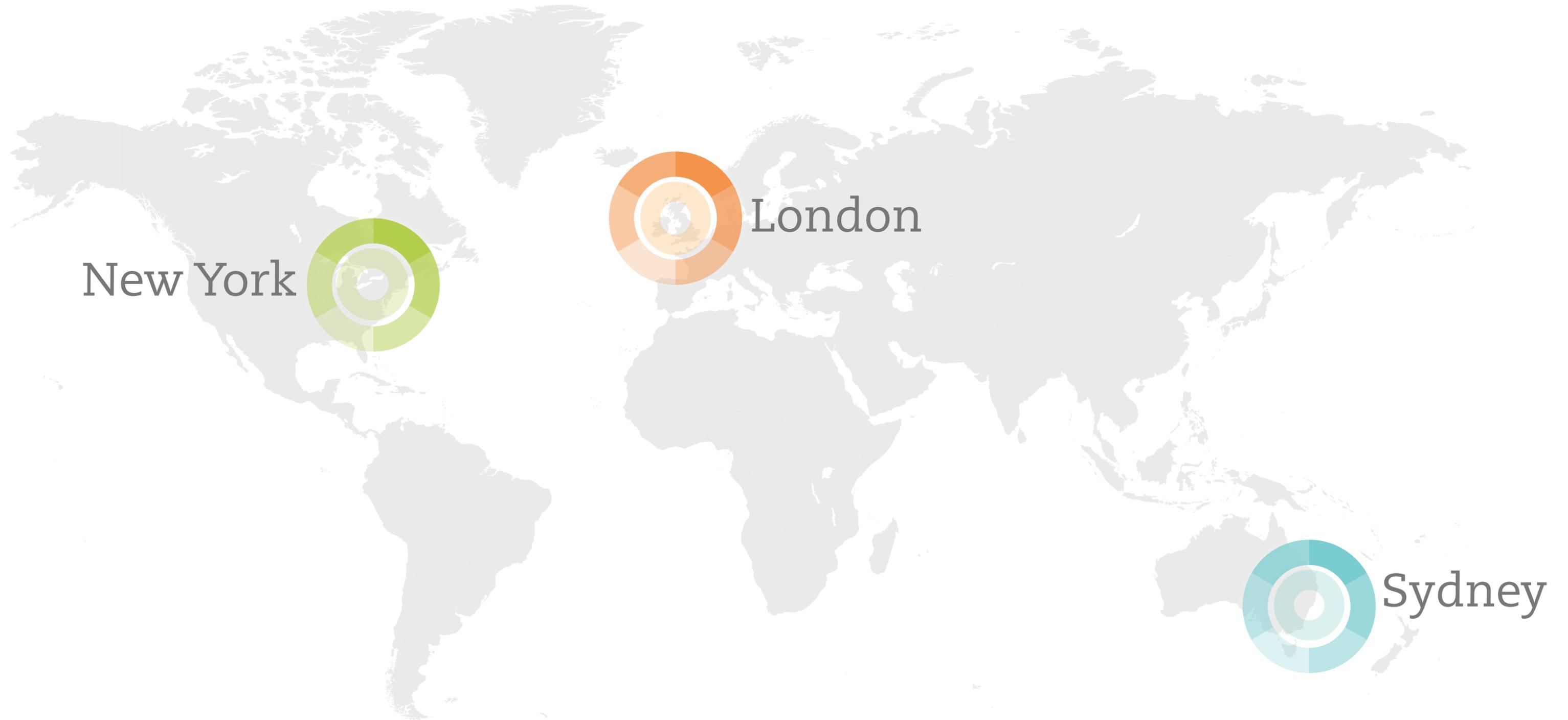


1000
People

Hotwire
BMF
Frank PR
The Leading Edge
Naked
Precinct
BWM
City PR
Corporate Edge
CPR
Image Box
ISS
Jigsaw Research
OB Media



Three key hubs



Three key hubs



- BMF*
- The Leading Edge*
- Naked*
- Hotwire*
- Frank PR*
- Precinct*
- BWM*
- Jigsaw Research*
- CPR*
- ISS*
- Image Box*
- City PR*

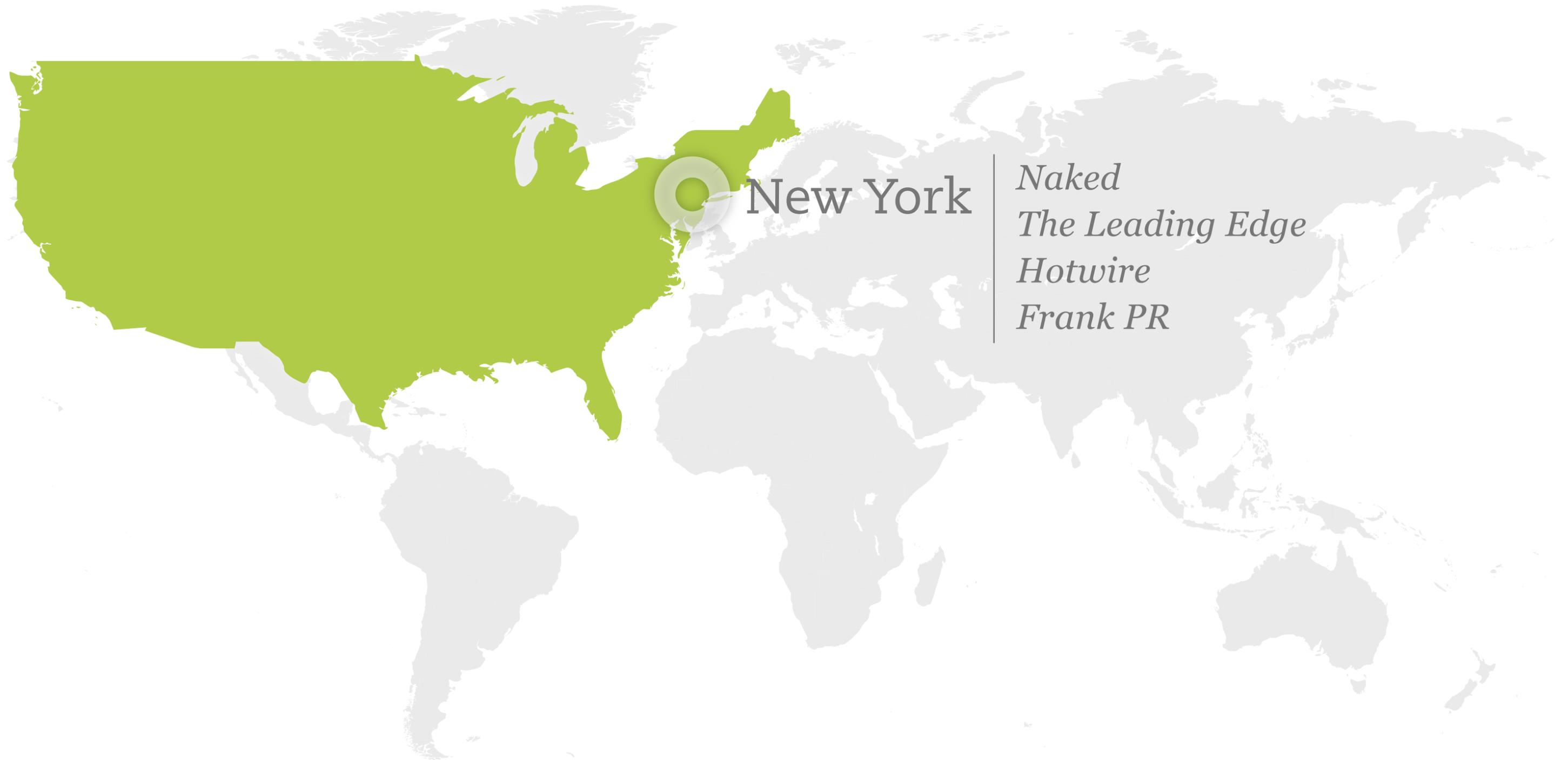
Three key hubs



London

- Hotwire*
- Naked*
- Frank PR*
- The Leading Edge*
- Corporate Edge*

Three key hubs



New York

Naked
The Leading Edge
Hotwire
Frank PR

Strategy in the BRIC economies



Why Brazil?



- Top five creative market with history of entrepreneurship
- Talent rich
- Explosive growth in social and mobile
- Increasing role as LatAm hub
- Compelling margin profile
- Major clients have Brazil as key focus
- Enero opportunities in final stages of negotiation

*A new
approach
to running
the business*



Operator-run business

- Shift from “earn-out focus”
- Delivering client satisfaction and return today
- Building quality and growing value over the longer term



New Group Leadership team



**Matthew
Melhuish**

Photon Group
CEO



**Brendon
Craigie**

Hotwire
CEO



**Andy
Bateman**

The Leading Edge
CEO



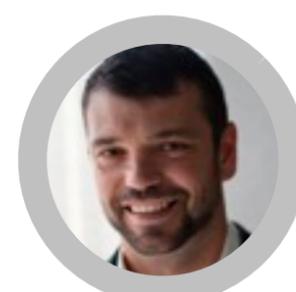
**Steve
Gatfield**

Naked
Co-Chairman



**Jeremy
Nicholas**

BMF
CEO



**Eleni
North**

Photon Group
General Counsel &
Company Secretary



**Jon
Wilkins**

Naked
Founder/Co-Chairman



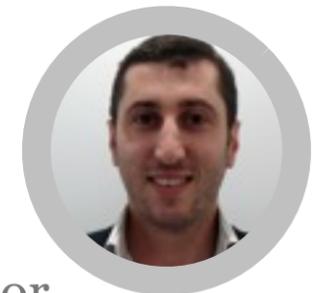
**Graham
Goodkind**

Frank PR
Chairman & Founder



**Brendan
York**

Photon Group
Group Finance Director



Group leverage

- Standardising Technology and Finance Systems
- Driving talent management programmes
- Building stronger knowledge-sharing platforms
- Increasing cross company and cross-country collaboration



Aligned remuneration and incentives

- Working with 3rd party consultants to put in place revised remuneration and incentives that balance goals of annual performance and long-term value creation
- New structure in place 1 July 2012



Technology partnerships

- Focus on developing partnerships with best-in-class technology companies
- Collaborative approach - allows flexibility vs. high investment and risk
- Gets Enero businesses ahead of the game



Structural changes

- Removed the Division Structure, and stripping out significant head office costs (this flows through in FY13)
- Strengthened the Board with operator expertise



Strengthening the Board



Current members

Matt Melhuish

Brian Bickmore

Sue McIntosh

Roger Amos

Max Johnston



New Chairman **John Porter**

John has more than 25 years of management experience in the US and Australian subscription television industries. From 1999, he was the CEO of satellite subscription TV provider Austar.



Steve Gatfield

Steve has extensive industry experience and was formerly COO Worldwide for Leo Burnett and Global CEO of Lowe and Partners Worldwide.

Extraordinary General Meeting



- EGM to seek approval for:
 - Share Consolidation: 18 for 1 consolidation. 85.5 million shares on issue post consolidation.
 - Change of Name: ENERO Group Limited

*EGM to be
held on Friday
8 June 2012*

A new beginning

- A simpler business
- Debt free
- Strong brands
- Clearer positioning
- Capitalising on client needs and a fundamental market shift



A fresh approach

- A practitioner run Group
- New Leadership team
- Strengthened Board
- Greater alignment and collaboration across companies and geographies
- Operating company approach - better leveraging capabilities, culture and technology
- Share consolidation



An exciting future

- A new company - new vision, new values
- Global capability without the bureaucracy
- Group focus on digital future - will continually hone and enhance our client offer
- Collaborating with emerging technology companies to deploy new products and services for clients
- The natural partner for clients in 'figuring out tomorrow'
- A magnet for talent
- Unlocking the value in our brands and the passion in our people





ENERO