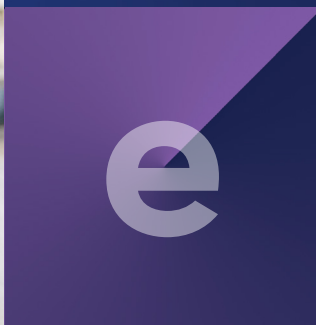
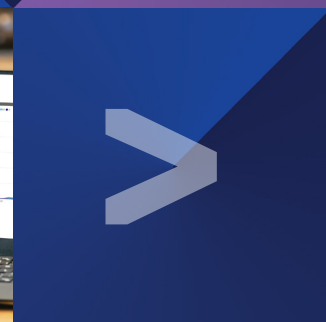


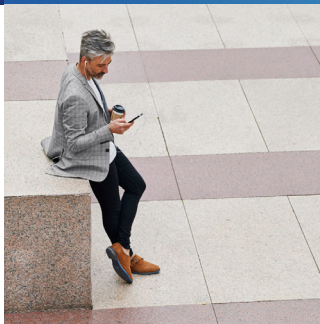
IVE Group Limited

ASX Small and Mid-Cap Conference

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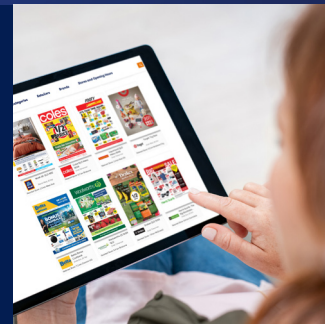
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Business overview



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About IVE Group

Australia's leading holistic marketing company

Specialising in creative services, data-driven communications, integrated marketing, production and distribution, we bring together the capabilities, specialists and technology needed to make customer connection seamless

Lasoo

In October 2022 IVE launched Lasoo, Australia's newest e-Commerce platform for specials

FY22 pro forma revenue \$920m*

*Includes \$160m of expected Ovato revenue



Diversified. Scaled. Invested.



300m
eDM's delivered p.a.



25 V
Sites across China, AUS & NZ



2000+
Staff



3.4B
Catalogues printed and distributed p.a.



17m
Australians reached per week

\$920m
Revenue

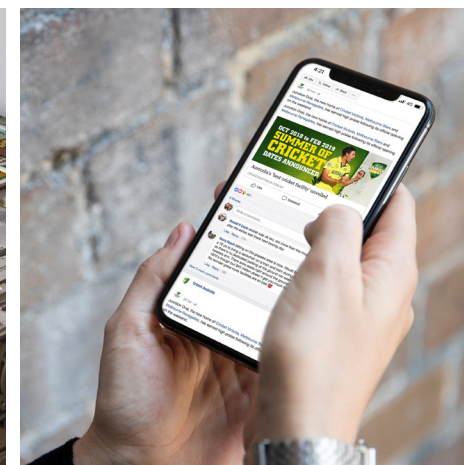
Our clients



Market position

Strong market position across a diverse range of sectors

- > Marketing (but especially printing) industry structure has improved materially over the past decade as a result of significant industry consolidation, much of which has been driven by IVE
- > IVE now holds leading positions in most sectors in which we operate including direct marketing mail (#1), general commercial and web offset printing (both #1), brand activations (#1), promotional merchandising (#1) and integrated marketing (Top 3)
- > IVE's diverse and powerful value proposition, broad geographical footprint, undoubted financial strength and ESG credentials contribute to the Company's attractive and trusted counterparty status
- > IVE's full service offering enables customers to consolidate multiple supply chains, thereby improving efficiency and reducing risk



Revenue sector analysis	%
<i>White goods, electronics, furniture, clothing</i>	24.1
<i>Supermarkets</i>	10.8
<i>Health / personal products</i>	9.9
<i>Food / beverage</i>	1.8
Retail	46.6
Financial / Corporate Services	10.3
Publishing	5.7
Media	4.6
Government	3.4
Health	3.2
Tourism / Entertainment	2.7
Manufacturing	2.2
Trade	2.2
Other*	19.2
Total	100.0

*Other includes agency, telecommunications, charity / not for profit, service, food, advertising agency, education, broker, associations, automotive, transport, utilities, it, property, building / construction, legal

Financial performance



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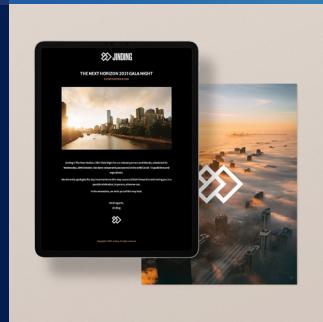
Financial performance dashboard – FY23 H1

A strong first half performance and maiden contribution from the Ovato acquisition



The underlying financial results are on a non-IFRS basis, exclude various non-operating items and are not audited or reviewed – refer Appendix A of the FY23 H1 results presentation for details

Business updates



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Ovato integration on track

- > IVE completed the Ovato acquisition on 13 September 2022, and is now the only remaining large-scale printer of catalogues and magazines in Australia
- > Ovato had a strong and loyal customer base, with major customers including Woolworths, ALDI, News Limited, IGA and Are Media, all of whom are existing customers of IVE Group
- > In addition to significant catalogue production, Ovato prints well-known magazines such as Australian Women's Weekly, Woman's Day, Gourmet Traveller, Vogue, Reader's Digest, The Economist and Qantas Inflight
- > The integration timetable and expected financial metrics are unchanged from those previously announced
- > The integration of an estimated \$160m of Ovato revenue into IVE's manufacturing footprint remains on track for completion by June 2024 and is expected to increase the Group's underlying annual:
 - EBITDA by \$28m
 - NPAT by \$15m
- > Key assets from Ovato's Warwick Farm, Geebung and Clayton sites will be integrated into IVE's existing web offset footprint (Huntingwood and Silverwater in NSW and Sunshine in Vic) over a phased transition period of approximately 18 months
- > During FY23 H1 all major Ovato customers were successfully transitioned across to IVE, inventories were increased to ensure continuity of supply and staff transitioned seamlessly
- > The expanded business is performing well, meeting all customer expectations and all core business functions have been integrated under one leadership structure including sales, finance, estimating and inventory management
- > Sites are working closely to maintain optimal daily efficiency across all production assets and the business will progressively realign its operational cost base with revenue and asset transfers to IVE sites

Ovato acquisition summary¹

	(\$m)
Consideration	13.0
<i>Fair value of assets acquired and liabilities assumed</i>	
Inventories	6.0
Assets held for sale	4.2
Fixed assets	15.2
Employee liabilities	(13.9)
Make good liabilities	(1.1)
Net assets acquired	10.3
Goodwill on acquisition	2.7

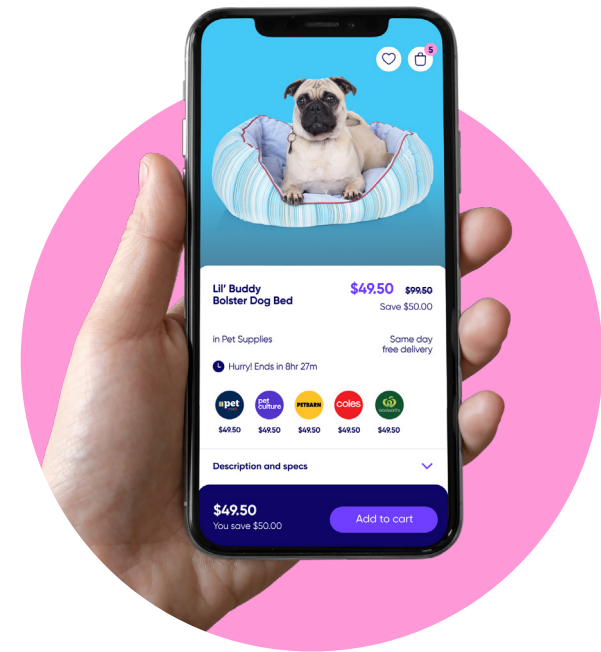
- > Key integration milestones include:
 - Dec '22-Jul '23: engineering teams commissioned to relocate printing and binding assets, including commissioning Geebung and Clayton assets into Silverwater, Sunshine and Huntingwood
 - Mar '23: Geebung and Clayton sites exited
 - Jul '23: phase II revenue transfer of around \$60m to IVE sites
 - FY24 2H: final asset relocations to IVE
 - Jun '24: integration complete, Warwick Farm site exited; and
 - FY25: full acquisition metrics expected

¹ For further details, refer page 10 of the FY23 H1 results presentation and Note 13 of the Interim Consolidated Financial Report 2023

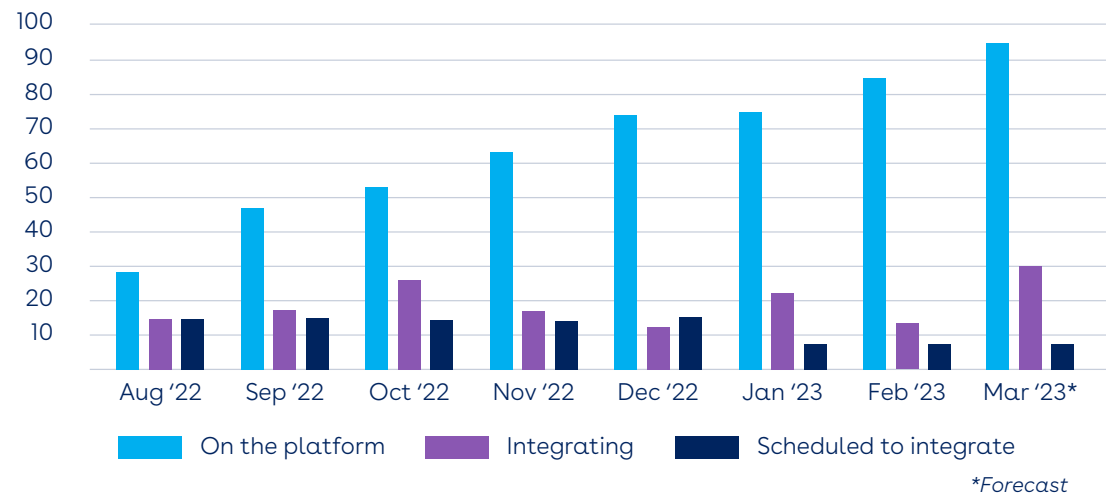
Lasoo

Superior e-Commerce marketplace for retailers' specials

- > The new Lasoo platform successfully launched in October 2022
- > Lasoo is Australia's newest specials-only e-Commerce marketplace, providing customers with the unique ability to browse and buy specials directly from retailers' digital catalogues and other sale promotions all from the one site. Customers can shop a very wide range of leading retailers and transact seamlessly via a single checkout cart
- > The pipeline for new retailer integration remains strong. Additions to the platform in Jan/Feb 2023 included Carlton & United Breweries (CUB), Lincraft, Petstock and Pillowtalk, with 90 integrated retailers currently on the platform
- > Lasoo is expected to contribute a FY23 after-tax loss of \$3.9m, largely reflecting costs associated with the consumer go-to-market campaign and modest team buildout costs



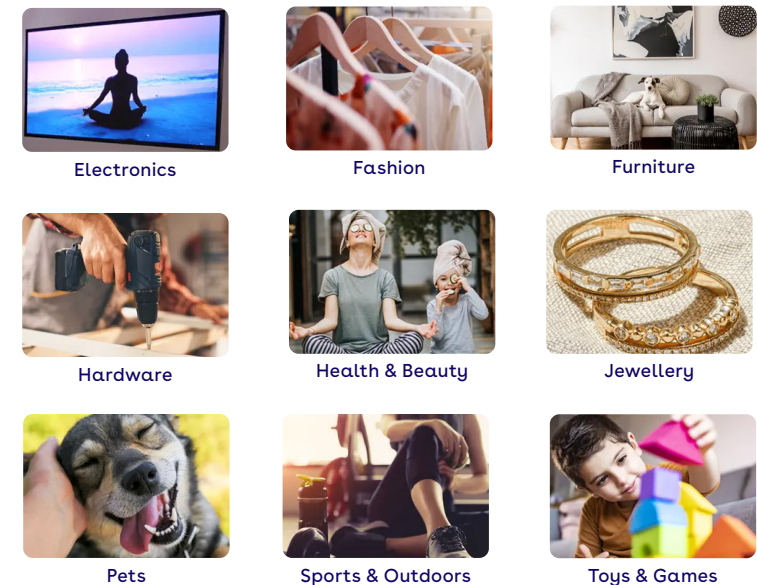
Strong retailer onboarding momentum



[Watch Lasoo commercial here](#)

[Visit Lasoo here](#)

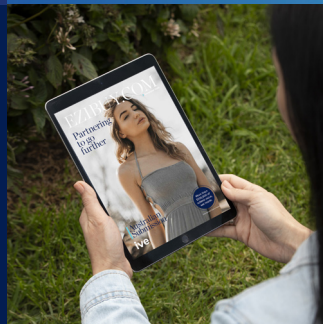
Current top-selling categories on Lasoo



Brands now available to buy on special via Lasoo



Dividends, capital management and outlook



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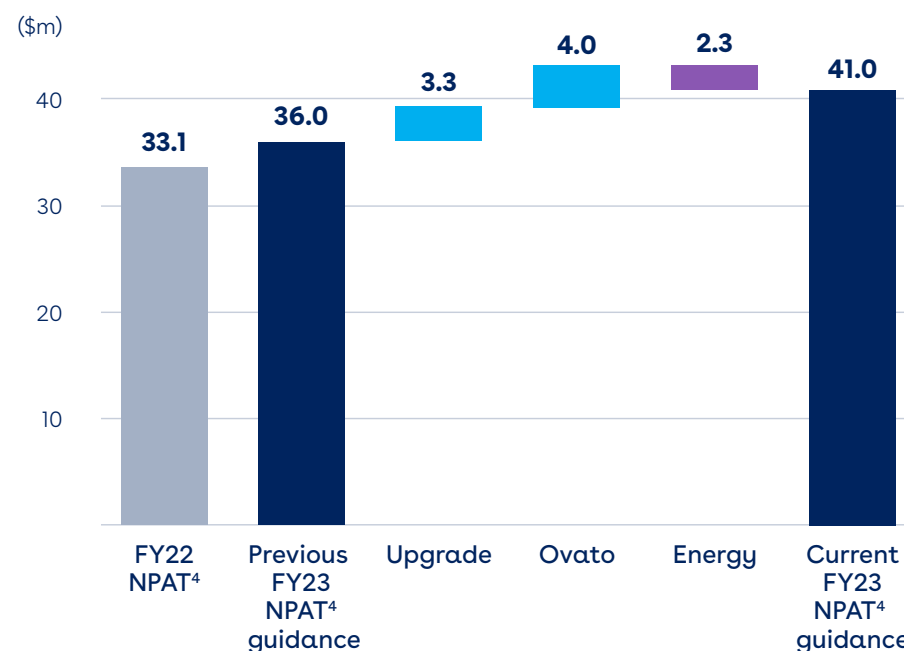
Dividends, capital management and outlook¹

Dividends and capital management

- > The Company's dividend policy seeks to pay strong fully franked dividends at sustainable levels, targeting a full year payout ratio of 65-75% of underlying NPAT
- > Since listing, IVE has paid a total of \$130m² in fully franked dividends
- > The Company completed a successful share buyback program in 2021, acquiring a total of 5.45m shares (3.7% of the issued capital) at a total cost of \$7.6m (average price of \$1.37 per share)

FY23 guidance³

- > Underlying EBITDA expected to be around \$120m
- > Underlying NPAT expected to be around \$41m
- > Capital expenditure expected to be around \$15m
- > Restructure and acquisition costs expected to be around \$19m and will be treated as a significant item and excluded from EBITDA and NPAT

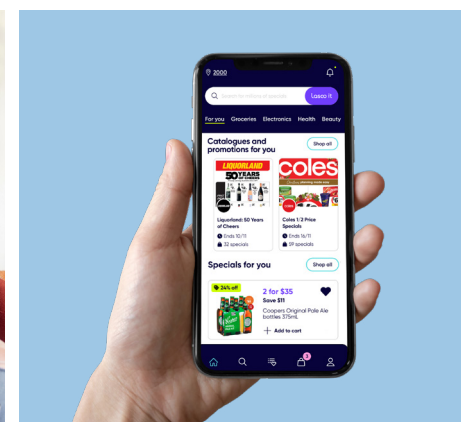


¹ Outlook is subject to risks as outlined in the Risk Management Framework on pp41-43 of IVE's 2022 Annual Report

² Including recently declared but not yet paid FY23 H1 dividend

³ Excludes an expected \$3.9m after-tax loss from Lasoo

⁴ Underlying (non-IFRS) NPAT excluding various non-operating items



Appendices



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Our integrated service offering

Specialising in creative, data-driven communications, integrated marketing, production and distribution, we bring together the capabilities, specialists and technology needed to make customer connection seamless.

Our offering is supported by robust integrated technology platforms that make complex marketing simpler for our clients.

Creative Services

- > Visual
- > Motion
- > Digital creative
- > Personalised
- > Structural (3D)

Production & Distribution

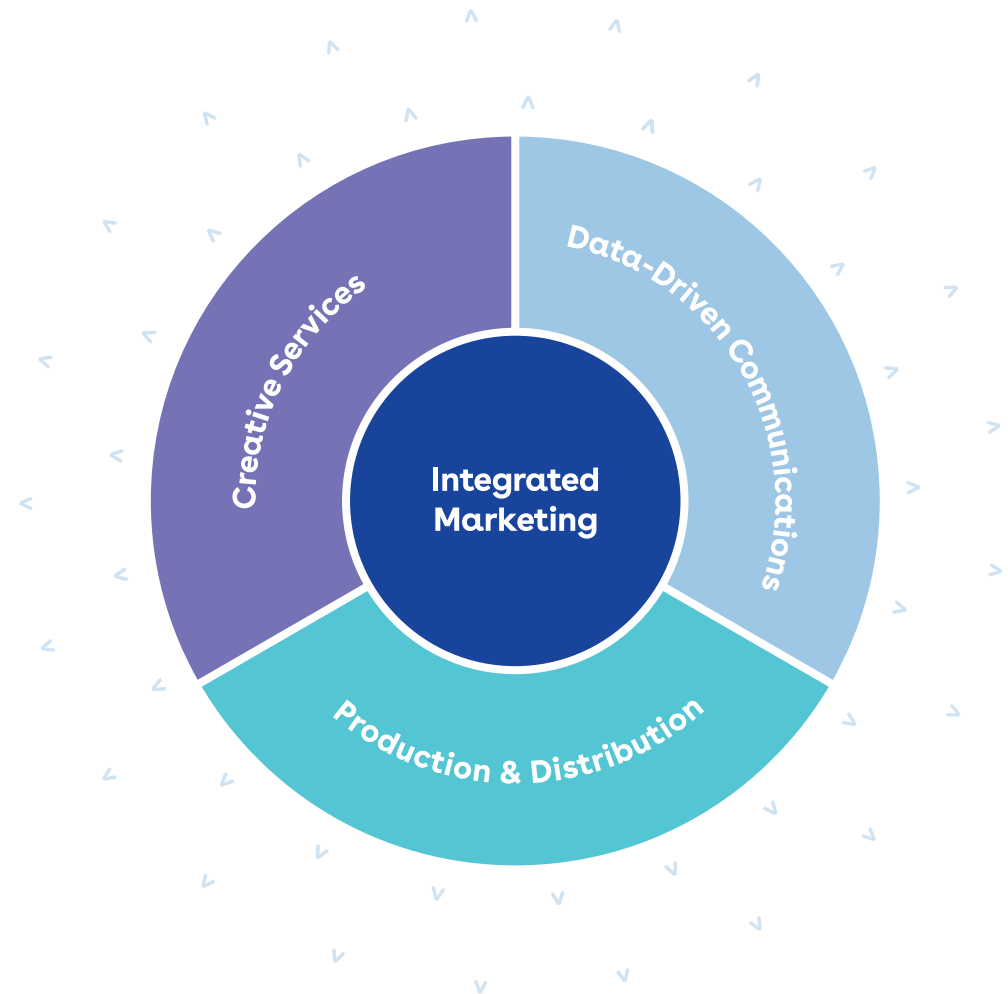
- > Printing
- > Brand activations
- > Premiums & merchandising
- > Integrated logistics
- > Distribution
- > IVE Wear

Data-Driven Communications

- > CX data & insights
- > Marketing technology
- > Omni-channel deployment
- > Archive retrieval
- > Data enrichment

Integrated Marketing

- > Creative services
- > Collateral optimisation
- > Resource management
- > Supply chain
- > Business intelligence



Creative Services

Digital



- > Digital campaign
- > Banner
- > EDM design
- > Social media content
- > Smart forms

- > Conceptual design
- > 3D structural design
- > Rapid prototyping
- > Value engineering
- > Installation instructions



Structural (3D)

Motion



- > Storyboarding
- > Pre-production
- > Live-action
- > Animation/CGI
- > Post production

- > Personalised videos
- > Social content
- > eDM templates
- > DM templates
- > Promotional microsite



Personalised

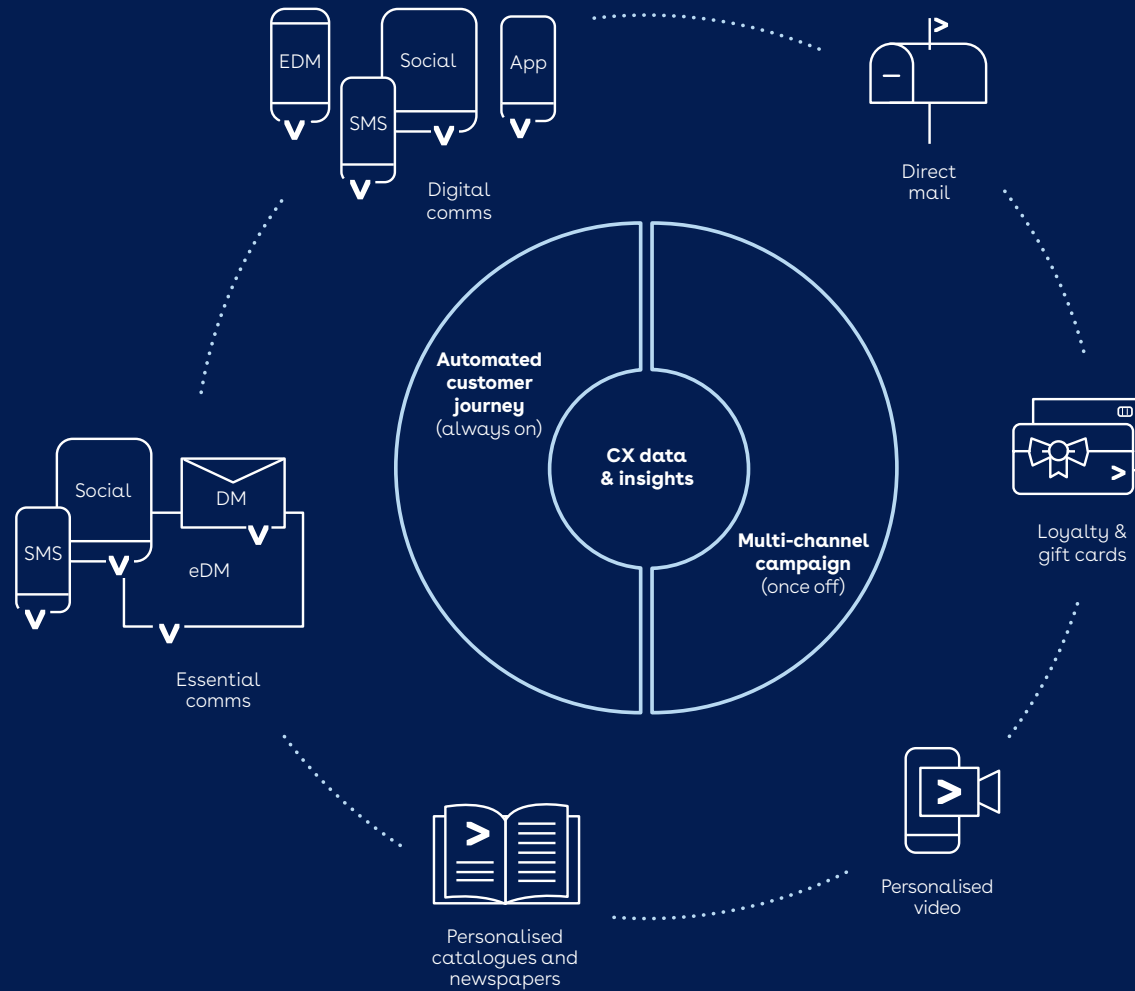
Visual



- > Design
- > Art direction
- > Copywriting
- > Imagery
- > Finished art

PLAY VIDEO

Data-Driven Communications

[PLAY VIDEO](#)

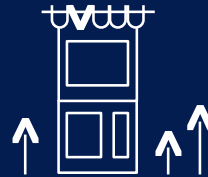
Production & Distribution

Print



- > Catalogues
- > Publications
- > Books
- > Commercial print
- > Packaging

Brand Activations



- > POS (temp & perm)
- > Co-Packed displays
- > Wide format print
- > Window displays
- > Retail fit outs

Premiums & Merchandising



- > Premiums
- > Apparel
- > Awards
- > Custom sourcing
- > Licensing

Integrated Logistics



- > Warehousing
- > Kitting & fulfilment
- > Freight management
- > Online ordering
- > Call centre

Distribution



- > Letterbox distribution
- > Customer segmentation
- > Mapping
- > Targeting
- > Reporting

PLAY VIDEO

Integrated Marketing

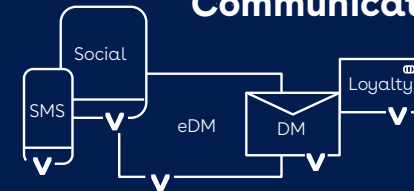
Creative Services

- > Visual
- > Motion
- > Digital
- > Structural (3D)
- > Personalised

Integrated Marketing

- > Collateral optimisation
- > Resource management
- > Supply chain
- > Business intelligence

Data-Driven Communications



- > CX data & insights
- > Marketing technology
- > Omni-channel deployment
- > Retrieval & enrichment
- > Telefundraising

Production & Distribution



- > Print
- > Retail display
- > Premiums & merchandising
- > Integrated logistics
- > Distribution

PLAY VIDEO

Thank you – Q&A

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