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## **ASX RELEASE - IVE GROUP LIMITED (ASX: IGL)**

# **IVE Group expands its Creative & Content offering with the acquisition of Daily Press**

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**SYDNEY, 22 December 2025**

IVE Group Limited (IVE) today announces it has signed a binding agreement to acquire 100% of Daily Press Pty Ltd (Daily Press), an Australian-based creative agency specialising in digital, social media and performance marketing, for total purchase consideration of up to \$35 million.

In-line with IVE's 'Now to 2030' strategy, the acquisition advances IVE's ambition to expand its Creative & Content offering to create a truly omni-channel value proposition for its clients. This acquisition further strengthens IVE's existing creative and content capabilities whilst adding depth in social and performance marketing, and technology platforms.

IVE's model is fundamentally different (to more fragmented and traditional agency models) by delivering creative-led, integrated solutions that move seamlessly from idea to execution, connecting strategy, content, technology and production across online, offline and in-store environments through a single marketing services partner.

Daily Press will be integrated into IVE's Creative, Content & Integrated Solutions division and will ultimately relocate to IVE's Sydney Head Office premises later in 2026, enabling the Group to leverage combined scale, capability and operating efficiencies. Wayne Knight, founder and Chief Executive Officer of Daily Press, will remain with the business post completion.

The agreement is subject to the satisfaction of customary conditions and is scheduled to complete on 31 December 2025.



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### **Expected transaction metrics**

The acquisition is expected to contribute annual revenue and EBITDA of approximately \$23.0 million and \$5.5 million respectively.

The total purchase consideration for Daily Press is up to \$35.0 million, comprising:

- \$25.0 million payable in cash on completion;
- up to \$8.0 million payable in deferred consideration subject to the achievement of agreed performance hurdles over the first and second 12-month periods post completion; and
- up to a further \$2.0 million in deferred consideration (up to \$1.0 million per each 12-month earnout period) based on performance against stretch targets.

The acquisition will be funded from existing cash reserves and undrawn debt capacity and is expected to be mid-single digit EPS accretive pre-synergies in calendar year 2026.

IVE expects to unlock annual cost synergies of approximately \$1.0 million through the in-sourcing of print, distribution and activation services currently outsourced by Daily Press, with further revenue and cross-sell synergies expected as creative-led engagements flow through IVE's broader production, logistics, CX & data, merchandise and activation capabilities.

### **About Daily Press**

Founded in 1999, Daily Press is a creative agency, providing a range of services including social media management, performance marketing, branding, campaign development, web and app development, alongside in-house video, photography, animation and motion content production.

The business employs approximately 65 staff across Australia and services a diverse portfolio of retainer clients across multiple industries (such as hospitality, QSR, sports, franchise, retail), underpinning recurring and relatively predictable revenue streams.

Daily Press has a strong customer base spanning high-growth sectors including hospitality, sports and franchise networks, and brings a deep capability in social, digital and performance-led marketing areas of increasing importance to modern marketing teams.

The acquisition also includes Daily Press' proprietary SaaS Martech platform, Indy, developed specifically to help brands create, localise, deploy and measure content across all forms of communication, including print, digital and social media channels.



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### **Transaction strategic rationale**

Growth in the Australian content marketing industry is underpinned by increased investment in omni-channel digital experiences. In this environment, creativity has become a critical upstream driver of marketing effectiveness, shaping brand relevance, engagement and performance, while unlocking downstream value across production, distribution and activation.

Through supporting clients across physical and digital landscapes, from in-store and retail, to events, print, merchandise and digital platforms, IVE has seen first-hand that the real challenge for brands is creating strong, strategically led ideas that can be activated consistently and effectively across every touchpoint.

In June 2025, IVE outlined its 'Now to 2030' strategy, including an ambition to deliver an additional \$75 million of sustainable Creative & Content revenue. Daily Press significantly accelerates this ambition while strengthening IVE's position as a differentiated, end-to-end marketing partner.

Matt Aitken, Managing Director of IVE Group, said: "The acquisition of Daily Press is a significant step in advancing the Group's 'Now to 2030' strategy and positioning creativity as a core driver of long-term growth."

"Daily Press brings highly complementary digital, social, performance and technology capabilities that enhance our ability to deliver integrated, omni-channel solutions connecting strategy, creativity and execution in a way traditional agency models cannot."

"We are excited to welcome Wayne Knight and the Daily Press team and to scale their capabilities across IVE's broader client base, unlocking value not only within Creative & Content but across production, logistics, CX & data, merchandise as well as activation services."

This announcement has been approved by the IVE Group Board.

### **For more information, please contact:**

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### **About IVE Group**

Founded in 1921 and listed on the Australian Securities Exchange in December 2015 (ASX:IGL), IVE Group is Australia's largest diversified marketing company. Specialising in Creative & Content, CX & Data, eCommerce, Brand Activations, Merchandise, Uniforms & Apparel, Packaging, Print, Distribution and 3PL, we connect more than 2,800 clients with their customers every day. One partner. Infinite possibilities.

For more information – visit [IVE Group's website](https://www.ivegroup.com.au).