



STAGWELL

TRANSFORMING MARKETING

GROWTH DRIVERS

NOVEMBER | 2021

FORWARD LOOKING STATEMENTS & OTHER INFORMATION

This presentation contains forward-looking statements. Statements in this presentation that are not historical facts, including without limitation the information under the heading "Financial Outlook" and statements about the Company's beliefs and expectations, earnings (loss) guidance, recent business and economic trends, potential acquisitions, and estimates of amounts for redeemable noncontrolling interests and deferred acquisition consideration, constitute forward-looking statements. Words such as "estimates", "expects", "contemplates", "will", "anticipates", "projects", "plans", "intends", "believes", "forecasts", "may", "should", and variations of such words or similar expressions are intended to identify forward-looking statements. These statements are based on current plans, estimates and projections, and are subject to change based on a number of factors, including those outlined in this section. Forward-looking statements speak only as of the date they are made, and the Company undertakes no obligation to update publicly any of them in light of new information or future events, if any. Forward-looking statements involve inherent risks and uncertainties. A number of important factors could cause actual results to differ materially from those contained in any forward-looking statements. Such risk factors include, but are not limited to, the following:

- risks associated with international, national and regional unfavorable economic conditions that could affect the Company or its clients, including as a result of the novel coronavirus pandemic ("COVID-19");
- the effects of the outbreak of COVID-19, including the measures to reduce its spread, and the impact on the economy and demand for our services, which may precipitate or exacerbate other risks and uncertainties;
- an inability to realize expected benefits of the combination of the Company's business with the business of MDC (the "Business Combination" and, together with the related transactions, the "Transactions");
- adverse tax consequences in connection with the Transactions for the Company, its operations and its shareholders, that may differ from the expectations of the Company, including that future changes in tax law, potential increases to corporate tax rates in the United States and disagreements with the tax authorities on the Company's determination of value and computations of its attributes may result in increased tax costs;
- the occurrence of material Canadian federal income tax (including material "emigration tax") as a result of the Transactions;
- the impact of uncertainty associated with the Transactions on the Company's businesses;
- direct or indirect costs associated with the Transactions, which could be greater than expected;
- risks associated with severe effects of international, national and regional economic conditions;
- the Company's ability to attract new clients and retain existing clients;
- reduction in client spending and changes in client advertising, marketing and corporate communications requirements;
- financial failure of the Company's clients;
- the Company's ability to retain and attract key employees;
- the Company's ability to achieve the full amount of its stated cost saving initiatives;
- the Company's implementation of strategic initiatives;
- the Company's ability to remain in compliance with its debt agreements and the Company's ability to finance its contingent payment obligations when due and payable, including but not limited to those relating to redeemable noncontrolling interests and deferred acquisition consideration;
- the successful completion and integration of acquisitions which complement and expand the Company's business capabilities; and
- foreign currency fluctuations.

Investors should carefully consider these risk factors and the additional risk factors outlined in more detail under the caption "Risk Factors" in Exhibit 99.2 to our Current Report on Form 8-K, filed with the Securities and Exchange Commission (the "SEC") on August 10, 2021, and accessible on the SEC's website at www.sec.gov, and in the Company's other SEC filings.

FORWARD LOOKING STATEMENTS & OTHER INFORMATION

Non-GAAP Financial Measures

In addition to its reported results, Stagwell Inc has included in this presentation certain financial results that the Securities and Exchange Commission (SEC) defines as "non-GAAP Financial Measures." Management believes that such non-GAAP financial measures, when read in conjunction with the Company's reported results, can provide useful supplemental information for investors analyzing period to period comparisons of the Company's results. Such non-GAAP financial measures include the following:

Pro Forma Results: Unless otherwise noted, financial results are presented on a Pro Forma basis giving effect to the combination as if it was completed on January 1, 2019. The Pro Forma amounts presented for each period were prepared by combining the historical standalone statements of operations for each of legacy MDC and SMG. The unaudited pro forma results are provided for illustrative purposes only and do not purport to represent what the actual consolidated results of operations or consolidated financial condition would have been had the combination actually occurred on the date indicated, nor do they purport to project the future consolidated results of operations or consolidated financial condition for any future period or as of any future date. The Company has excluded a quantitative reconciliation of adjusted Pro Forma EBITDA to net income under the "unreasonable efforts" exception in Item 10(e)(1)(i)(B) of Regulation S-K.

Net Revenue: GAAP Revenue adjusted to exclude certain third-party direct costs when the Company acts as principal for the services rendered in the client arrangement

Organic Net Revenue: "Organic net revenue growth" and "organic net revenue decline" refer to the positive or negative results, respectively, of subtracting both the foreign exchange and acquisition (disposition) components from total net revenue growth. The acquisition (disposition) component is calculated by aggregating prior period revenue for any acquired businesses, less the prior period revenue of any businesses that were disposed of during the current period. The organic revenue growth (decline) component reflects the constant currency impact of (a) the change in revenue of the partner firms that the Company has held throughout each of the comparable periods presented, and (b) "non-GAAP acquisitions (dispositions), net". Non-GAAP acquisitions (dispositions), net consists of (i) for acquisitions during the current year, the revenue effect from such acquisition as if the acquisition had been owned during the equivalent period in the prior year and (ii) for acquisitions during the previous year, the revenue effect from such acquisitions as if they had been owned during that entire year (or same period as the current reportable period), taking into account their respective pre-acquisition revenues for the applicable periods, and (iii) for dispositions, the revenue effect from such disposition as if they had been disposed of during the equivalent period in the prior year.

Adjusted EBITDA: Adjusted EBITDA is defined as Net income excluding non-operating income or expense to achieve operating income, plus depreciation and amortization, stock-based compensation, deferred acquisition consideration adjustments, and other items. Other items include restructuring costs, acquisition-related expenses, and non-recurring items.

Pro Forma Free Cash Flow: Pro Forma Free Cash Flow is a non-GAAP measure defined as Adjusted EBITDA less capital expenditures, change in net working capital, cash taxes, interest, and distributions to minority interests, but excludes contingent M&A payments.

Financial Guidance: The Company provides guidance on a non-GAAP basis as it cannot predict certain elements which are included in reported GAAP results.

Net New Business: Estimate of annualized revenue for new wins less annualized revenue for losses incurred in the period.

Targeted▶ Victory

The future of trust is local and communication is personal.

We achieve this by develop integrated marketing strategies and campaigns that include:

- ▶ Digital Transformation for Campaigns
- ▶ Direct Response Marketing
- ▶ Public Affairs
- ▶ Hyperlocal Activation
- ▶ Creative Services
- ▶ Audience Based Targeting + Media Placement

Key Stats

\$325M

Digital Ads
Placed

\$1.35M

Raised for
Campaigns

50

States We've Won
Campaigns In

34M

Transactions
Processed

3.2M

Merchandise
Units Sold

20M

Advocates
Recruited

10K+

Unique Creatives
Produced Monthly

11.9B

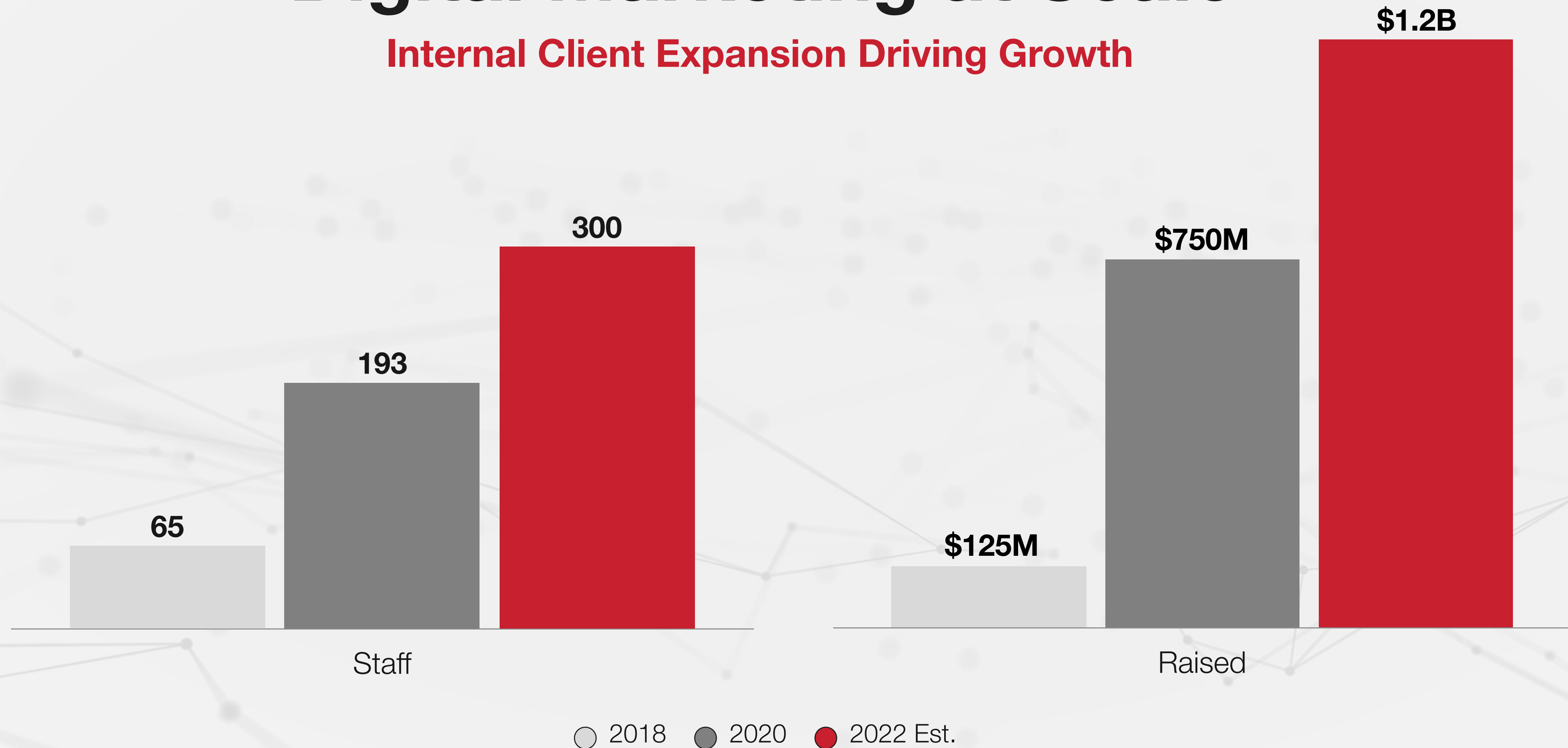
Emails
Delivered

2.5B

Texts
Delivered

Digital Marketing at Scale

Internal Client Expansion Driving Growth



Evolution of Campaign Spending

Total Paid Media Spend

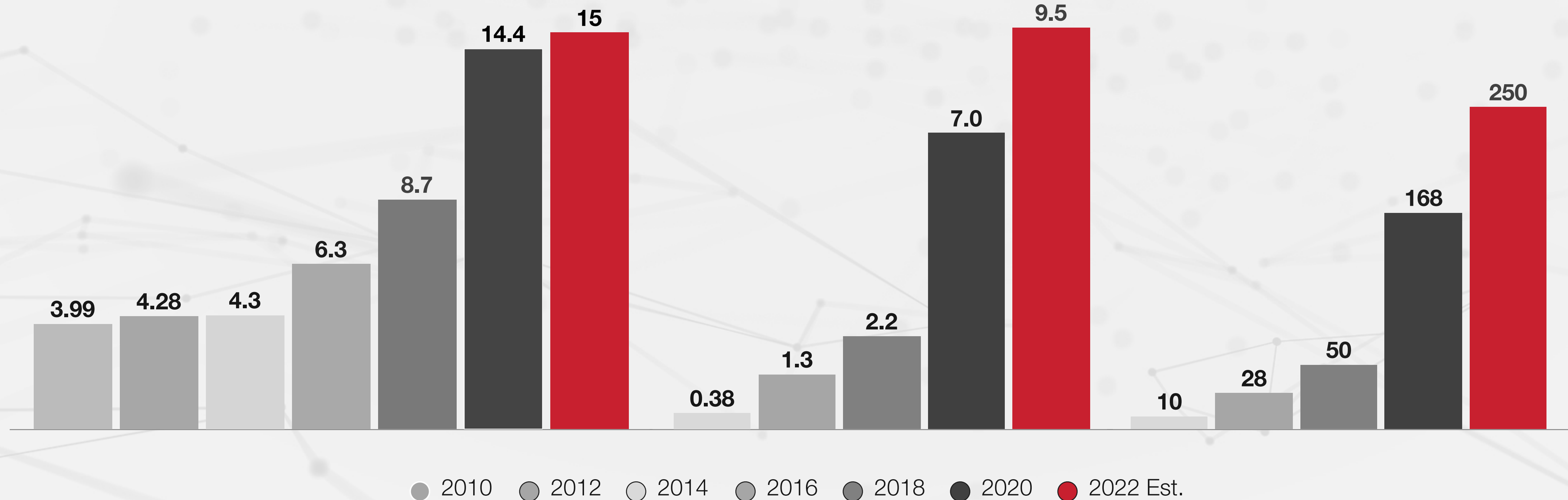
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Total Online Raised

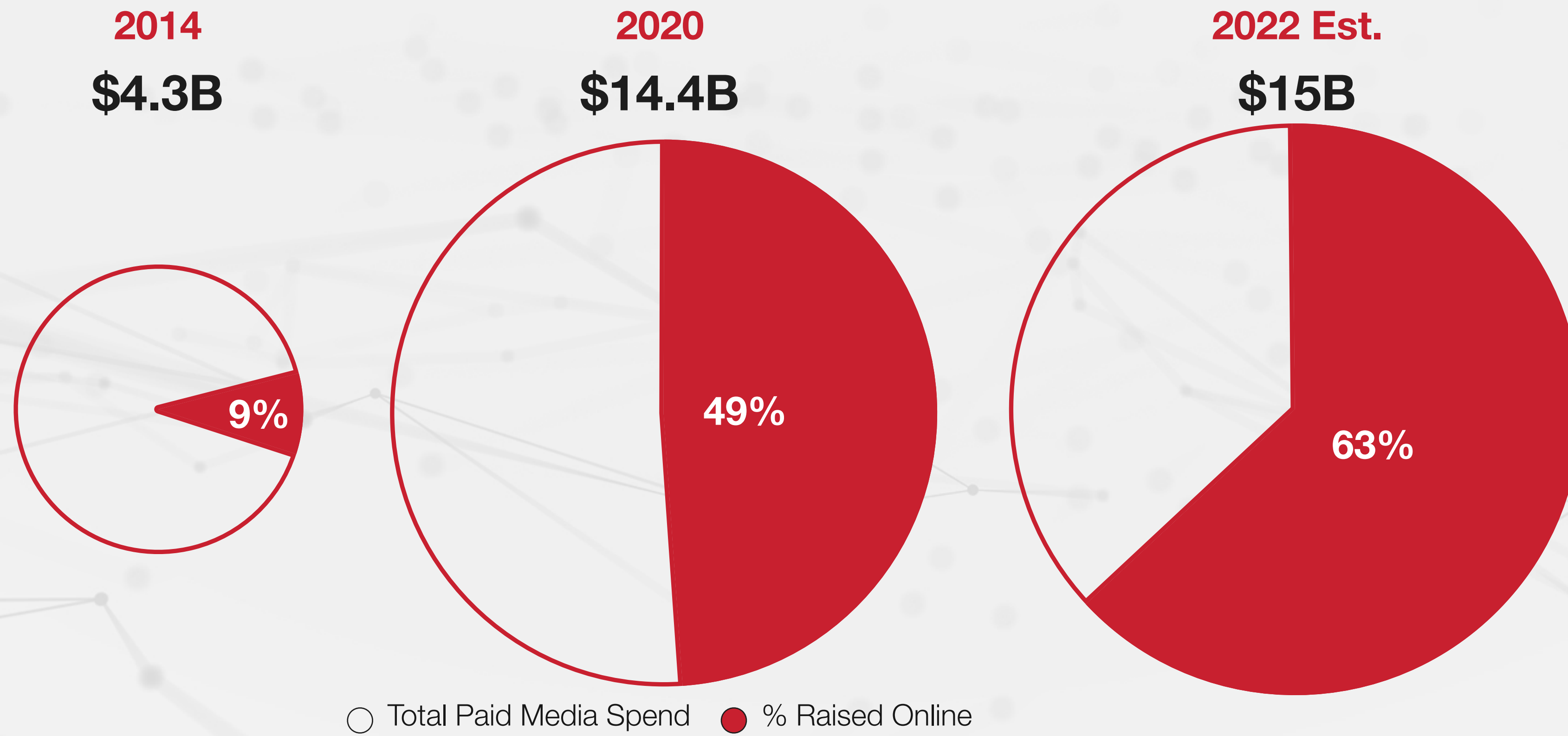
(\$ in B)

Total Online Contributions

(# in M)



Online Fundraising Hit Escape Velocity In 2020



The Future is Here, Just Not Evenly Distributed

ActBlue Numbers

	2016 Cycle	2018 Cycle	2020 Cycle
Contributions	23,382,258	42,101,257	133,390,767
Total Amount	\$782,523,571	\$1,662,993,162	\$5,080,054,527
Unique Donors	3,548,582	4,940,261	15,050,186
Avg. Contribution	\$33.47	\$39.50	\$38.08

71.6% of ActBlue donors in 2020 were first-time donors



Total Addressable Market

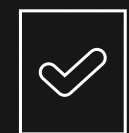
Still In The Early Innings



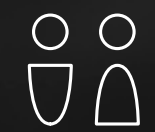
Total US Over 18: **209M**

Percentage of American's who
gave to charity in 2020

73%



2020 Voters: **158M**



2020 Cycle Donors: **20M**

Individual American's Charitable
Giving in 2020

\$324.1 billion

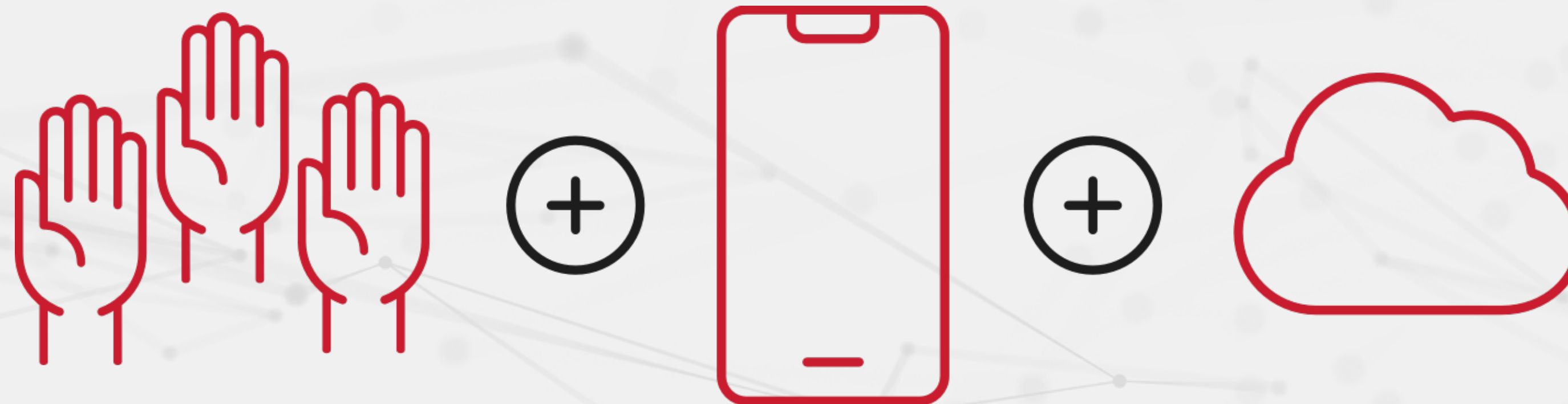


Donors who gave
over \$200 **Less than
2%**



Digital Transformation Powering the Rise of Community on Campaigns

The intersection of activation, mobile and cloud is creating the opportunity for years of sector growth



Bringing Presidential level solutions to the long tail of politics will drive the next leg of the expansion



Client Profiles Changing Every Two Years

House is the new Senate
Senate is the new Presidential
Presidential is the new Fortune 50



Average House & Senate Race

Double the Donors

Triple the Contributions



Tim Scott (SC)

Q1 - 3 2015 → **2.77M**

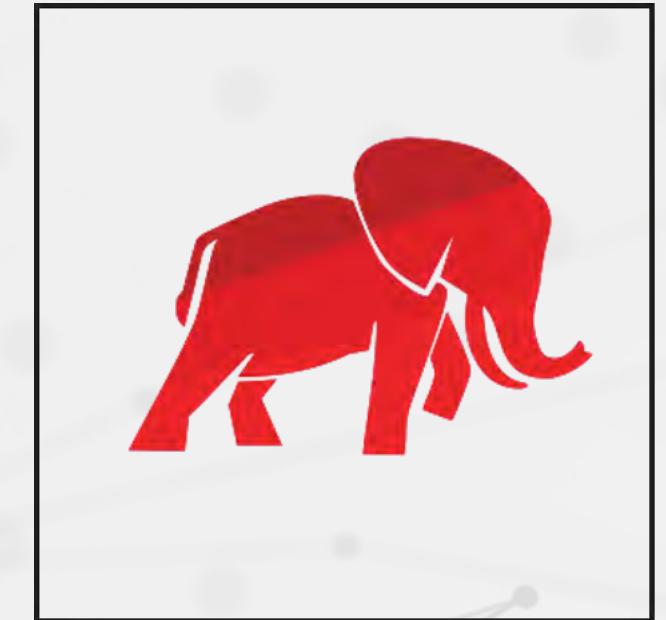
Q1 - 3 2021 → **20.16M**



Young Kim (CA)

2019 Q3 → **403K**

2021 Q3 → **981K**



NRCC

Q1-3 2019 → **12.15M**

Q1 - 3 2021 → **37.71M**

360% more contributions





RSLC Case Study

Built from scratch starting in April 2020

Balance of federal and state messaging focusing on special elections, fighting liberal policies that infringe on freedoms and deadlines.

- ▶ The Gold Standard of future trends
- ▶ Raised \$4M+ from 110k+ donations in 2020
- ▶ Close to \$6M+ already from 245K+ donations in 2021
- ▶ Changing how time is leveraged in a campaign cycle



 Republican State Leadership Committee 
@RSLC

Online fundraising is the future and @RSLC continues to prove that to be true quarter after quarter.

Q3 stats:


- ▶ 26% more raised than Q3 2020
- ▶ 11,500 new donors added
- ▶ \$23.41 average donation

Grassroots Republicans are engaged and ready to WIN!

 WinRed 
@WINRED

4 More than 2,500 campaigns across the country use WinRed to power their fundraising programs.

Over 1,000 State and Local campaigns use the platform, and on average five new campaigns sign up every day.



Date	Total Accounts
7/1/2019	~100
1/1/2020	~300
7/1/2020	~1,000
1/1/2021	~1,200
7/1/2021	~2,600



What's Next

Continue to build out the infrastructure to:

1. CAPITALIZE ON THE EXPLOSIVE GROWTH OF POLITICAL FUNDRAISING AND MARKETING
Digital marketing growing at over 50% year over year
2. EXPAND INTO RIGHT OF CENTER NONPROFIT MARKETING
Ensuring scale and margin can be maintained
3. INTERNATIONAL CAMPAIGNS
Capturing community activation across the globe
4. HYPERLOCAL ENGAGEMENTS FOR FORTUNE 100 COMPANIES
Building trust and engagement at the local level and scaling it to national communications programs

