

Stagwell Inc.

**Charter of the
NOMINATING AND CORPORATE GOVERNANCE COMMITTEE
(August 2, 2021)**

I. PURPOSE OF THE COMMITTEE

The purpose of the Nominating and Corporate Governance Committee (the “Committee”) of the Board of Directors (the “Board”) of Stagwell Inc. (the “Company”) shall be to identify and to select and recommend to the Board individuals qualified to serve as directors of the Company and on committees of the Board; to advise the Board with respect to the Board composition, procedures and committees; to develop and recommend to the Board a set of corporate governance guidelines applicable to the Company; to monitor developments and oversee the Company’s practices and policies related to environmental and social issues and other related matters; to oversee the evaluation of the Board to ensure the Board and committees fulfill their mandates; and to address any related matters, including any related matters required by the federal securities laws.

II. COMPOSITION OF THE COMMITTEE

The Committee shall be comprised of three or more directors who qualify as independent directors (“Independent Directors”) under the listing standards of The Nasdaq Stock Market, Inc. (“Nasdaq”) and other applicable laws and regulations.

All members of the Committee shall be appointed by, and shall serve at the discretion of, the Board. The Chair of the Committee shall be designated by the Board, *provided* that if the Board does not so designate a Chair, the members of the Committee, by a majority vote, may designate a Chair. Any vacancy on the Committee shall be filled by majority vote of the Board. No member of the Committee shall be removed except by majority vote of the Board.

III. MEETINGS AND PROCEDURES OF THE COMMITTEE

The Committee shall fix its own rules of procedure, which shall be consistent with the Bylaws of the Company and this Charter. The Committee shall meet as often as may be deemed necessary, but no fewer than at least two times annually. The Chair of the Committee or a majority of the members of the Committee may also call a special meeting of the Committee. A majority of the members of the Committee present in person or by means of a conference telephone or other communications equipment by means of which all persons participating in the meeting can hear each other shall constitute a quorum. All actions of the Committee will require the vote of a majority of its members present at a meeting of the Committee at which a quorum is present. Any action of the Committee reduced to writing and signed by all the members of the Committee (including by means of electronic transmission) shall be fully as effective as if it had been made at a meeting duly called and held.

The Committee may form subcommittees for any purpose that the Committee deems appropriate and may delegate to such subcommittees such power and authority as the Committee deems appropriate; *provided, however*, that the Committee shall not delegate to a subcommittee any power or authority required by any law, regulation or listing standard to be exercised by the Committee as a whole.

The Committee may request that any directors, officers or employees of the Company, or other persons whose advice and counsel are sought by the Committee, attend any meeting of the Committee to provide such pertinent information as the Committee requests.

The Committee shall maintain, or cause the Company's General Counsel to maintain, minutes of its meetings and records relating to those meetings and shall report regularly to the Board on its activities, as appropriate.

IV. DUTIES AND RESPONSIBILITIES OF THE COMMITTEE

A. Board Candidates and Nominees

The Committee shall have the following duties and responsibilities with respect to Board candidates and nominees:

(a) To assist in identifying, recruiting and, if appropriate, interviewing candidates to fill positions on the Board, including persons suggested by shareholders or others.

(b) To review the background and qualifications of individuals being considered as director candidates. Among the qualifications considered in the selection of candidates, the Committee shall look at the following attributes and criteria of candidates: experience, skills, expertise, diversity, personal and professional integrity, character, business judgment, time availability in light of other commitments, dedication, conflicts of interest and such other relevant factors that the Committee considers appropriate in the context of the needs of the Board.

(c) To select and recommend, in compliance with the Bylaws of the Company and any other contractual arrangements, to the Board the director nominees for election by the shareholders or appointment by the Board, as the case may be, pursuant to the Bylaws of the Company, which recommendations shall be consistent with the criteria for selecting directors. The Committee shall also recommend to the Board whether to accept any resignation tendered by a director.

(d) To review the suitability for continued service as a director of each Board member when his or her term expires and when he or she has a significant change in status, including but not limited to an employment change, and to recommend whether or not the director should be re-nominated.

B. Board Composition and Procedures

The Committee shall have the following duties and responsibilities with respect to the composition and procedures of the Board as a whole:

(a) To review annually with the Board the composition of the Board as a whole and to recommend, if necessary, measures to be taken so that the Board reflects the appropriate balance of knowledge, experience, skills, expertise and diversity required for the Board as a whole and contains at least the minimum number of Independent Directors required by Nasdaq.

(b) To review periodically the size of the Board and to recommend to the Board any appropriate changes.

(c) To make recommendations on the frequency and structure of Board meetings.

(d) To make recommendations concerning any other aspect of the procedures of the Board that the Committee considers warranted, including but not limited to procedures with respect to the waiver by the Board of any Company rule, guideline, procedure or corporate governance guideline.

C. Board Committees

The following shall be the duties and responsibilities of the Committee with respect to the committee structure of the Board:

(a) After taking into account the desires, experiences and expertise of individual directors, to make recommendations to the Board regarding the size and composition of each standing committee of the Board, including the identification of individuals qualified to serve as members of a committee, including the Committee, and to recommend individual directors to fill any vacancy that might occur on a committee, including the Committee.

(b) To monitor the functioning of the committees of the Board and to make recommendations for any changes, including the creation and elimination of committees.

(c) To review annually committee assignments and the policy with respect to the rotation of committee memberships and/or chairpersonships, and to report any recommendations to the Board.

(d) To recommend that the Board establish such special committees as may be desirable or necessary from time to time in order to address ethical, legal or other matters that may arise. The Committee's power to make such a recommendation under this Charter shall be without prejudice to the right of any other committee of the Board, or any individual director, to make such a recommendation at any time.

D. Corporate Governance

The following shall be the duties and responsibilities of the Committee with respect to corporate governance:

(a) To develop and recommend to the Board a set of corporate governance guidelines for the Company, which shall be consistent with any applicable laws, regulations

and listing standards. At a minimum, the corporate governance guidelines developed and recommended by the Committee shall address the following:

- (i) Director qualification standards. The qualification standards established by the Committee must reflect at a minimum the independence requirements of Nasdaq. The Committee shall also develop policies regarding director tenure, retirement, removal and succession, and shall consider whether it is in the best interest of the Company to limit the number of corporate boards on which a director may serve.
- (ii) Director responsibilities.
- (iii) Director access to management and, as necessary and appropriate, independent advisors.
- (iv) Director orientation and continuing education.
- (v) Review the processes of all committees and ensure committees are fulfilling their mandates as stated in their charters.
- (vi) Duties of a Lead Independent Director if the Chair of the Board is an officer, if the corporate governance guidelines permit the Chair of the Board to be an officer.

(b) To assist the Board in its oversight with respect to matters that involve the Company's reputation and standing as a responsible corporate citizen, including reviewing and considering from time to time current and merging environmental, social and corporate citizenship and public policy issues and trends that may affect the Company's business activities, employees, performance, reputation or public image; the Company's initiatives related to sustainability, communities and the environment; and other strategic issues and corporate actions the Committee deems appropriate.

(c) To review periodically, and at least annually, the corporate governance guidelines adopted by the Board to ensure that they are appropriate for the Company, and to recommend any desirable changes to the Board.

(d) To review stock ownership guidelines for directors and, as appropriate, recommend changes to the Board, and to monitor compliance by directors with the Company's stock ownership guidelines.

(e) To review the Company's engagement with shareholders on corporate governance matters and review and advise the Board with respect to any shareholder proposals received in connection with the Company's annual meeting of shareholders.

(f) To consider any other corporate governance issues that arise from time to time, and to develop appropriate recommendations for the Board.

E. Evaluation of the Board

The Committee shall be responsible for overseeing the evaluation of the Board as a whole and of each committee as a whole and shall evaluate and report to the Board on the performance and effectiveness of the Board to facilitate the directors fulfilling their responsibilities in a manner that serves the best interests of the Company and its shareholders. The Committee shall establish procedures to allow it to exercise this oversight function.

V. EVALUATION OF THE COMMITTEE

The Committee shall, on an annual basis, evaluate its performance under this Charter. In conducting this review, the Committee shall evaluate whether this Charter appropriately addresses the matters that are or should be within its scope and shall recommend such changes as it deems necessary or appropriate. The Committee shall address all matters that the Committee considers relevant to its performance, including at least the following: the adequacy, appropriateness and quality of the information and recommendations presented by the Committee to the Board, the manner in which they were discussed or debated, and whether the number and length of meetings of the Committee were adequate for the Committee to complete its work in a thorough and thoughtful manner.

The Committee shall report to the Board the results of its evaluation, which may be oral, including any recommended amendments to this Charter and any recommended changes to the Company's or the Board's policies or procedures.

VI. INVESTIGATIONS AND STUDIES; OUTSIDE ADVISORS

The Committee may conduct or authorize investigations into or studies of matters within the Committee's scope of responsibilities, and may retain, at the Company's expense, such independent counsel or other consultants or advisors as it deems necessary. The Committee shall have the sole authority to retain or terminate any search firm to be used to identify director candidates, including sole authority to approve the search firm's fees and other retention terms, such fees to be borne by the Company.

In retaining or seeking advice from consultants, outside counsel and other advisors (other than in-house counsel or providing information that either is not customized for the Company or that is customized based on parameters that are not developed by the adviser and about which the advisor does not provide advice), the Committee may take into consideration the following factors: (i) the provision of other services to the Company by the person that employs the advisor, (ii) the amount of fees received from the Company by the person that employs the advisor, as a percentage of the total revenue of the person that employs the advisor, (iii) the policies and procedures of the person that employs the advisor that are designed to prevent conflicts of interest, (iv) any business or personal relationship of the advisor with a member of the Committee, (v) any stock of the Company owned by the advisor, and (vi) any business or personal relationship of the advisor or the person employing the advisor with an executive officer of the Company.

VII. COMMITTEE AUTHORITY

The responsibilities and duties set forth in this Charter are meant to serve as a guide, with the understanding that the Committee may diverge from the specific duties enumerated as necessary or appropriate given the circumstances. The Committee shall undertake any other action or exercise such other powers, authority and responsibilities as necessary or appropriate to the discharge of the responsibilities and duties set forth in this Charter or the Company's Bylaws, or otherwise required by the Listing Standards of Nasdaq or other applicable laws, rules or regulations, or as shall otherwise be determined by the Board.

While the members of the Committee have the duties and responsibilities set forth in this Charter, nothing contained in this Charter is intended to create, or should be construed as creating, any responsibility or liability of members of the Committee, except to the extent otherwise provided under the applicable laws of Delaware that shall continue to set the legal standard for the conduct of the members of the Committee.

This Charter may not be amended to the extent inconsistent with the Bylaws of the Company or with the terms contained in Section 7.15 or Section 7.16 of that certain Transaction Agreement, dated as of December 21, 2020, by and among MDC Partners Inc., Stagwell Media LP, New MDC LLC, which converted into the Company prior to the date hereof, and Midas Merger Sub 1 LLC, as amended by that certain (i) Amendment No. 1, dated as of June 4, 2021, and (ii) Amendment No. 2, dated as of July 8, 2021.