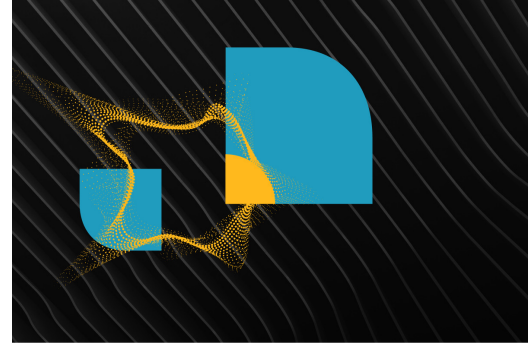


## Transforming marketing through impactful technology.

We believe every company today is a digital marketing company and most consumer tech is a marketing platform waiting to be activated.

Stagwell focuses on transforming marketing through **impactful technology**, which powers **unmistakable business outcomes** for our clients and **positive societal changes**.

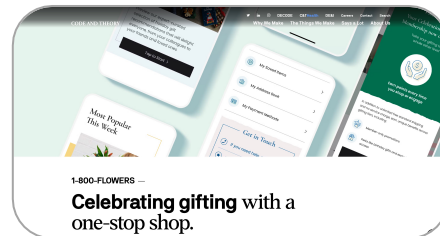


## Impactful business outcomes



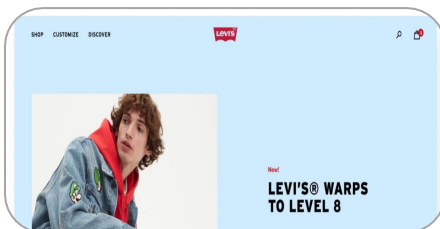
### LA Rams x ARound Unlocking the next generation of stadium augmented reality

The LA Rams introduced shared AR in the NFL with the launch of ARound at SoFi Stadium on the stadium's 70,000 sq. ft. Infinity Screen. Integrating player avatars into the immersive experience, users engaged for an average of 15 minutes (equal to what marketers expect from TV) via a wholly new monetizable screen.



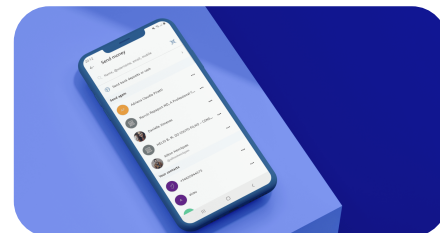
### 1-800-Flowers x Code and Theory Giving Consumers a New Way to Gift with a One-Stop Shop App

A new mobile app brought all eight of 1-800-Flowers's brands – and 25 product collections – into a single, commerce-first interface, allowing consumers to gift across the spectrum of floral options. The result drove impressive growth among 1-800-Flowers' new, priority segments.



### Levi's x Instrument Reinventing a classic for the next generation

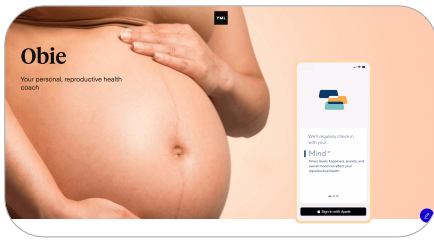
By reimagining the iconic jean company's app and dotcom site, a new beautiful and seamless shopper experience drove US conversion up 7% and product views up 20%. Take it from the client, "Instrument has helped us launch the future of the Levi's digital experience across all channels."



### PayPal x YML Powering \$200bn in transactions worldwide

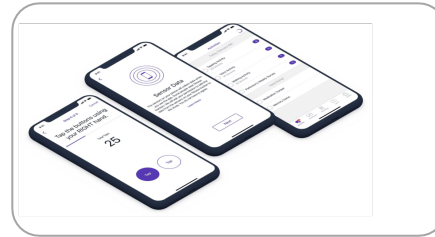
PayPal needed a seamless way to facilitate peer-to-peer payments globally. YML rebuilt the app to expand from 26 markets and 17 languages to 202 markets and hundreds of languages. As a result, PayPal's subscribers grew to 250 million in just 18 months – after adding 200 million subscribers in the previous 14 years.

# Positive societal impact



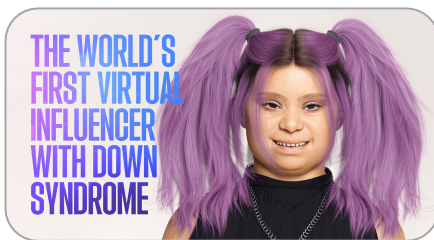
## Obie x Anomaly + YML Empowering women to navigate fertility

Obie is a first-of-its kind fertility and pregnancy app that helps couples identify barriers to pregnancy and manage their fertility journeys. Working with BabyMed founder Dr. Amos Grunebaum Anomaly and YML conceived and designed the product, which closes the knowledge and access gap around fertility treatment for women of all ages.



## Apple ResearchKit x YML Unlocking medical breakthroughs at scale

To showcase the potential of Apple's open-source framework 'ResearchKit' to transform medical research at speed and scale, YML launched the mPower app to facilitate the largest Parkinson's study in history, drawing 10,000 participants. The early app showed the power of ResearchKit to unlocking medical breakthroughs at scale.



## Down Syndrome Intl x Forsman & Bodenfors The first virtual influencer with Down Syndrome

Kami is the world's first virtual influencer with Down Syndrome, built leveraging AI-powered face-averaging and 3D character creation. Kami addresses the reduced visibility of people with disabilities in the digital realm and encourages brands to take the #KAMIpledge to make the digital world more inclusive.



## Nebo x 72andSunny Unleashing torrents to circumvent censorship

To circumvent Russian media censorship, we enabled journalists to upload reports about Ukraine camouflaged as pirated torrents of popular movies, series, software, music and books. Turning Russia's legalization of intellectual property theft into a positive, the team launched across P2P platforms that shared torrented testimonies from volunteer journalists on the war in Ukraine.



Stagwell is the challenger marketing network built to transform marketing. We are excited to be exhibiting at CES 2023 on the main convention floor in Booth #60488. Come find us across from Starbucks to participate in our content studio, watch TechCrunch go live or to join one of our floor tours curated specifically for marketers curious about the intersection of transformational marketing and impactful technology.

Questions? Reach us at [ces2023@stagwellglobal.com](mailto:ces2023@stagwellglobal.com)

