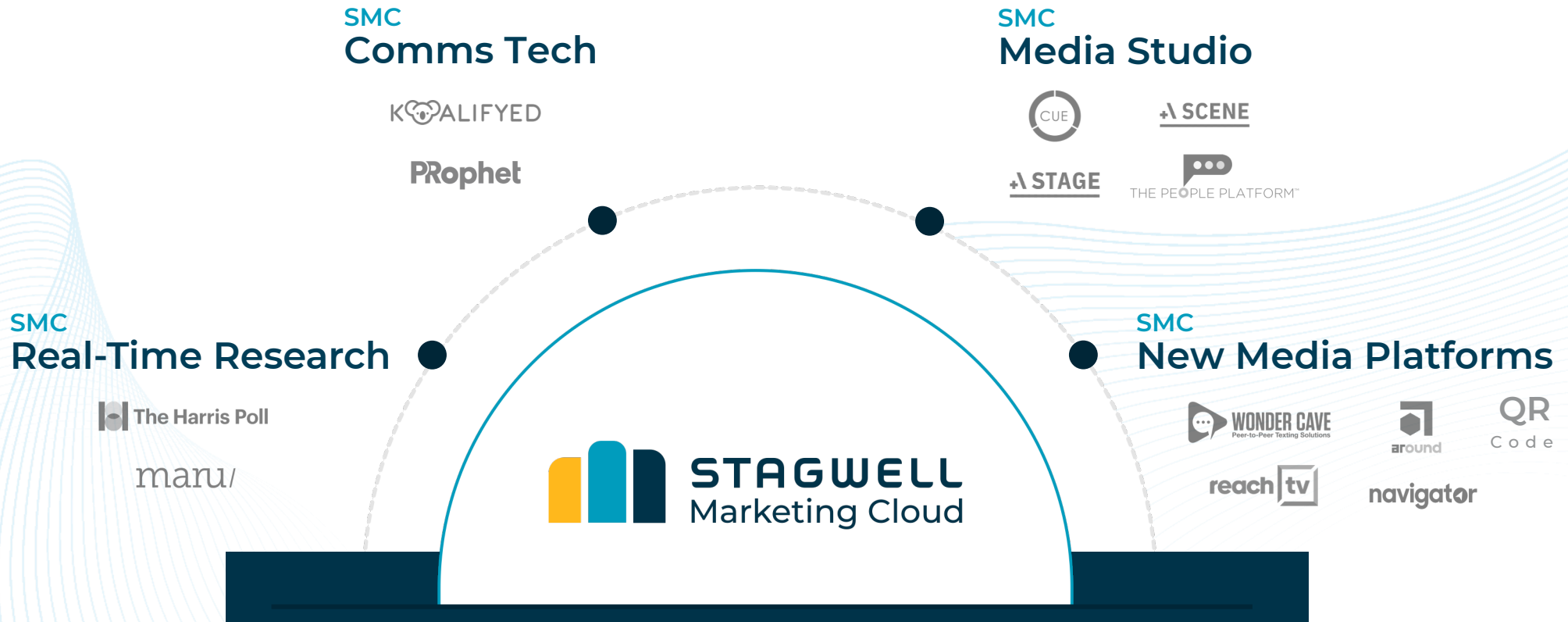




Stagwell *Marketing Cloud*

Bringing *modern, superior value* to clients

Designed for the modern marketer, built for the way you go to market



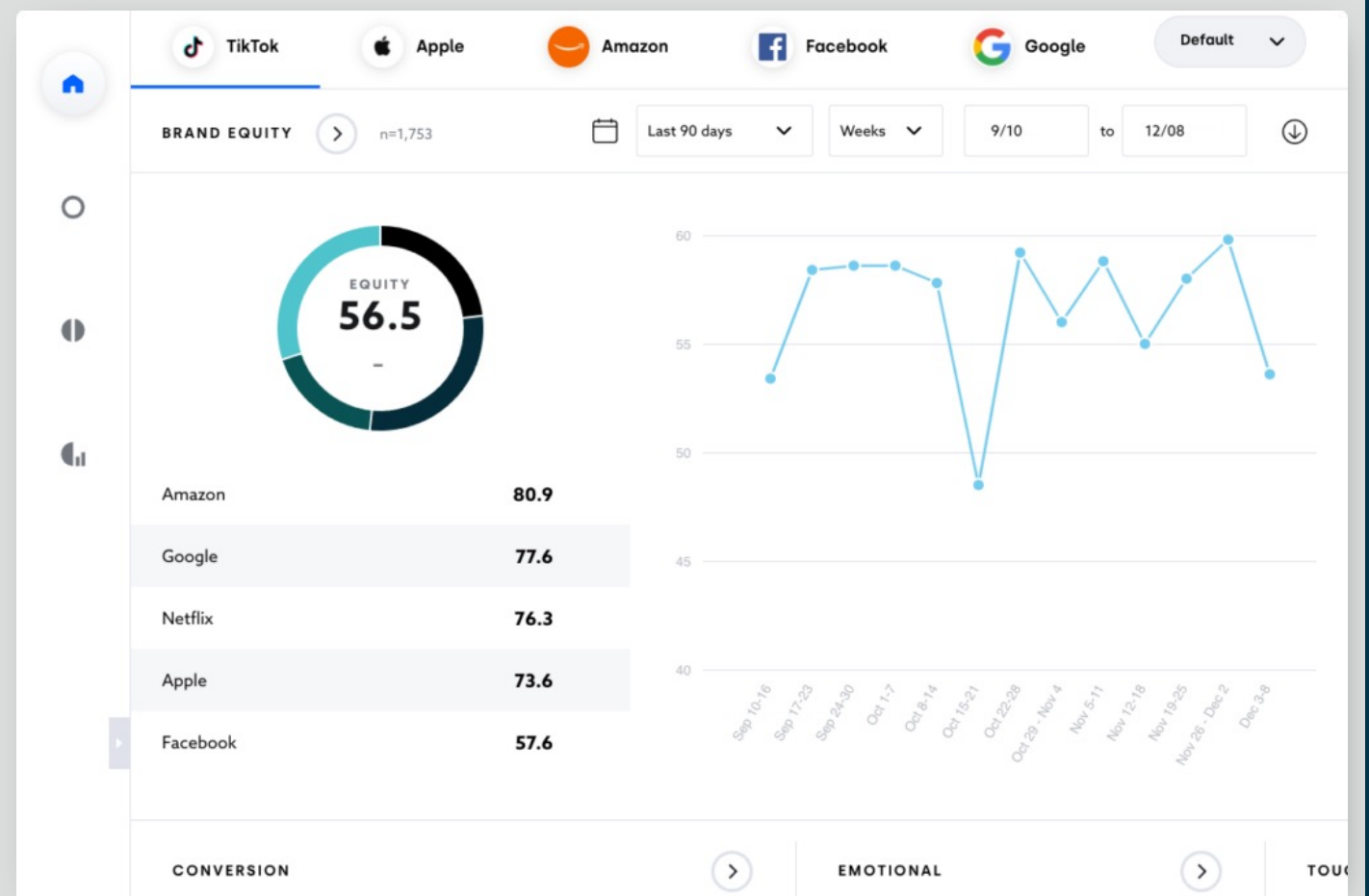


REAL-TIME INSIGHTS

SMC Product Spotlight

Customer Benefit

Unlocking continuous brand tracking on an affordable, global, modern basis for research professionals





PRophet

ARTIFICIAL INTELLIGENCE *SMC Product Spotlight*

Customer Benefit

Revolutionizing the
PR process through AI,
saving PR professionals
from millions of
monotonous working
hours

The screenshot displays the PRophet AI interface. On the left is a dark sidebar with navigation options: 'My Pitch', 'Predict', 'Practice', 'Media List', and 'Need Help?'. The main area is titled 'Edit Pitch v1' and shows a user profile for 'Taylor'. Below the profile are buttons for 'Generate Your Pitch', 'Persuasive' (selected), and 'Regenerate'. The interface is split into two columns: 'Pitch' and 'Social'. The 'Pitch' column has a radio button for 'Original Content' and a selected radio button for 'Generated Content'. The generated content in the 'Pitch' column is titled 'McDonald's Smoky BLT Quarter Pounder with Cheese and OREO Fudge McFlurry® Are the "It" Pair of the Season'. It includes a sub-headline 'The newest items make it official Nov. 21 at participating restaurants nationwide' and two paragraphs of text. The 'Social' column also has a radio button for 'Generated Content' and shows a headline 'Smoky Meets Sweet: Enjoy McDonald's New Limited Time Offerings' with a sub-headline 'Treat Yourself to the Smoky BLT Quarter Pounder with Cheese and OREO Fudge McFlurry, Available Starting Nov. 21' and two paragraphs of text.



AUGMENTED REALITY *SMC Product Spotlight*

Customer Benefit

Bringing a whole new level of stadium entertainment and fan engagement to sports and entertainment through shared AR



thrillist

LOS ANGELES • LIFESTYLE • THINGS TO DO IN LOS ANGELES

The LA Rams Unveil New Interactive Augmented Reality at SoFi Stadium

The ARound app lets you watch the game in a whole new way, with custom Rams minigames and animations.

By Ben Mesirow

Published on 12/8/2022 at 5:21 PM



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BEYOND ADS

Stagwell launches augmented reality experience with Los Angeles Rams at SoFi Stadium

December 5, 2022 • 4 min read • By Antoinette Sliu



Forbes

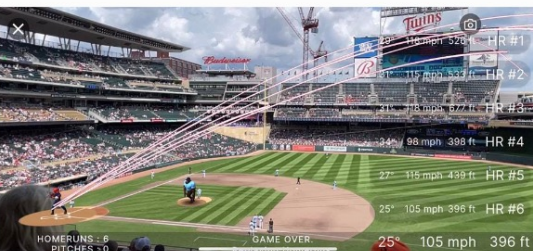
Minnesota Twins Launch First Shared AR For Live Sports App That Opens Door To Sponsorship Land Grab

Maury Brown Senior Contributor @ Former Natl Sportswriter Of The Year Nominee, BBWAA, MLB, Motorsports

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Aug 23, 2022, 11:36am EDT

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FAST COMPANY

04-13-23 | 5:00 AM

How this new AR technology is putting MLB games into the hands of fans

ARound, from global marketing and technology company Stagwell, may be the AR breakthrough the sports world has been waiting for.



Stagwell Marketing Cloud *Shark Tank*

- Annual Innovation Competition
- Entire Stagwell Network invited to participate
- Submit concept for client-facing product at the intersection of technology, marketing, and business transformation
- Winner receives \$1M+ in funding to bring it to market

Past Winners

 The Harris Poll
Brand Platform

 **Prophet**

 **around**

 **WONDER CAVE**
Peer-to-Peer Texting Solutions

 **SMARTASSETS**

