

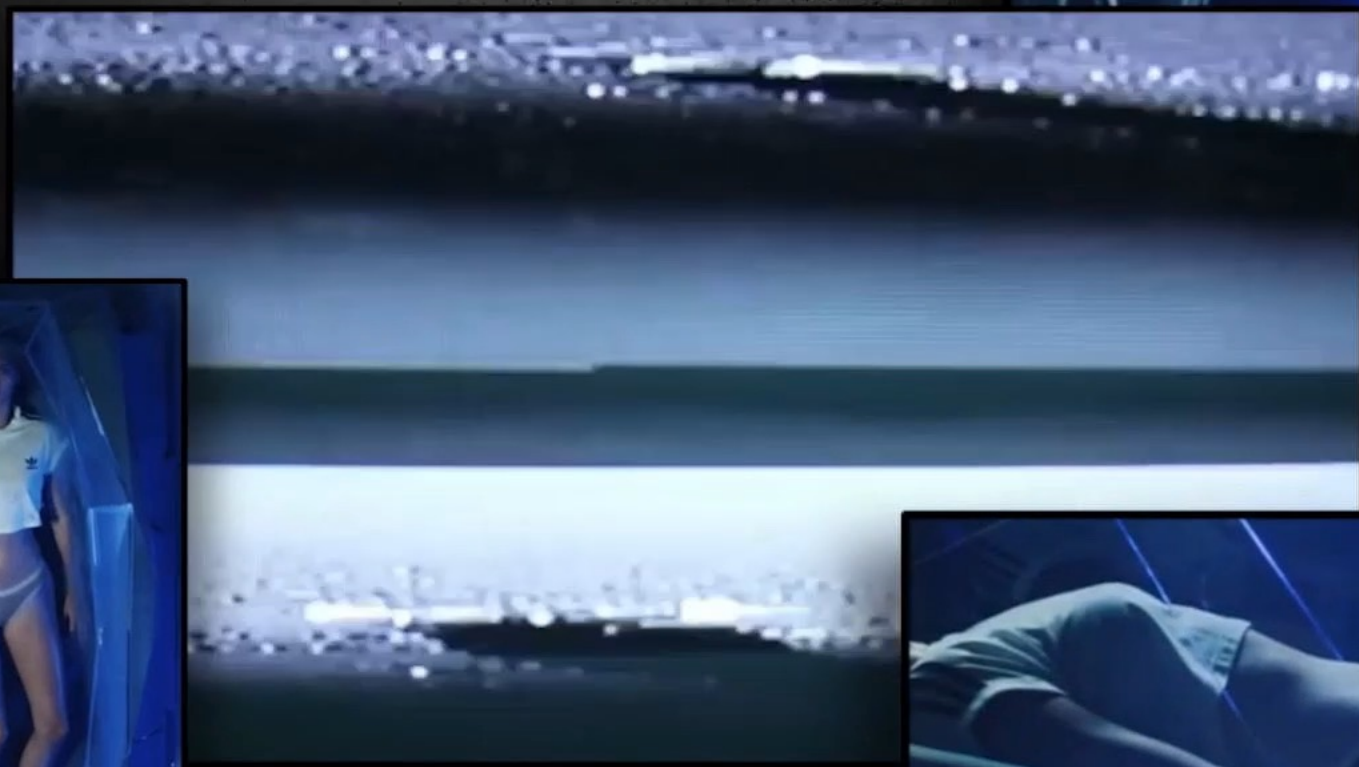
Meet the New Stagwell

AdForum Presentation
May 2022



A technology-based **marketing services company**

that can transform marketing through our unique
combination of creativity & digital services.





Stagwell Today



Integrated Platform

FOR THE MODERN MARKETER

1

Digital Transformation

Building Digital Experiences for Clients

2

Performance Media & Data Capabilities

Addressable on a Global Scale

3

Rigorous Consumer Insights & Strategy

Tracking Across Consumer Journey

4

Extremely Strong Creativity, Communications & Strategy

Blue-Chip Customer Base

Integrated Platform

FOR THE MODERN MARKETER

1

Digital Transformation

CODE AND THEORY

INSTRUMENT

YML

2

Performance Media & Data Capabilities



GALE



3

Rigorous Consumer Insights & Strategy



4

Extremely Strong Creativity,
Communications & Strategy

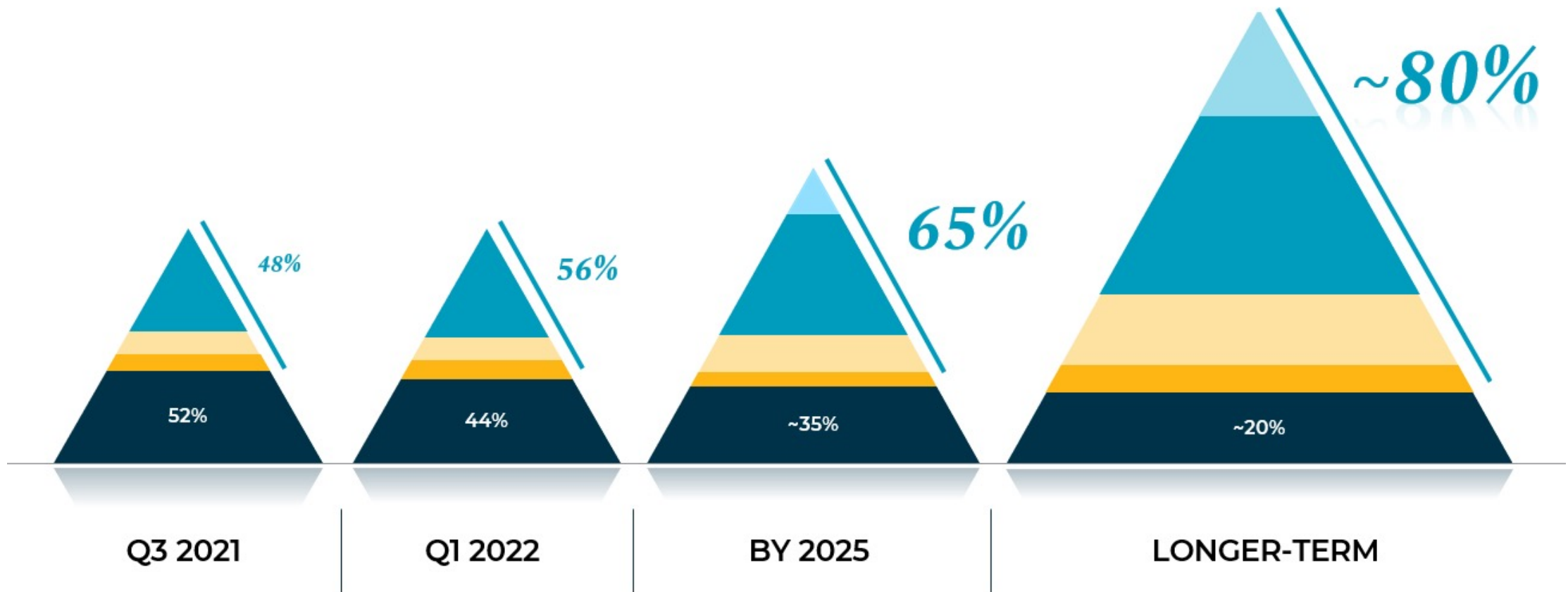


\nomaly

Doner.

**forsman&
bodenfors**

Digital CAPABILITIES



Network STATS

YEAR FOUNDED

2021

NUMBER OF AGENCIES

72

COUNTRIES WE OPERATE IN

34+

GLOBAL AFFILIATES

50+

GLOBAL HQ

NY

NUMBER OF TEAM MEMBERS

10,000+

ENGINEERS

1,250

CLIENTS WE PARTNER WITH

4,000+

PARTNERING WITH THE WORLD'S *most ambitious brands*

Google

Goldman
Sachs

P&G

adidas

CHANEL

Microsoft

NETFLIX

Pfizer

UNITED

amazon

DIAGEO

Apple

facebook

Nike

J.P.Morgan

Coca-Cola

How WE PARTNER

Our agencies & our company are built
for flexibility, speed, & collaboration



Global Solutions

Client-specific
custom partnership
solutions, led from
the center of
Stagwell



Partner Networked

Connected teams
made up of
agencies with
complementary
capabilities



Direct Relationships

Direct agency
relationships
with local market
expertise & diverse
specialization



Roster & Project

The go-to partner for
flexible assignments
when divergent
thinking or creative
disruption is crucial



Products

Innovative
technology to
accelerate client
capabilities
through SaaS and
DaaS

Our
transformational
work has
*earned
accolades*

FASTCOMPANY

Only agency named
to Fast Company's
"Most Innovative Company"
three years in a row
(2020, 2021, 2022)

WARC

- Top 10 WARC Most Creative Agency Networks
- 7th Most Effective Holding Company in the world

AdAge

2022

- A-List #9
 - Customer Experience AOY
 - Purpose Led AOY
 - 2x Standout Agencies
- Data and Analytics AOY (2021)



**CANNES
LIONS**

Branded Entertainment
Grand Prix, 2021 Tinder
Swipe Night



Our work with NFL
garnered 6 Sports
Emmy's in 2020



**CANNES
LIONS**

Awarded first ever
Creative Strategy
Grand Prix in 2019 for
Volvo's The EVA Initiative

129



19



352

CLIO

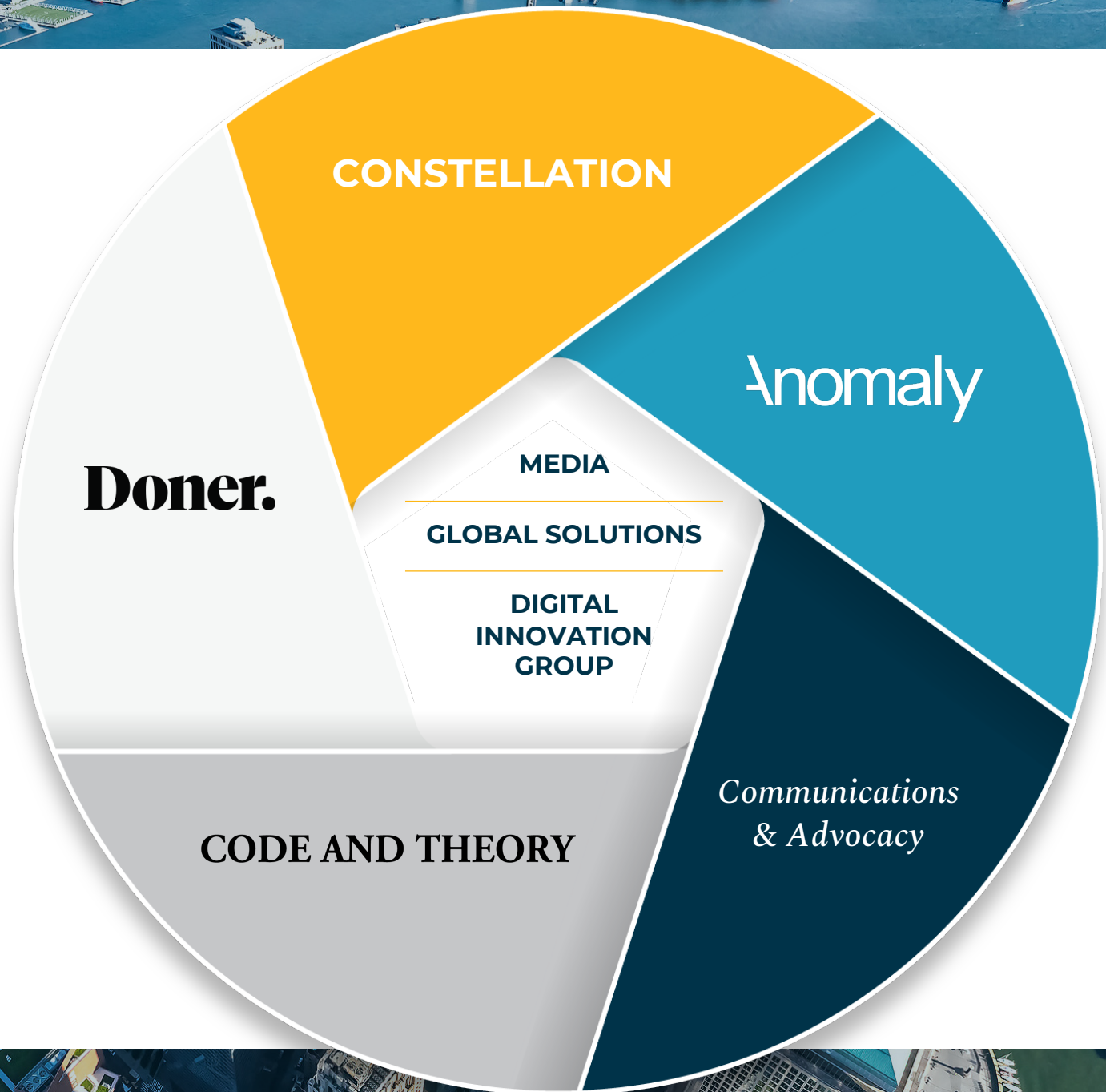
415



**CANNES
LIONS**

Streamlined NETWORK STRUCTURE

Optimized
For Client
Service

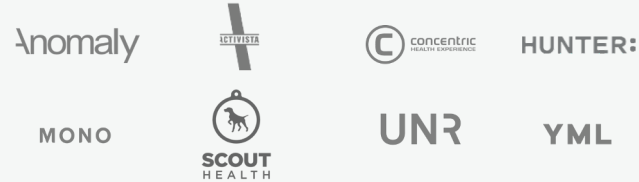


Globally Networked

Setting out to become the most collaborative company in Marketing Services, our networks are connected teams from around the world made up of agencies with complementary capabilities.

Technology unites our talent through an integrated system for staffing, workflow, and scaled content production.

Alliance



Code and Theory Network



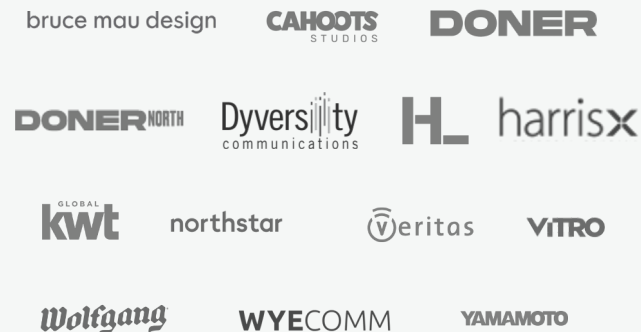
Constellation



Communications & Advocacy Group



Doner Partner Network



Stagwell Media Network



AGENCY EXPERTISE

CREATIVE, CONTENT, BRANDING, PRODUCTION

BUSINESS INNOVATION, DIGITAL + CUSTOMER EXPERIENCE, PERFORMANCE, 1:1

MEDIA PLANNING & BUYING, RESEARCH

MULTICULTURAL, EXPERIENTIAL

DESIGN

PR, CRISIS & INVESTOR RELATIONS



Anomaly

brand
citizens

bruce mau design

CAHOOTS
STUDIOS

CODE AND THEORY

colle
mcvoy



CPB⁺

DONER

DONER NORTH

Forsman&Bodenfors

F&B Happy

HECHO
STUDIOS

MONO

REDSOUT



YAMAMOTO

UNR

Wolfgang

OBSERVATORY
A STAGWELL & CAA COMPANY



CODE AND THEORY

CPB⁺

GALE



INSTRUMENT



REDSOUT

rhythm.

STAGWELLTECH

Targeted Victory



ASSEMBLY

BRAND NEW
GALAXY



GALE



The Harris Poll

harrisx



MULTIVIEW



northstar

trade partners



ALLISON+
PARTNERS

Diversity
communications



team



bruce mau design

F&B Happy



INSTRUMENT

REDSOUT

ALLISON+
PARTNERS

EXPONENT



HUNTER:

GLOBAL
kwt

legend



STORYLINE
STRATEGIES

SLOANE & COMPANY

Targeted Victory



WYECOMM

A Single

MEDIA & DATA
MANAGEMENT
TEAM

~\$5B

MEDIA
MANAGED
ANNUALLY

Stagwell Media Network



Global
Omnichannel Media

GALE

Creative
Media Consulting

BRAND NEW GALAXY

Ecomm

SMN
FRONT
DOORS



MULTIVIEW

B2B + SMB



EU Media Specialty



Influencer
& Innovation

SMN
PLATFORMS

Central Buying

Multi-Lingual Media & Transcreation

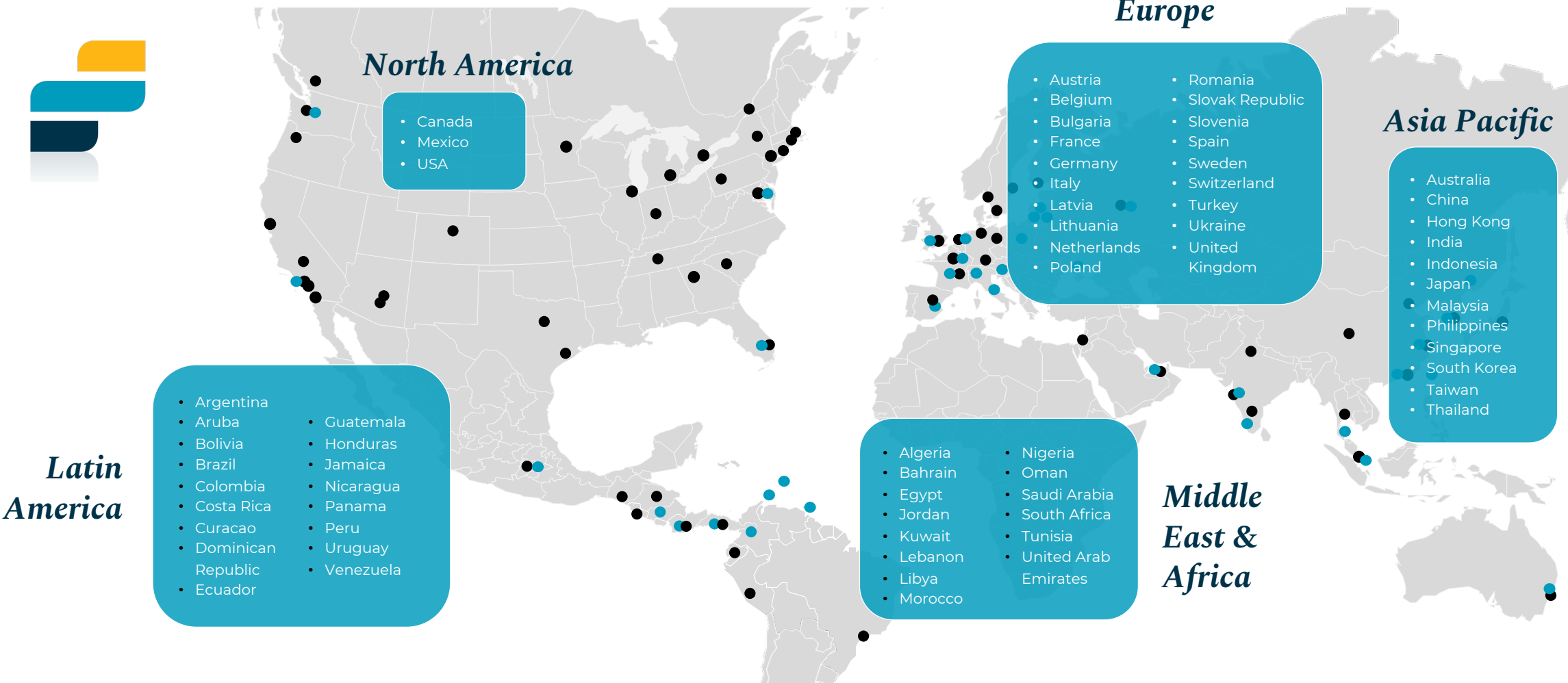
Data + Tech Products

Centralized Back Office

Our Global NETWORK

Ability to execute around the world

	Stagwell	Affiliates
COUNTRIES	34	65
EMPLOYEES	10K+	21K+



FIRST QUARTER STRATEGIC M&A

B R A N D ^{N E W} G A L A X Y

Dyversity
communications

100% ACQUISITION

100% ACQUISITION

Business

A scaled provider of end-to-end e-commerce services such as DTC strategy, digital content production, automation, and complex technology implementations. BNG works with 150+ global brands and 500+ e-retailers worldwide. Founded in Poland and with offices in the US, Dubai, and the Netherlands, BNG employs over 600 people working with clients including 3M, Coty, P&G, and Bayer.

A leading multicultural full-service marketing agency in depth, breadth, and size based in Canada. Dyversity specializes in Chinese and South Asian communications, with additional expertise in over 20 other languages including Filipino, Korean, Portuguese, and Spanish.

Rationale

BNG establishes a chain in e-commerce that connects directly to our media and digital transformation offerings with a focus on converting sales and growing revenue. The acquisition bolsters Stagwell's broad e-commerce capabilities to service more complex global clients and provides significant scale in Europe.

The acquisition rapidly scales the Doner Partners Network's multicultural capabilities across its Canadian assets – namely DonerNorth, Veritas, and Meat & Produce (M&P) – by adding best practices for existing clients and doubling down on more progressive ways to centralize multicultural insights and expertise as part of the offering.



Our Business

To Date

\$2B

in revenue in our
first year as a
combined company

51%

net revenue driven
by digital segments
within the network

29%

increase in digital
business ex-advocacy

245%

INCREASE
in stock price during 2021





Activating Our *Network*

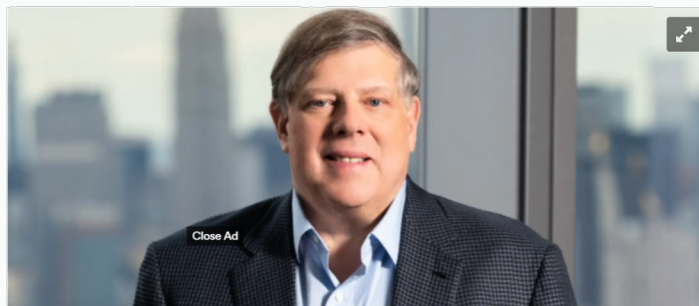


The Drum™

NEWS

Stagwell's Mark Penn: 'No other holdco, or consultancy, has the right balance'

By Kenneth Hein · May 3, 2022



MEDIASHOTZ

Stagwell acquires Brand New Galaxy in connected commerce move

By Mark Johnson · 3/28/2022



campaign

News Creative Opinion Events Podcasts

Blue Bunny owner Wells hops to Stagwell for brand repositioning

by Shawn Paul Wood
April 12, 2022



The Drum™

OPINION

How old-school agency models are hamstringing marketers coming out of coronavirus

By Julia Hammond · April 9, 2021



Lenovo



Microsoft

polestar



H&R BLOCK

DUNKIN'

ess ▾ Accessories ▾ Shop now ▾ Support



Microsoft

Connecting
NETWORK
SOLUTIONS



HALO TOP

creamy

Blue Bunny

ICE CREAM

Deploying
OUR INTEGRATED
PLATFORM

LenovoPRO Small Business Store ▾ | ⓘ 📍 🎧 📦 👤 🛒

What are you looking for today? 🔍

Software Special Offers

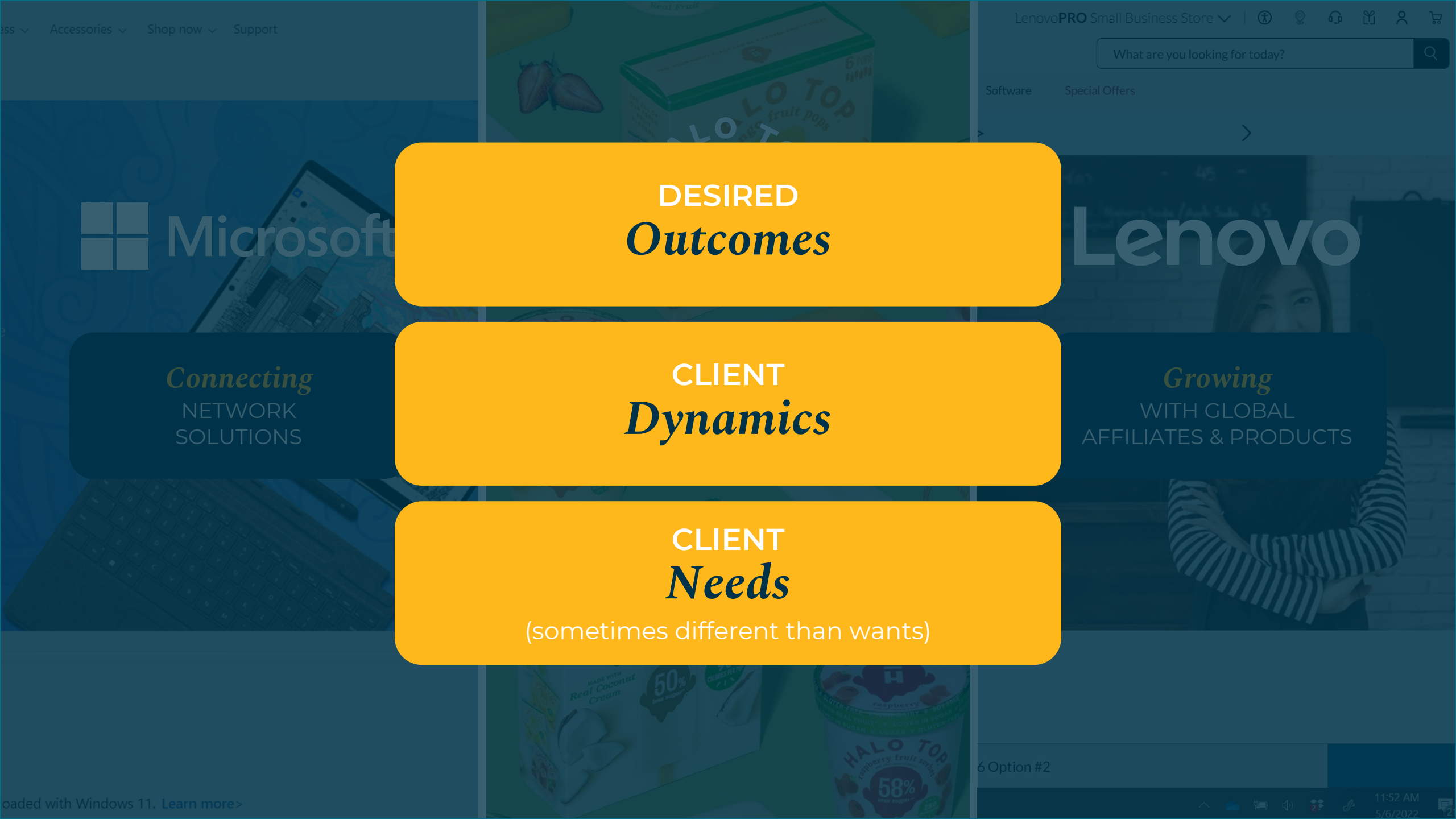


Lenovo

Growing
WITH GLOBAL
AFFILIATES & PRODUCTS

6 Option #2

11:52 AM
5/6/2022



DESIRED
Outcomes

CLIENT
Dynamics

CLIENT
Needs

(sometimes different than wants)

Connecting
NETWORK
SOLUTIONS

Growing
WITH GLOBAL
AFFILIATES & PRODUCTS

Cementing our
positioning as the

Challenger Network

Challenging

THE OBVIOUS ANSWER

*Transformation
Practice*

Challenging

STANDARD REVENUE MODELS

*Pioneering
Outcome-based
Pricing*



Challenging

THE COMPETITIVE INSTINCTS

*Collaboration
Not Consolidation*

Challenging

TRADITIONAL BUSINESS SOLUTIONS

*Talent
+ Technology*



Stagwell

Marketing Cloud

Stagwell Marketing Cloud

~50%

OF MARKETING
BUDGETS SPENT
ON IN-HOUSE LABOR
& MARKETING TECH

Suite Of Digital Marketing
Products Based On AI,
AR, Proprietary Data &
Insights Built for the Modern
In-House Marketer

 KOLIFYED

Influencer
Management Platform



Audience
Identification & Activation

 PRophet

AI For
Public Relations Pros



Augmented Reality
Creation Platform

 The Harris Poll
Brand Platform

Modern
Brand Management



Mobile Device
Usage & Behavior



Personalized Text
Messaging, At Scale

 STAGE

Transformational
Media Execution

 navigator
by Inx

Traveler Targeting
Across Channels



Our *Commitment*





We Believe

1. Purpose must be *authentic*.
2. *Innovation* is a constant.
3. Digital is the *future*.
4. *People* are our most powerful resource.

We Believe *people are our most powerful resource*

**CELEBRATION
OF PROGRESS:
DIVERSITY
& INCLUSION**

5 Strategic Intentions

1. Cultivate a Continuous Equitable Working Environment
2. Evolve our Normative Evaluation, Promotion, and Career Pathing Processes
3. Integrate our DEI&B Commitments into Client Relationships and Work
4. Strengthen our Commitment to Local + Global Communities
5. Gather More Accurate Data + Establish Intentional Metrics

We Keep Ourselves Accountable

**by measuring our progress against the
5 pillars of our Diversity & Inclusion program:**

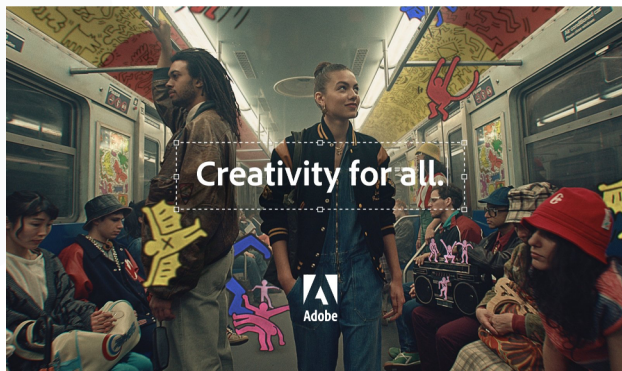
1. **Benchmarks**
Evaluating where we are today and where we want to be by end of year
2. **Development and Education**
Implementing a set target of training programs to help our network reach our goals
3. **Representation**
Leading the D&I conversation in the press and at industry and client events
4. **Accountability**
Reviewing our efforts within a compliance program & an independent board to keep us honest

OUR DE&I & CSR COMMITMENT SHOWS THROUGH OUR WORK!



[CLICK HERE TO VIEW](#)

72andSunny helps spin a web of words as Coke looks to a brighter future in campaign with George the Poet.



[CLICK HERE TO VIEW](#)

Adobe Photoshop's new film, made in partnership with 72andSunny Los Angeles highlights where the everyday, mundane world is transformed into a "Fantastic Voyage."



[CLICK HERE TO VIEW](#)

Anomaly partnered with Bud Light to produce a feature length documentary "Underplayed". Underplayed presents a portrait of the current status of the gender, ethnic, and sexuality equality issues in dance music.



[CLICK HERE TO VIEW](#)

Forsman & Bodenfors partnered with H&M to launch the retailer's recycled denim collection.

H&M wants to make better denim by reducing the use of virgin materials and reusing what already exists. Their goal is for all of the raw materials used in their products to consist of 30% recycled materials by 2025.

Stagwell is committed to *providing innovative and high-quality services*

to our clients while limiting negative environmental impact by incorporating environmental best practices into day-to-day operations, production practices and business growth strategies. We work to ensure that we are innovating to establish new practices that have a positive benefit to the environment, reduce our environmental impact and continually improve our organizational practices.

- In 2020 Stagwell consolidated our agency headquarters to nine floors at One World Trade Center
- The tallest building in the western hemisphere to be awarded a Leadership in Energy and Environmental Design (LEED) gold certification in recognition of the way it addresses energy savings, water efficiency, and CO2 emissions reduction.
- By doing this we were able to reduce not only our carbon footprint but those that partner with us.
- The building itself has been constructed using more than 40% post-industrial recycled content and more than 87% of construction waste diverted from the landfill.

Stagwell recognizes the positive impact we and our partners can have on sustainability by practicing responsible operations. We are not only practicing participants for this very important cause, but also evangelists looking to identify partners with shared values.



OUR CSR COMMITMENT SHOWS THROUGH OUR WORK!



U N

D P

The United Nations Development Programme



The United Nations Development Programme turned to **Activista** for the organization's largest-ever campaign that debuted in-time for COP26, featuring a menacing dinosaur storming the hallowed halls of the United Nations General Assembly — but it isn't there to devour world leaders. Rather, it informs them that humans themselves are already doing a great job in ensuring their own demise.

Thank You

Mark Penn

Chairman, CEO

Mark.Penn@stagwellglobal.com

Ryan Linder

EVP, Global Chief Marketing Officer

Ryan.Linder@stagwellglobal.com