



STAGWELL

TRANSFORMING MARKETING

Investor Presentation

MAY | 2023

DISCLAIMER

Forward-Looking Statements

This presentation contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended (the “Securities Act”), and Section 21E of the Securities Exchange Act of 1934, as amended (the “Exchange Act”). The Company’s representatives may also make forward-looking statements orally or in writing from time to time. Statements that are not historical facts, including, but not limited to, statements about the Company’s beliefs and expectations, future financial performance, growth targets, market opportunity and future prospects, business and economic trends, potential acquisitions, and estimates of amounts for redeemable noncontrolling interests and deferred acquisition consideration, constitute forward-looking statements. Forward-looking statements, which are generally denoted by words such as “anticipate,” “assume,” “believe,” “continue,” “could,” “create,” “estimate,” “expect,” “focus,” “forecast,” “foresee,” “future,” “guidance,” “intend,” “look,” “may,” “opportunity,” “outlook,” “plan,” “possible,” “potential,” “predict,” “project,” “should,” “target,” “will,” “would” or the negative of such terms or other variations thereof and terms of similar substance used in connection with any discussion of current plans, estimates and projections, are subject to change based on a number of factors, including those outlined in this section.

Forward-looking statements in this presentation are based on certain key expectations and assumptions made by the Company. Although the management of the Company believes that the expectations and assumptions on which such forward-looking statements are based are reasonable, undue reliance should not be placed on the forward-looking statements because the Company can give no assurance that they will prove to be correct. The material assumptions upon which such forward-looking statements are based include, among others, assumptions with respect to general business, economic and market conditions, the competitive environment, anticipated and unanticipated tax consequences and anticipated and unanticipated costs.

These forward-looking 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. These forward-looking statements are subject to various risks and uncertainties, many of which are outside the Company’s control. Therefore, you should not place undue reliance on such statements. 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.

DISCLAIMER

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;
- the continued impact of the coronavirus pandemic ("COVID-19"), and evolving strains of COVID-19 on the economy and demand for the Company's services, which may precipitate or exacerbate other risks and uncertainties;
- inflation and actions taken by central banks to counter inflation;
- the Company's ability to attract new clients and retain existing clients;
- the impact of a 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 compete in the markets in which it operates;
- the Company's ability to achieve its 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 Company's ability to manage its growth effectively, including the successful completion and integration of acquisitions that complement and expand the Company's business capabilities;
- the Company's ability to develop products incorporating new technologies, including augmented reality, artificial intelligence, and virtual reality, and realize benefits from such products;
- an inability to realize expected benefits of the combination of the Company's business with the business of MDC Partners Inc. ("MDC");
- adverse tax consequences in connection with the combination of MDC and Stagwell Marketing Group LLC and its direct and indirect subsidiaries (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 Company's unremediated material weaknesses in internal control over financial reporting and its ability to establish and maintain an effective system of internal control over financial reporting;
- the Company's ability to protect client data from security incidents or cyberattacks;
- economic disruptions resulting from war and other geopolitical tensions (such as the ongoing military conflict between Russia and Ukraine), terrorist activities and natural disasters;
- stock price volatility; and
- foreign currency fluctuations.

Investors should carefully consider these risk factors and the additional risk factors outlined in more detail in the Company's filings with the SEC, including the Company's Annual Report on Form 10-K for the year ended December 31, 2022.

DISCLAIMER

Combined Financial Information and Non-GAAP Financial Measures

This presentation includes certain unaudited combined financial information for Stagwell and MDC that gives effect to the Transactions as if they had been consummated on January 1, 2021. These unaudited combined results were prepared by combining the historical standalone statements of operations for each of Stagwell and MDC, are presented for illustrative purposes only and do not purport to represent what the actual consolidated results of operations or consolidated financial condition would have been if the Transactions had occurred on such date, 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. Such unaudited combined financial information is identified in this presentation as “combined” financial information.

In addition to its reported results, Stagwell Inc. has included in this presentation certain financial results that the 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:

(1) “Organic revenue growth” and “organic revenue decline” refer to the positive or negative results, respectively, of subtracting both the foreign exchange and acquisition (disposition) components from total 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 Brands that the Company has held throughout each of the comparable periods presented, and (b) “Net acquisitions (divestitures).” Net acquisitions (divestitures) 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 the same prior year 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.

(2) Adjusted EBITDA: defined as Net income (loss) attributable to Stagwell Inc. common shareholders excluding non-operating income or expense to achieve operating income (loss), 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.

(3) Free Cash Flow: defined as Adjusted EBITDA less cash interest paid, capital expenditures and software spend, minority interest distributions, cash taxes paid and changes in working capital.

Included in this presentation are tables reconciling reported Stagwell Inc. results to arrive at certain of these non-GAAP financial measures.

Market and Industry Data

This presentation also contains estimates and other statistical data made by third parties and by Stagwell relating to market size and growth and other industry data. These data involve a number of assumptions and limitations, and you are cautioned not to give undue weight to such estimates. Stagwell has not independently verified the statistical and other industry data generated by third parties and contained in this presentation and, accordingly, it cannot guarantee their accuracy or completeness. These and other factors could cause results or outcomes to differ materially from those expressed in the estimates made by such third parties and by Stagwell.

Trademarks

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WHAT WE ARE *Building*

“Stagwell is a holistic, technology-first, enterprise services company owing to its combination of ad agency creative skills and information technology skills. STGW differentiates itself in the marketplace through its integration of technology and data with creative ad solutions to drive market share growth.”

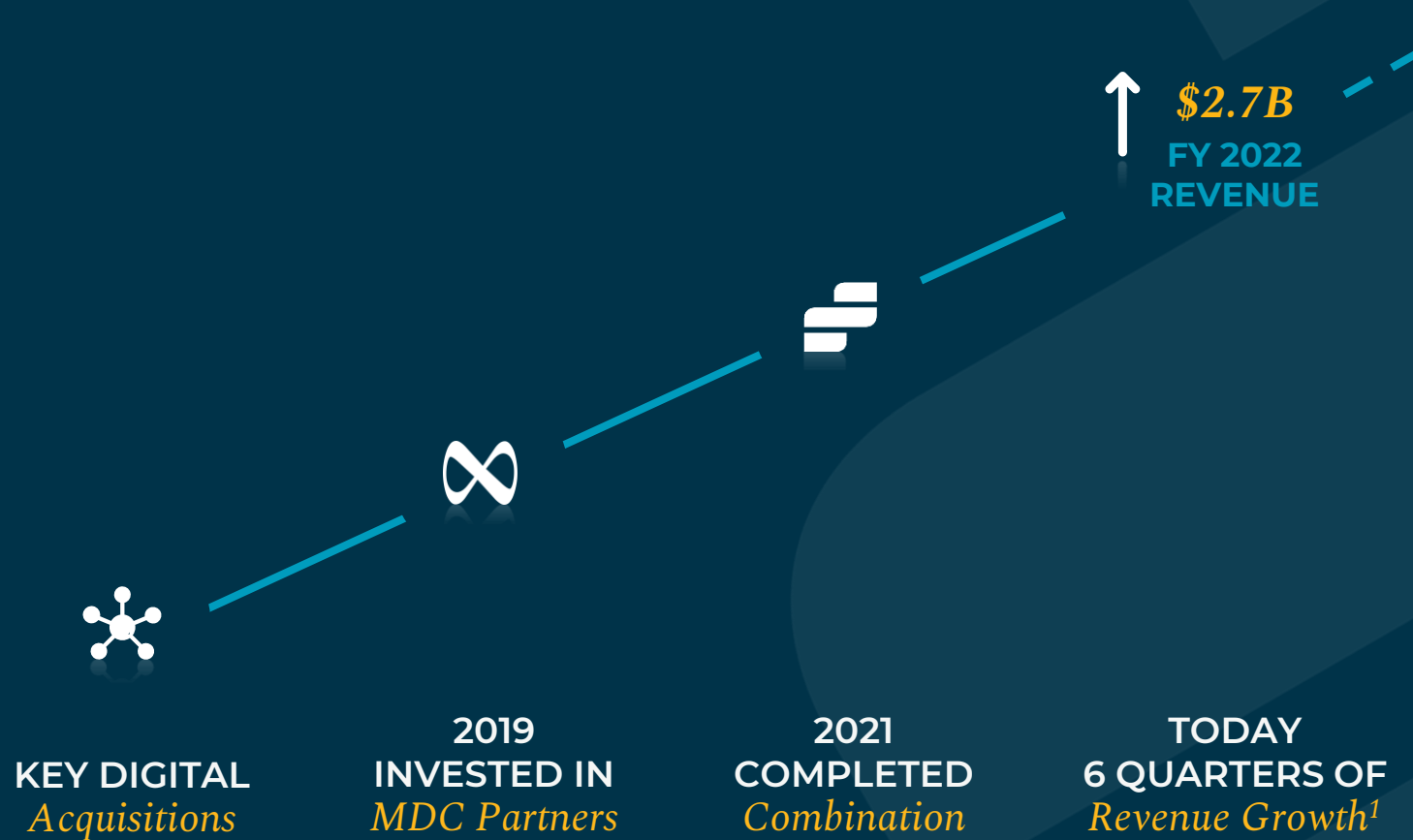


Mark Penn
CHAIRMAN & CEO

THE STAGWELL *Story*

Stagwell started in late 2015
with a vision for a new digital-first
marketing company, powered
by an experienced leader and an
investment from Steve Ballmer

FROM ZERO to **MARKET HERO**



¹ Q3 2021 through Q4 2022

WE HAVE *Achieved*

FOURTH QUARTER & FULL YEAR 2022 HIGHLIGHTS

Robust *Growth*

15% FY 2022 NET REVENUE GROWTH, 14% ORGANIC

Digital capabilities, accounting for 57% of FY 2022 net revenue, grew 28%

EXPANDING *Internationally*

GROWING TWICE AS FAST INTERNATIONALLY VS. DOMESTIC

26% FY 2022 net revenue growth internationally, 14% in North America

Launched regional hubs in Singapore and Brazil

STRONG *Margins & EPS*

\$451M FY 2022 ADJ. EBITDA, A 20.3% NET REVENUE MARGIN

~\$270M in FY 2022 FCF, with net leverage of 2.17x at year end

\$0.90 FY 2022 adjusted diluted EPS

STRATEGIC *M&A*

CLOSED 8 ACQUISITIONS IN 2022

BNG adds AI-driven e-commerce capabilities internationally

Maru and Epicenter add DaaS + analytics platforms to the Stagwell Marketing Cloud

THE FUTURE *Is Promising*

1 **LARGE MARKET** *Opportunity*

With approximately 2% market share¹, we have built a track record of competing & winning against market leaders to gain share

2 **TIED TO HIGH GROWTH** *Digital Services*

Our mix of services is overwhelmingly digital, overweight in the high-growth areas of digital transformation and digital media

3 **TECHNOLOGY** *Innovation*

Launched the Stagwell Marketing Cloud, building a suite of SaaS and DaaS tools for self-service marketers & developing new AI and Augmented Reality media platforms

4 **PRUDENT FINANCIAL** *Management*

Company leadership with a proven track record of prudently balancing growth and bottom-line management

1. Market share represents Stagwell's 2021 revenue as a percentage of the estimated \$130B in 2021 revenue at the Top 25 global marketing services companies according to *AdAge Agency Report 2022*.

ON THE FRONTIER OF MARKETING

Bringing Together AI & AR Across Marketing Services with Global Network of 1,500+ Engineers

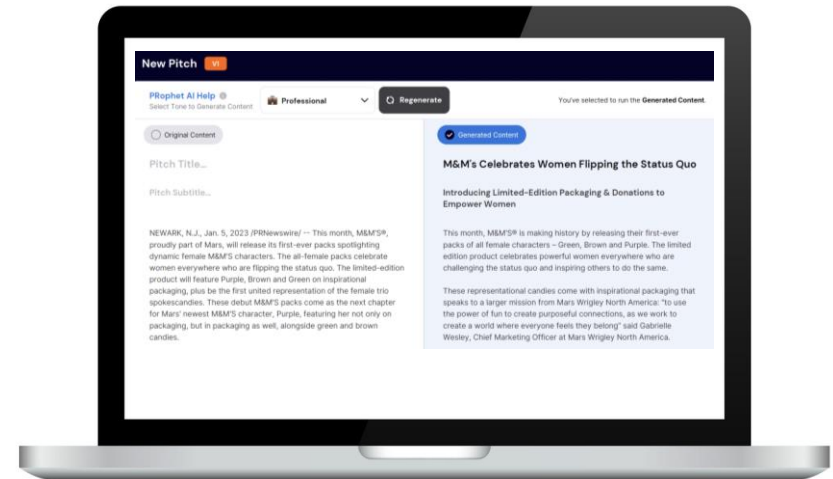
AUGMENTED REALITY

Shared AR product ARound is bringing
premium and interactive brand-sponsored AR experiences
to live sports at scale



GENERATIVE AI

Comms Tech AI product PProphet is launching
generative AI for pitches, press releases, and social posts
powered by its ability to target relevant journalists



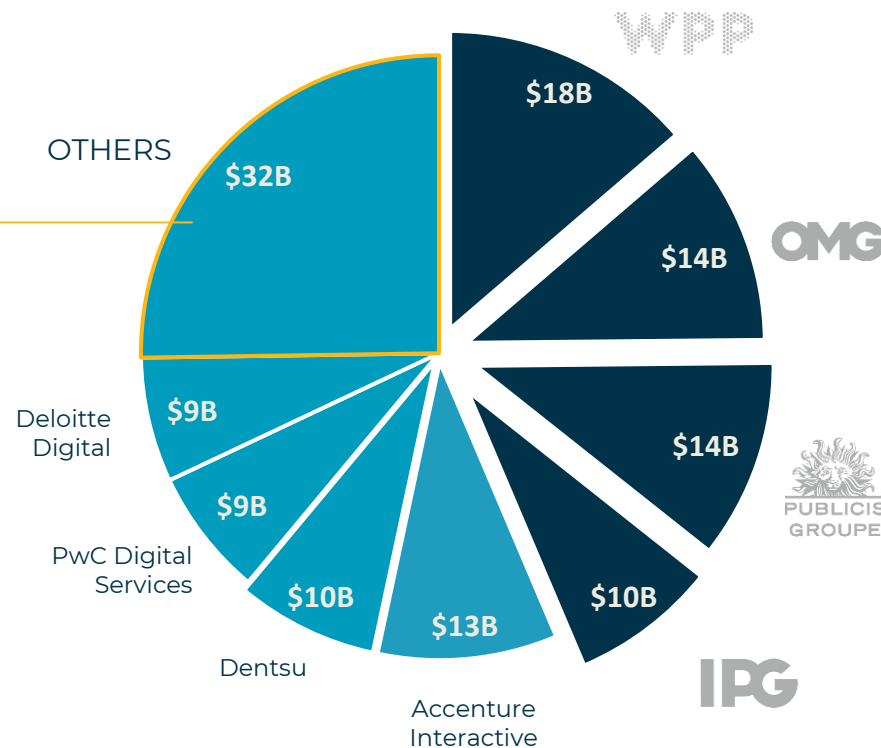


Market Opportunity

THE ADVERTISING MARKET IS RIPE FOR DISRUPTION

\$2B+
STAGWELL

Consulting companies
have begun to take share,
but we believe they lack
essential creative talent to
compete across all services



~ \$60B

spent with the
top 4 legacy holding
companies¹

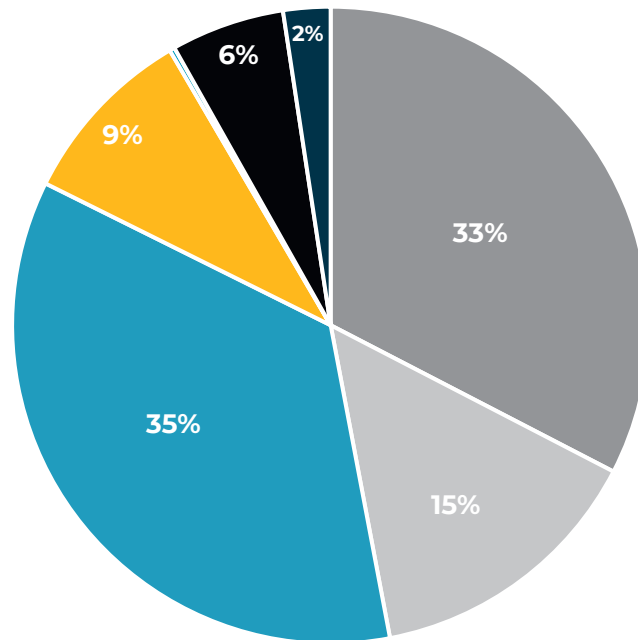
~ \$130B

spent on advertising
& marketing services
with the Top 25 industry
providers in 2021

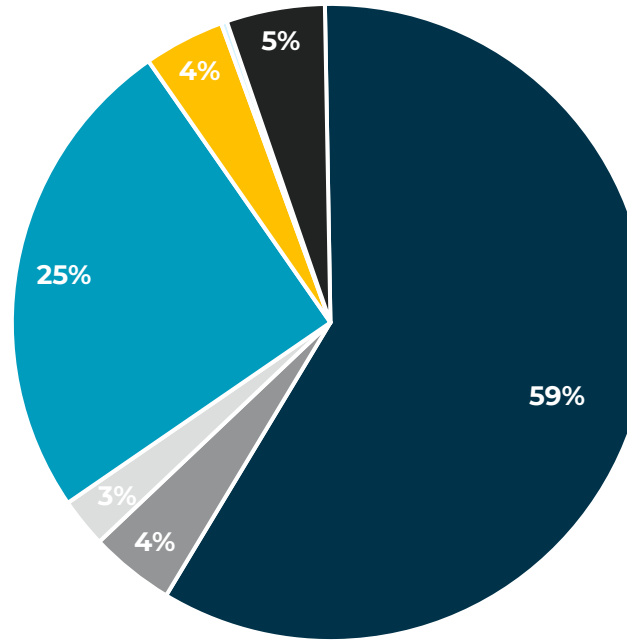
DIGITAL MEDIA IS DISRUPTING MARKETING

The new marketplace creates new opportunities

GLOBAL AD SPENDING 2000



GLOBAL AD SPENDING 2021¹



■ Newspapers ■ Magazines ■ Television ■ Radio ■ Cinema ■ Outdoor ■ Internet

(1) Figures are advertising expenditure estimates for 2021
Source: Zenith research

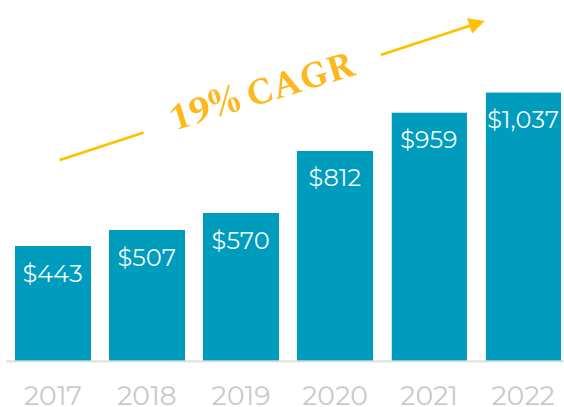
DIGITAL MARKETING CONTINUES TO GROW RAPIDLY

Double digit growth in e-commerce, digital marketing services, & CTV

E-Commerce

Designing, creating, implementing & managing consumer e-commerce platforms

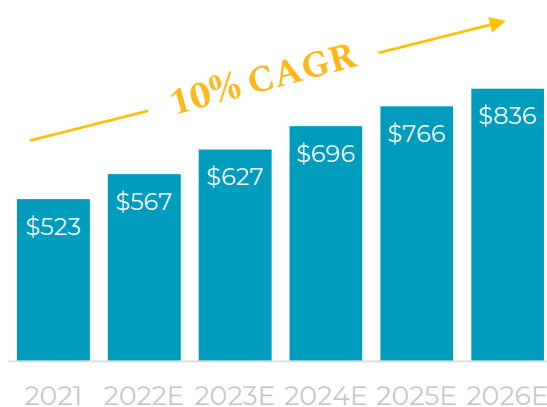
US E-Commerce sales (\$ billions)



Digital Marketing

Services enabling influencers & global performance marketing

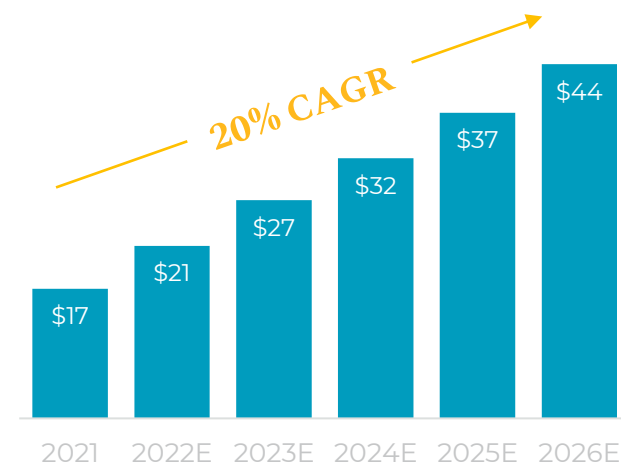
Worldwide digital ad spend (\$ in billions)



Connected TV

New ways of reaching consumers through devices connected to the internet

US CTV Advertising Spend (\$ in billions)

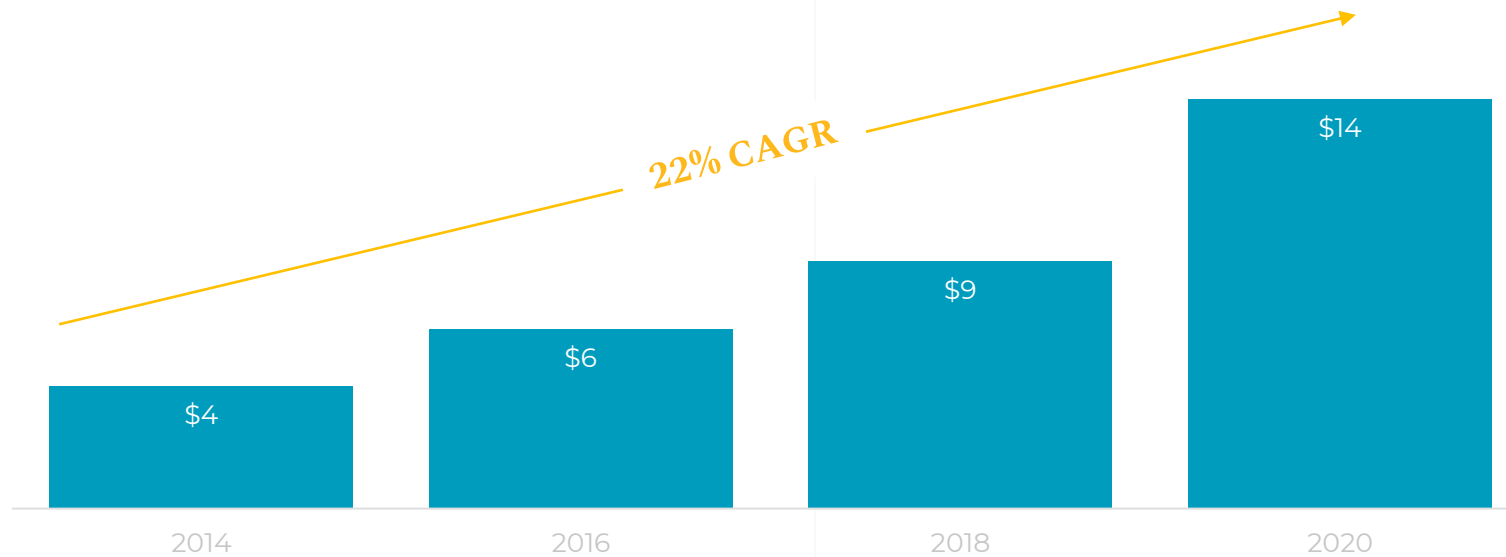


POLITICAL & ADVOCACY GROWING RAPIDLY

Strong secular growth in spend & fundraising facilitated by technology and driven by increased engagement

Political Paid Media Spend

(\$ in billions)



THE STAGWELL *Difference*

An investment in Stagwell is an investment in *the future of marketing*

At 1.5% of market,
Stagwell's growth
assured just by
winning fair share
of pitches

**But as a digital-
first challenger,**
Stagwell is the
holding company
built for the future

Combining
marketing expertise
with 1,500-strong
corps of engineers

**Transforming
businesses**
through integrated
technology, data,
& creative prowess

Empowering
agency founder-
leaders to nurture
their brands

**While building the
most collaborative**
marketing services
company on the
planet

Competitors fear
in-housing trend as
an extant threat to
market share

**Stagwell
embraces it –**
building AI-driven
suite of SaaS / DaaS
tools for the in-
house marketer



Stagwell Today

Key Stats

12,000+

Employees

1,500+

Engineers

\$130B+

Addressable Market

34

Countries

75+

Affiliates

4,000+

Blue-Chip Customers

~\$2.7B

2022 GAAP Revenue

\$451M

2022 Adj. EBITDA

~\$270M

2022 Free Cash Flow

BLUE-CHIP *Client Base*

Growing average client size (\$24.1M for Top 25 in 2022) through larger, integrated wins and expansion across new services

- › 80% client retention year-over-year¹

Communications Media & Entertainment	Retail	Food & Beverage	Consumer Products	Technology	Automotive	Financial Services	Healthcare
    	     	     	    	    	    	    	    

¹ Client relationships over \$100k in revenue (representing 95% of revenue), over past two years

WINNING *Awards*

141



19



362

CLIO

415*



CANNES
LIONS

AdAge

2023

- A-List #5:
GALE, two years of double-digit growth
- Standout Agency:
Doner Partners Networks – first time an integrated network has received A-List recognition

2022

- Purpose-Led Agency of the Year:
Assembly (Inaugural Award)
- A-list #9: Anomaly
- Standout Agency:
72andSunny, Doner
- Customer Experience Agency of the year:
YML

ADWEEK

2023

- Breakthrough Media Agency of the Year:
GALE

2022

- US Agency of the Year: Anomaly
- Adweek Media Plan of the Year: Colle McVoy



The Drum.

2023

- World Creative Rankings:
Stagwell (#8 on Holding Companies list)
- World Creative Rankings:
Observatory (Top 10 Agencies)



Integrated Platform

FOR THE MODERN MARKETER

1

Digital Transformation

Building Digital Platforms & Consumer Experiences

2

Performance Media & Data

Integrated Omnichannel Media, Data & E-Commerce

3

Consumer Insights & Strategy

Tracking Across the Consumer Journey

4

Creativity & Communications

Blue-Chip Customer Base

Cutting-Edge Digital Transformation

CODE AND THEORY

THE MAGIC WALL

Design an experience that brings election results to life.

On election night, CNN needs a way to show huge amounts of quickly changing information simply, beautifully.

Working collaboratively with CNN, Code and Theory reimagined the look, feel and core feature set of the iconic Magic Wall. We built an entire country's worth of custom maps and developed a suite of new capabilities designed around anticipated storylines. A new information hierarchy made previously complex information much more digestible to the audience.

Powerful Collaboration Between Technology & Creativity

CODE AND THEORY + Doner.

DISPLACE *Johnson & Johnson*'S AGENCY OF 65 YEARS

Beat over 10 major agencies including teams from WPP, Omnicom, IPG, and Accenture

From the start, Doner and Code and Theory built a cross-consultancy core team with clear roles and responsibilities. A critical piece in Doner / Code's success was the mutual understanding of each agency's strengths in relation to J&J's request:

Doner.

- Brand Strategy
- Creative
- Agile Production

CODE AND THEORY

- Digital Strategy
- Audience Segmentation
& Insights
- Analytics

Data & Insights Shaping The Digital Future



OTT CONTENT STRATEGY

A client for 40+ years, NRG works with Disney across all their business units.

As Disney looks for its next major area of growth, it challenged NRG to help them develop a content strategy for OTT. With so many content choices, what do you put on Disney+ (and when) to continue to drive subscriptions?

NRG is currently supporting Disney+ on a major global content strategy study to help them identify the types of content they should be developing with a goal of appealing to new audiences yet fitting current brand image.





Mark Penn
Chairman & CEO

FOUNDER & POLLSTER Founded **Penn and Schoen** in 1975 with his Harvard roommate Doug Schoen

GROWER Under Penn's leadership, firm expanded to 200+ people with offices around the world.

ADVISOR Served key **corporate** (Texaco, AT&T, Microsoft, Ford, Merck, etc.) & **political** (President Clinton's pollster for six years, advisor to Hillary Clinton & Tony Blair) clients

SELLER Penn & his partners sold PSB to WPP in November 2001 after growing it from a mom-and-pop political polling firm to \$80M+ in revenue

GLOBAL CEO Served as CEO of **Burson-Marsteller** from 2006 – 2012, running a global PR and public affairs firm with an 80+ market footprint and tripling profits

CLIENT & CREATOR Asked by Steve Ballmer to join **Microsoft** & revitalize Bing in 2012; rose to EVP & Chief Strategy Officer running Microsoft's \$2 billion advertising budget

PORTFOLIO BUILDER & PUBLIC COMPANY CEO Launched **Stagwell** Group in 2015; invested in **MDC** in 2019 & assumed role of Chairman & CEO

CORPORATE LEADERSHIP



Jay Leveton
President



Frank Lanuto
CFO



Ryan Greene
COO



Beth Sidhu
Chief Brand &
Communications
Officer



Jason Reid
CIO



Ryan Linder
CMO



Julia Hammond
President
Stagwell Global



Stephanie Howley
CPO



Peter McElligott
General Counsel



Merrill Raman
CTO



Ray Day
Vice Chair

BUSINESS LEADERSHIP



Deidre
McGlashan
CMO



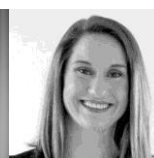
Carl Johnson
Anomaly



James Townsend
Brand Performance
Network



Brad Simms
GALE



Maggie Malek
MMI Agency



Justin Lewis
Constellation



Evin Shutt
72andSunny



Marianne Malina
CPB



David DeMuth
Doner



Dan Gardner
Code and Theory



Toby Southgate
F&B



Krista Webster
Veritas



Kara Place
Instrument



The Stagwell Plan

Nasdaq

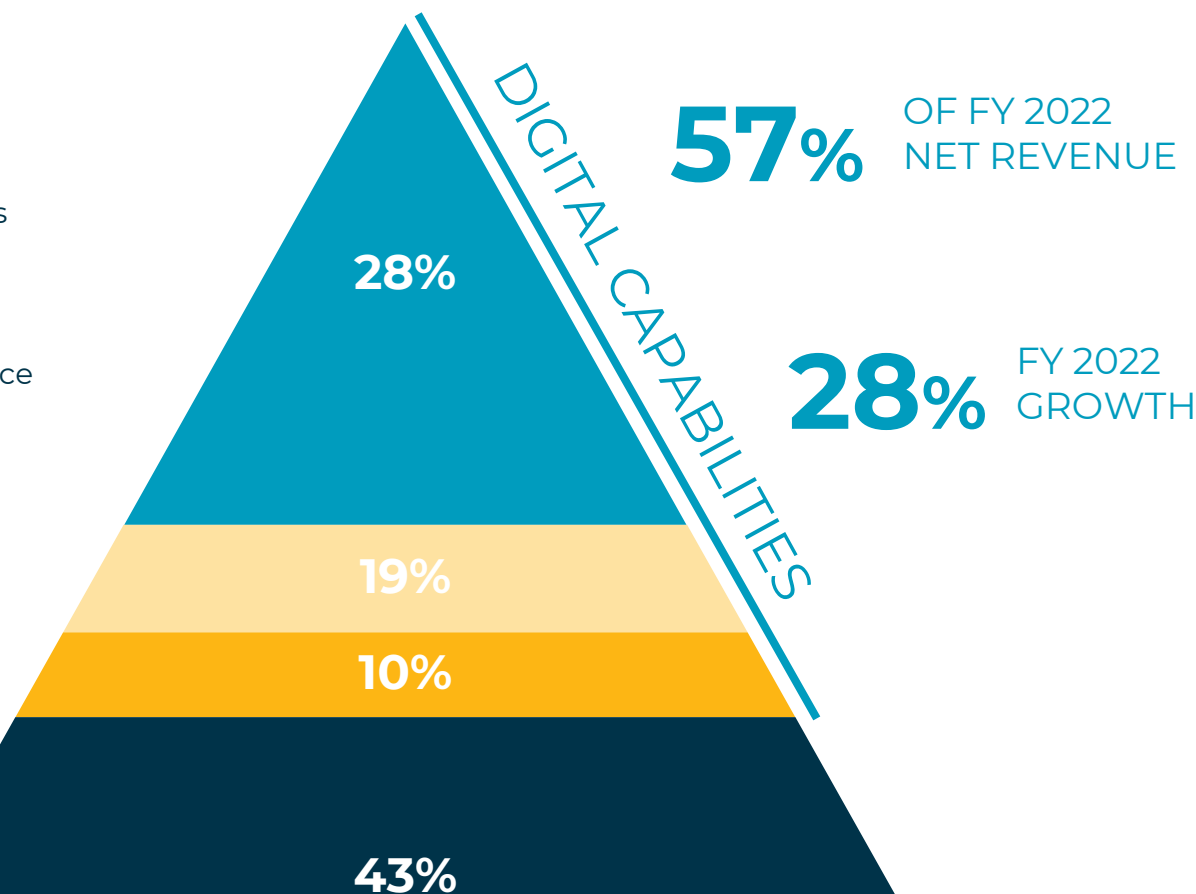
STGW
NasdaqListed

DIGITAL MIX

Today

We have the mix of high-growth digital today
that we believe legacy peers are slowly working towards

- 1 Digital Transformation**
Building Digital Platforms & Consumer Experiences
- 2 Performance Media & Data Capabilities**
Integrated Omnichannel Media, Data & E-Commerce
- 3 Rigorous Consumer Insights & Strategy**
Tracking Across Consumer Journey
- 4 Extremely Strong Creativity, Communications & Strategy**
Blue-Chip Customer Base

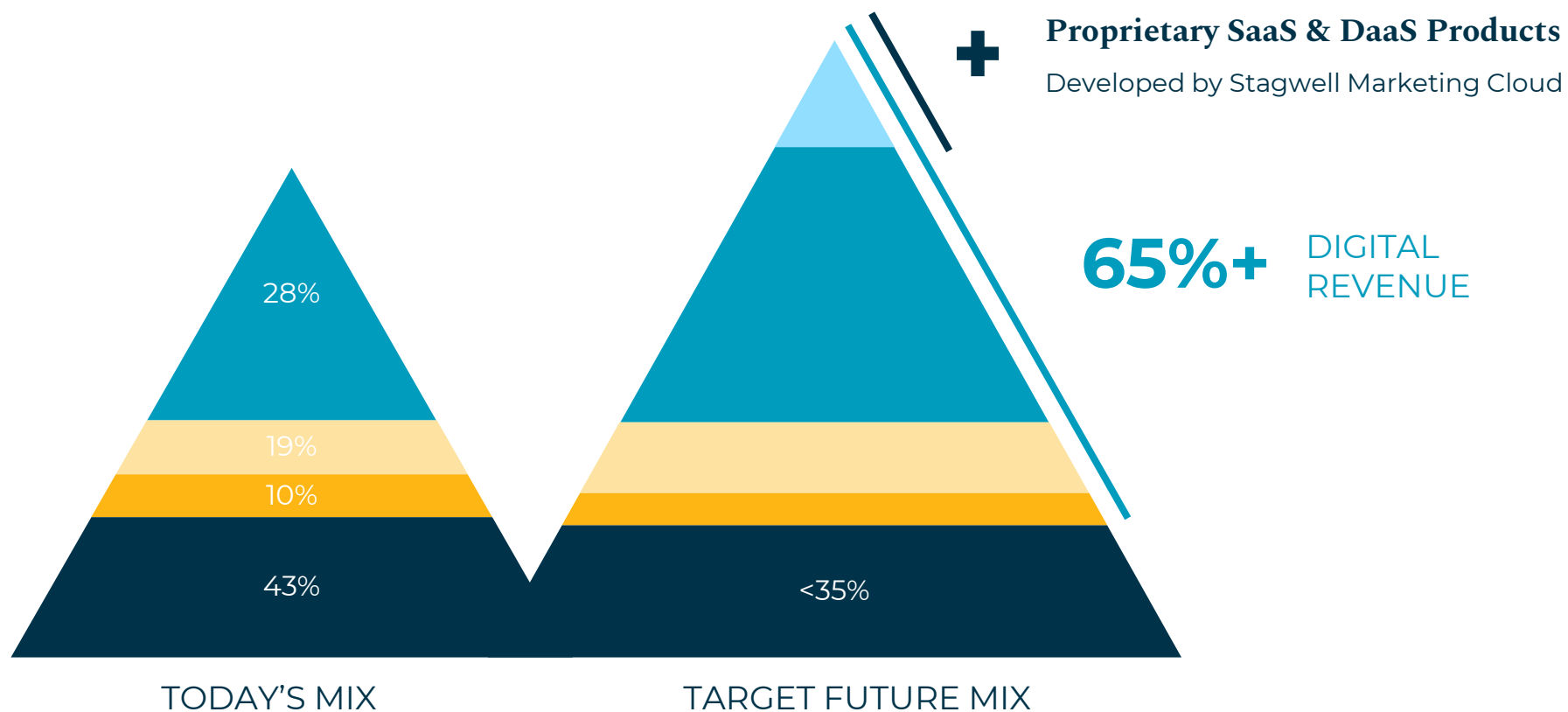


Note: % of Net Revenue based on FY 2022 results.

TARGET

Net Revenue Mix

But we are not stopping there, adding a MarTech Layer of new SaaS & DaaS products & investing in our core digital platforms



BRAND PERFORMANCE NETWORK *is working*

~\$670M

FY 2022 NET REVENUE

+18%

FY 2022 ORGANIC
NET REVENUE GROWTH

CREATIVE CONSULTING

GALE

OBSERVATORY

forsman&bodenfors

VITRO

Crispin
Porter
Bogusky®

OMNICHANNEL MEDIA

+ASSEMBLY

Locaria

Ink

GOODSTUFF
MEDIA @ SOME

mmi

Grason

MULTIVIEW

CONNECTED COMMERCE

BRAND NEW
GALAXY

EXPANDING *Our Global Network*

Stagwell's Global Affiliate Network significantly expands our global footprint

North America

- Canada
- USA
- Mexico

Europe

- Austria
- Belgium
- Bulgaria
- Italy
- Latvia
- Romania
- Slovak Republic
- Slovenia
- Switzerland
- Turkey
- Ukraine
- France
- Germany
- Netherlands
- Poland
- Spain
- Sweden
- United Kingdom

Asia Pacific

- Australia
- China
- Hong Kong
- India
- Indonesia
- Japan
- Malaysia
- Philippines
- Taiwan
- Thailand
- Singapore
- South Korea

Latin America

- Argentina
- Aruba
- Bolivia
- Brazil
- Curacao
- Colombia
- Costa Rica
- Dominican Republic
- Ecuador
- El Salvador
- Guatemala
- Honduras
- Jamaica
- Nicaragua
- Panama
- Peru
- Uruguay
- Venezuela

Middle East & Africa

- Algeria
- Bahrain
- Egypt
- Jordan
- Kuwait
- Lebanon
- Libya
- Morocco
- Nigeria
- Oman
- Saudi Arabia
- South Africa
- Tunisia
- United Arab Emirates

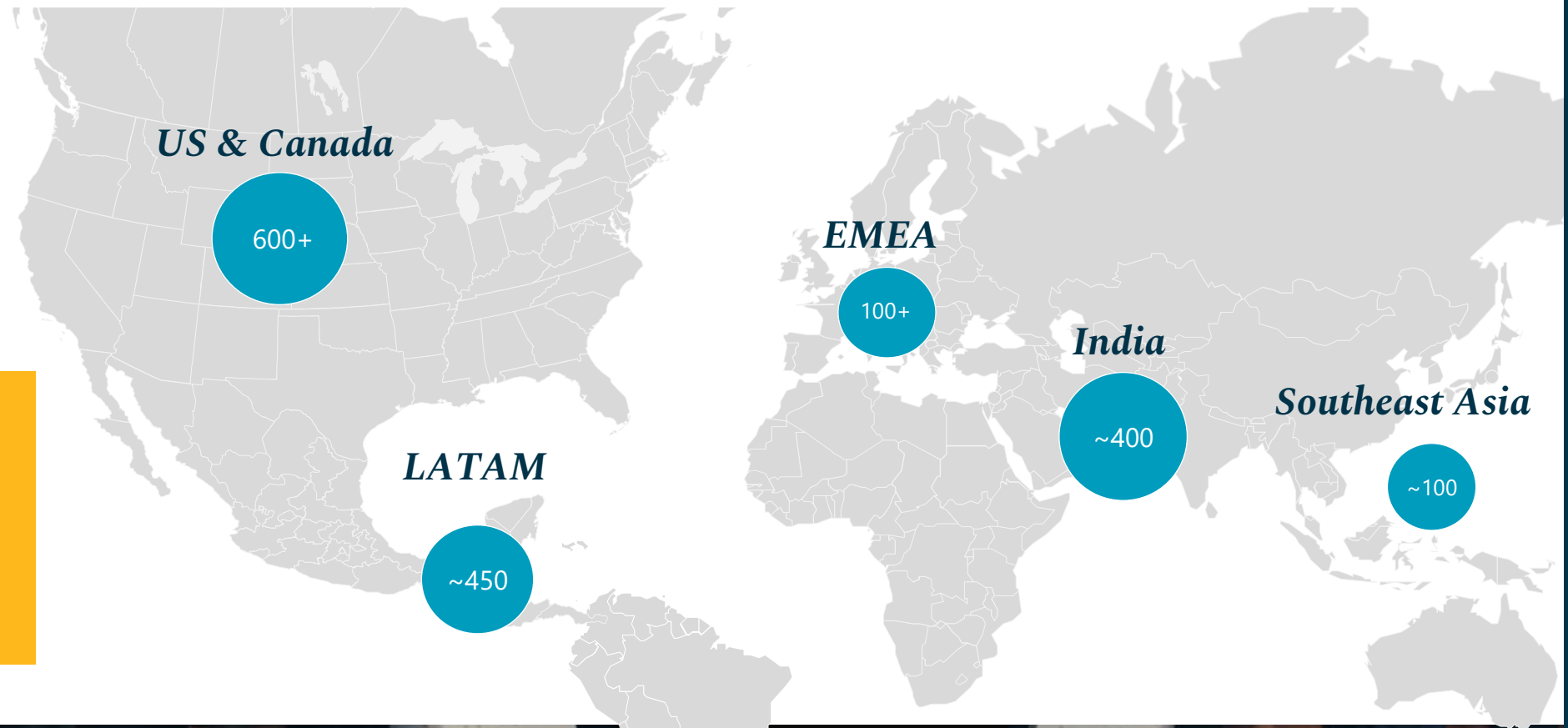
	Stagwell	+Affiliates
COUNTRIES	34	65
EMPLOYEES	12K+	21K+

SCALING *Global Engineering*

Building a global development practice
effectively leveraging lower-cost markets

EXPANDING

upon North American
base with lower-cost
global engineering hubs

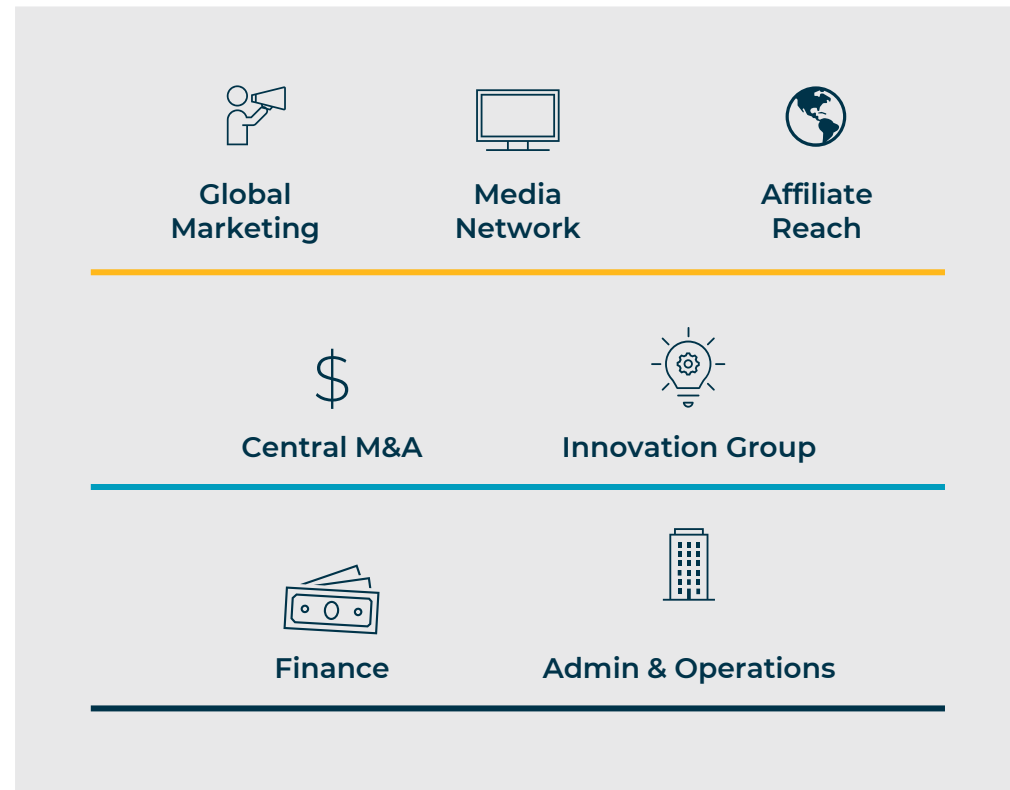


Figures indicate number of engineer FTEs in each region as of December 31, 2022.

STRATEGIC VALUE-ADDED *Investment Platform*

Unified & engaged corporate
team delivering value-added
shared services driving both
revenue & cost synergies

Incentives to collaborate and
drive overall network growth



*Client
Services*

*Growth
Investment*

*Shared
Services*

STAGWELL MARKETING CLOUD

SaaS & DaaS tools for the in-house marketer



SMC Comms Tech

KOALIFYED PRophet

SMC Media Studio

CUE SCENE THE PEOPLE PLATFORM STAGE

SMC Real-Time Research

The Harris Poll maru/

SMC Advanced Media Platforms

WONDER CAVE Peer-to-Peer Testing Solutions
around navigator
reach tv MULTIVIEW QR Code

SMC Data & AI Marketplace



APPLYING A PROVEN PLAYBOOK *to scale Stagwell Marketing Cloud*

Building complementary software solutions leveraging the domain expertise
and distribution channels already in place at Stagwell

1

Digital Services



Digital Transformation

Building Digital Platforms & Consumer Experiences

2

Performance Media & Data

Integrated Omnichannel Media, Data & E-Commerce

3

Consumer Insights & Strategy

Tracking Across the Consumer Journey

4

Creativity & Communications

Blue-Chip Customer Base

Technology



SMC Advanced Media Platforms

Proprietary & Premium Owned Media Channels

SMC Media Studio

Platform for In-House Media Planners and Buyers

SMC Real-Time Research

Suite of Solutions for Market Researchers

SMC Comms Tech

AI-Driven Platform for Modern Communicators



SMC PRODUCT *Incubation Playbook*

We've developed a proven strategy to develop and incubate new technologies,
making informed product roadmap decisions based off agency clients while leveraging our world-class tech team

**WE BUILD
ADVANCED
PRODUCTS
MORE EFFICIENTLY**
than the rest

Faster

Shared infrastructure

+ tech expertise



DEVELOP & ITERATE FAST

CODE AND THEORY



GALE

Better

Proprietary data

+ the best marketers in the world



**INTERNAL TESTING & INSIGHTS
THAT DELIVER BETTER PRODUCTS**

Prophet



THE PEOPLE PLATFORM™

Cheaper

World's most ambitious clients

+ upselling opportunities



LOWER GO-TO-MARKET COSTS



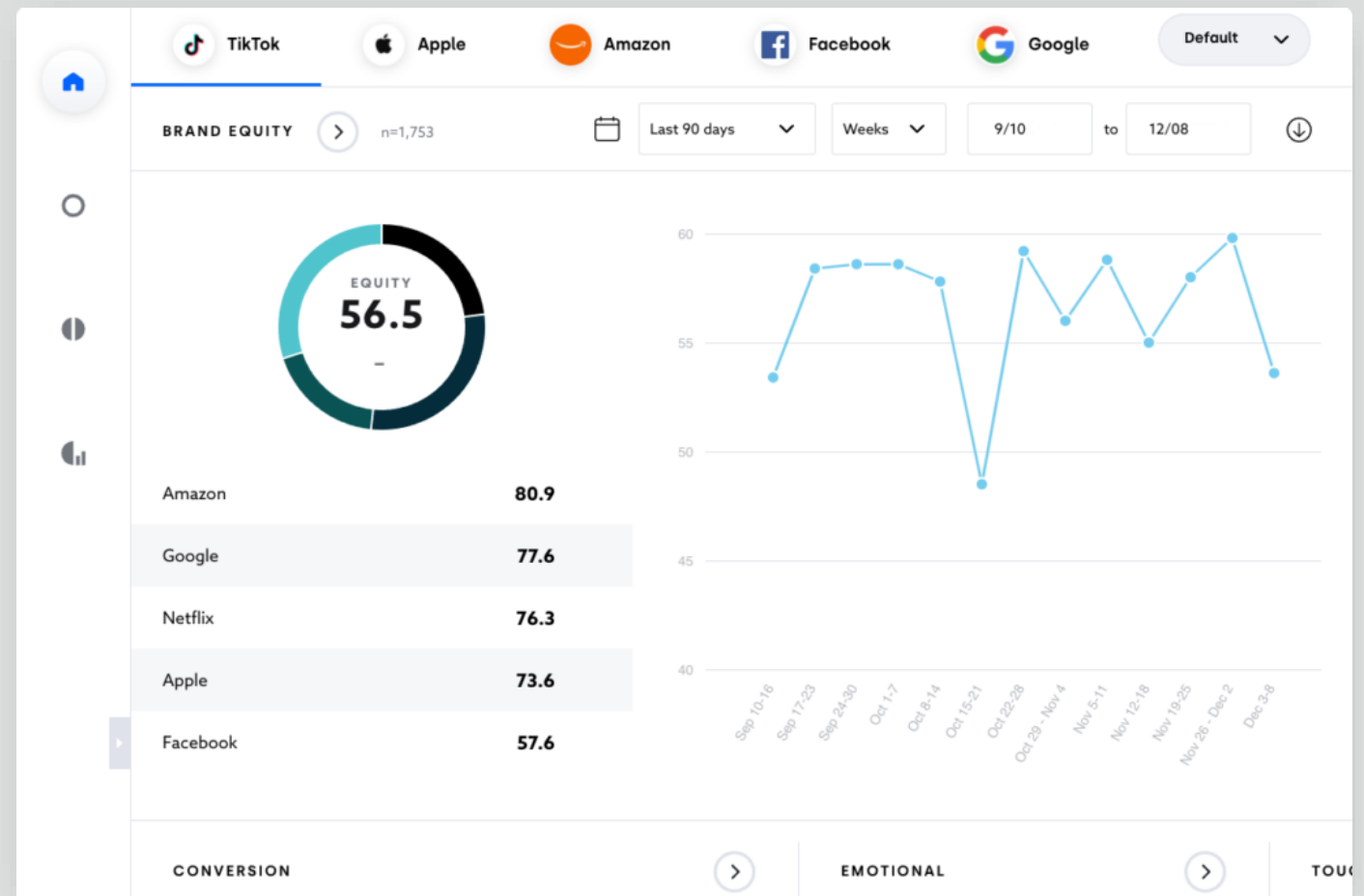


The Harris
Brand Platform

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 tedious
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' with a 'V5' version indicator. It shows a user profile for 'Taylor' and a 'Persuasive' tone. A 'Regenerate' button is present. Below, there are two tabs: 'Pitch' and 'Social'. The 'Pitch' tab is active, showing 'Original Content' and 'Generated Content' sections. The 'Generated Content' section displays a pitch for McDonald's USA's Smoky BLT Quarter Pounder and Oreo Fudge McFlurry, including a headline, a sub-headline, and a detailed paragraph about the menu items. The 'Social' tab is also visible, showing a similar generated pitch.



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





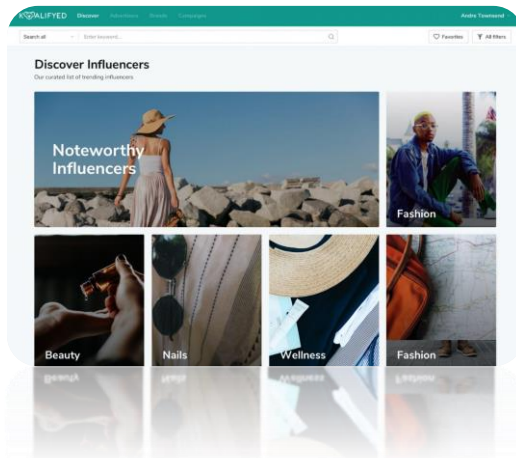
STAGWELL MARKETING CLOUD

Pricing Model

Modern, flexible pricing models that fit the needs and budgets for the modern, in-house marketer

Subscription Pricing

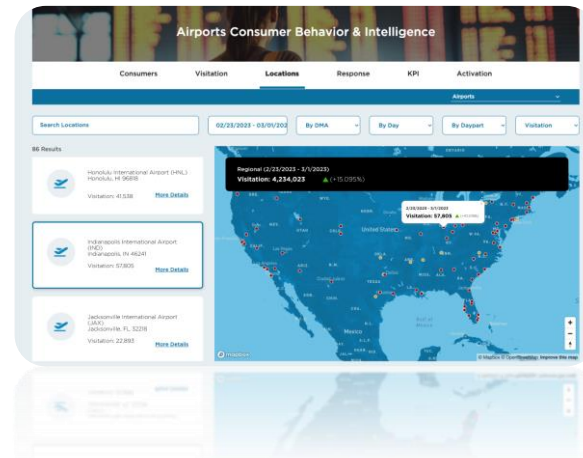
Annual SaaS contract



KOALIFYED

Consumption Fee

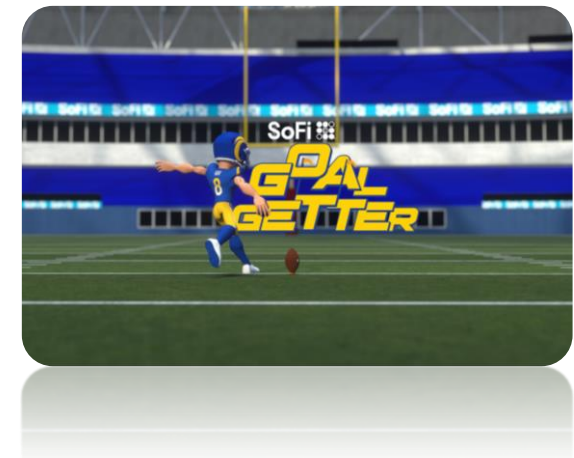
Data and media spend



THE PEOPLE PLATFORM™

Advertising-Based

Sponsorship fees



around

ADDING
it all up

**OPPORTUNITY
TO GROW TO
\$4 BILLION+
AND BEYOND**

OF GAAP REVENUE THROUGH
COMBINATION OF ORGANIC, NEW
REVENUE STREAMS & ACQUISITIONS

Potential Equation for Success* (\$M)

10-12% long-term organic growth target driven by:

- ▶ 10-20% Digital
- ▶ 5-15% Performance Media & Data ~\$3,500
- ▶ 3-7% Creativity & Communications

+ Stagwell Marketing Cloud ~\$75

+ M&A Growth \$450

= TOTAL

\$4,000+



Financial Highlights

WE HAVE OUR FINANCIAL HOUSE *In Order*



Refinanced Bonds in 2021 with \$1.1B in financing

- › Fixed interest rate of 5.625% in rising interest rate environment
- › ~6 years to maturity in 2029, providing financial flexibility



Secured \$500M
Revolving Credit
Facility with
flexible terms,
5-year maturity,
and an accordion
feature for an
extra \$140M
available



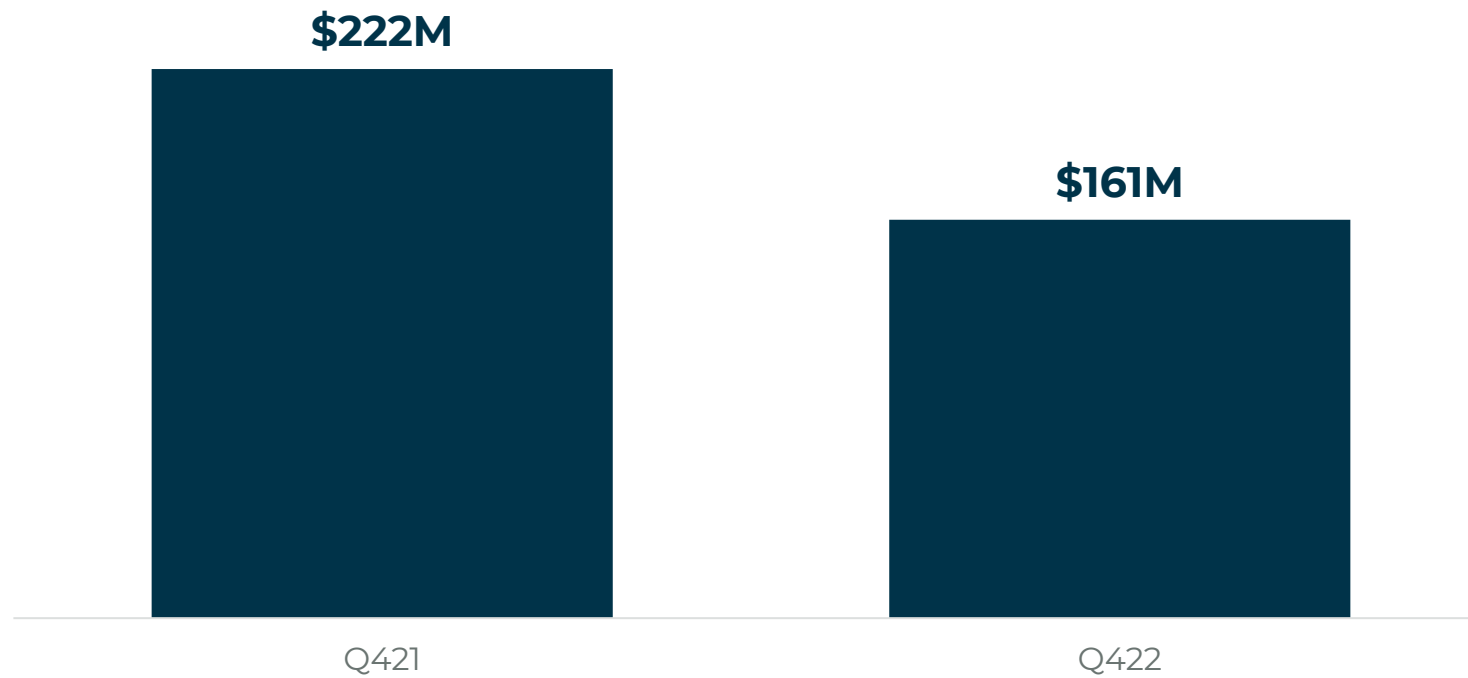
Strong track record
of controlling costs
with a highly
variable cost
structure



Returning capital
to shareholders
with \$52M in
share repurchases
through the twelve
months ended
December 31, 2022

MAINTAINING DISCIPLINE AROUND *Deferred Acquisition Costs*

REDUCED DAC BY \$61M
FROM 2021 YEAR-END BALANCE



PRO FORMA Capital Structure

Net Debt & Debt-Like (\$M, as of 12/31/22)

Revolving Credit Facility	\$ 100
Bonds	1,100
NCI ¹	34
DAC	161
RNCI ²	60
Less: Investments ³	18
Less: Cash	221
TOTAL NET DEBT & DEBT-LIKE	\$ 1,217

Pro Forma Share Count (Thousands, as of 2/28/23)

Class A ⁴	131,614
Class C ⁵ (equal voting & economic rights to Class A)	160,909
Share-based awards ⁶	4,868
PRO FORMA DILUTED	297,391

Note: Pro Forma share count assumes full conversion of Class C shares to Class A on a one-to-one basis. Numbers may not foot due to rounding.

1. Excludes \$478M in non-controlling interest of Stagwell Class C shareholders to reflect NCI balance pro forma for full conversion of Class C shares to Class A. 2. Includes redeemable non-controlling interest and obligations in connection with profit interests held by employees. 3. Non-consolidated investments. 4. Includes issued and outstanding Class A shares (including unvested restricted stock) and 2,271 Class B shares which have equal economic rights and 20x voting rights to Class A shares. Note: Stagwell Agency Holdings, which is a fully owned subsidiary of Stagwell Media, owns 26.5M of the Class A shares related to its investment in legacy MDC Partners in 2019, of which the common portion was converted to Stagwell Inc. Class A shares upon the closing of the Transactions in August 2021 and preferred portion converted to Stagwell Inc. Class A shares in September 2021. 5. Class C shares are held by Stagwell Media, the parent company of Stagwell Agency Holdings, issued in August 2021 as consideration for the contribution of its assets to the Transactions. 6. Represents unvested restricted share units.

Appendix

GAAP CONSOLIDATED OPERATING PERFORMANCE

	Three Months Ended December 31,		Twelve Months Ended December 31,	
	2022	2021	2022	2021
<i>\$ and Shares in Thousands</i>				
Revenue	\$ 708,185	\$ 611,927	\$ 2,687,792	\$ 1,469,363
Cost of services	419,811	348,000	1,673,576	906,856
Office & general expenses	172,415	197,318	601,536	424,038
Depreciation & amortization	35,631	31,381	131,273	77,503
Impairment & other losses	94,145	1,314	122,179	16,240
Total operating expenses	\$ 722,002	\$ 578,013	\$ 2,528,564	\$ 1,424,637
Operating income (Loss)	\$ (13,817)	\$ 33,914	\$ 159,228	\$ 44,726
Interest expense, net	(19,510)	(16,697)	(76,062)	(31,894)
Foreign exchange, net	1,557	(1,377)	(2,606)	(3,332)
Other, net	(7,241)	3,252	(7,059)	50,058
Other income (expenses)	\$ (25,194)	\$ (14,822)	\$ (85,727)	\$ 14,832
Income tax expense (benefit)	(12,570)	14,193	7,580	23,398
Income (loss) before equity in earnings of non-consolidated affiliates	\$ (26,441)	\$ 4,899	\$ 65,921	\$ 36,160
Equity in income (loss) of non-consolidated affiliates	(1,132)	(165)	(79)	(240)
Net income (loss)	\$ (27,573)	\$ 4,734	\$ 65,842	\$ 35,920
Net income (loss) attributable to non-controlling & redeemable non-controlling interests	21,095	(3,897)	(38,573)	(14,884)
Net income (loss) attributable to Stagwell Inc. common shareholders	\$ (6,478)	\$ 837	\$ 27,269	\$ 21,036
Earnings Per Share				
Basic	\$ (0.05)	\$ 0.01	\$ 0.22	\$ (0.04)
Diluted	\$ (0.05)	\$ 0.01	\$ 0.17	\$ (0.04)
Weighted Average Number of Shares Outstanding				
Basic	122,927	99,615	124,262	90,426
Diluted	122,927	104,066	296,596	90,426

RECONCILIATION OF GAAP NET INCOME TO ADJ. EBITDA & FCF

Full Year Ended December 31,

<i>\$ in Thousands</i>	2022	2021
Net Income	\$ 65,842	35,920
Net income attributable to noncontrolling & redeemable noncontrolling interests	(38,573)	(14,884)
Net income attributable to Stagwell Inc. common shareholders	27,269	21,036
Non-operating items ⁽¹⁾	131,959	23,690
Operating income	159,228	44,726
Depreciation and amortization	131,273	77,503
Impairment and other losses	122,179	16,240
Stock-based compensation	33,152	75,032
Deferred acquisition consideration	(13,405)	18,721
Other items, net	18,691	21,430
Adjusted EBITDA	\$ 451,118	\$ 253,652
Cash interest paid	(70,935)	
Capital expenditures and software spend ⁽²⁾	(34,912)	
Minority interest distributions	(13,408)	
Cash taxes paid	(72,064)	
Changes in working capital	9,867	
Free Cash Flow	\$ 269,646	

RECONCILIATION OF COMBINED NET REVENUE GROWTH TO COMBINED ORGANIC NET REVENUE GROWTH

		COMPONENTS OF CHANGE				CHANGE		
<i>\$ In thousands, except percentages</i>	<i>Net Revenue - Year Ended December 31, 2021</i>	<i>Foreign Currency</i>	<i>Net Acquisitions (Divestitures)</i>	<i>Organic</i>	<i>Total Change</i>	<i>Net Revenue – Year Ended December 31, 2022</i>	<i>Organic</i>	<i>Total</i>
Integrated Agencies Network	\$ 1,142,636	\$ (8,327)	\$ 2,838	\$ 110,221	\$ 104,732	\$ 1,247,368	9.6 %	9.2 %
Brand Performance Network	543,376	(12,305)	38,434	98,377	124,506	667,882	18.1 %	22.9 %
Communications Network	214,829	(970)	2,682	70,400	72,112	286,941	32.8 %	33.6 %
All Other	25,973	(835)	(4,633)	(543)	(6,011)	19,962	(2.1)%	(23.1)%
Total	\$ 1,926,814	\$ (22,437)	\$ 39,321	\$ 278,455	\$ 295,339	\$ 2,222,153	14.5 %	15.3 %

Thank You