

ANNUAL MEETING OF STOCKHOLDERS OF

STAGWELL INC.

June 14, 2023

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NOTICE OF INTERNET AVAILABILITY OF PROXY MATERIALS:

The Notice of Meeting, proxy statement and proxy card are available at https://www.stagwellglobal.com/2023-annual-meeting-materials/

Please sign, date and mail your proxy card in the envelope provided as soon as possible.

Please detach along perforated line and mail in the envelope provided.

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THE BOARD OF DIRECTORS RECOMMENDS A VOTE "FOR" THE ELECTION OF DIRECTORS, "FOR" PROPOSALS 2, 3 AND 5 AND FOR "ONE YEAR" ON PROPOSAL 4. PLEASE SIGN, DATE AND RETURN PROMPTLY IN THE ENCLOSED ENVELOPE. PLEASE MARK YOUR VOTE IN BLUE OR BLACK INK AS SHOWN HERE [X]

1. Election of Directors:

[ ] FOR ALL NOMINEES

[ ] WITHHOLD AUTHORITY FOR ALL NOMINEES

[ ] FOR ALL EXCEPT (See instructions below)

NOMINEES:

- [ ] Charlene Barshefsky
[ ] Bradley J. Gross
[ ] Wade Oosterman
[ ] Mark J. Penn
[ ] Desirée Rogers
[ ] Eli Samaha
[ ] Irwin D. Simon
[ ] Rodney Slater
[ ] Brandt Vaughan

INSTRUCTIONS: To withhold authority to vote for any individual nominee(s), mark "FOR ALL EXCEPT" and fill in the circle next to each nominee you wish to withhold, as shown here: [ ]

To change the address on your account, please check the box at right and indicate your new address in the address space above. Please note that changes to the registered name(s) on the account may not be submitted via this method. [ ]

- 2. Approval of 2023 Employee Stock Purchase Plan. [ ] FOR [ ] AGAINST [ ] ABSTAIN
3. Approval, on an advisory basis, of 2022 compensation of our named executive officers. [ ] FOR [ ] AGAINST [ ] ABSTAIN
4. Advisory vote on frequency of future advisory votes on executive compensation. [ ] ONE YEAR [ ] TWO YEARS [ ] THREE YEARS [ ] ABSTAIN
5. Ratification of selection of PricewaterhouseCoopers LLP as independent registered public accounting firm for the fiscal year ending December 31, 2023. [ ] FOR [ ] AGAINST [ ] ABSTAIN

In their discretion, the proxies are authorized to vote upon such other business as may properly come before the Annual Meeting or any adjournment or postponement thereof. This proxy when properly executed will be voted as directed herein by the undersigned stockholder. If no direction is made, this proxy will be voted FOR ALL NOMINEES in Proposal 1, FOR Proposals 2, 3 and 5 and for ONE YEAR on Proposal 4.

MARK "X" HERE IF YOU PLAN TO ATTEND THE MEETING. [ ]

Signature of Stockholder [ ]

Date: [ ]

Signature of Stockholder [ ]

Date: [ ]

Note: Please sign exactly as your name or names appear on this Proxy. When shares are held jointly, each holder should sign. When signing as executor, administrator, attorney, trustee or guardian, please give full title as such. If the signer is a corporation, please sign full corporate name by duly authorized officer, giving full title as such. If signer is a partnership, please sign in partnership name by authorized person.

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**STAGWELL INC.**

**Proxy for Annual Meeting of Stockholders on June 14, 2023**

**Solicited on Behalf of the Board of Directors**

The undersigned hereby appoints Frank Lanuto and Jay Leveton, and each of them, with full power of substitution and power to act alone, as proxies to vote all the shares of Common Stock which the undersigned would be entitled to vote if personally present and acting at the Annual Meeting of Stockholders of Stagwell Inc., to be held June 14, 2023 at 11:30 a.m. at One World Trade Center, Floor 65 New York, NY 10007, and at any adjournments or postponements thereof, as follows:

**(Continued and to be signed on the reverse side)**