



STAGWELL

TRANSFORMING MARKETING

Q2 2023 *Financial Highlights*

WINNING RECORD NEW BUSINESS

\$75 million in net new business secured in Q2 2023

Record LTM new business of \$256 million
\$1.2 billion in pitches participated in YTD vs. \$1 billion in FY 2022

MANAGING COSTS

Proactive management of staffing levels & costs

\$48M of annualized staffing costs savings realized in the quarter
On track to realize \$30M of operational efficiencies by YE 2023

EXPANDING TECH CAPABILITIES

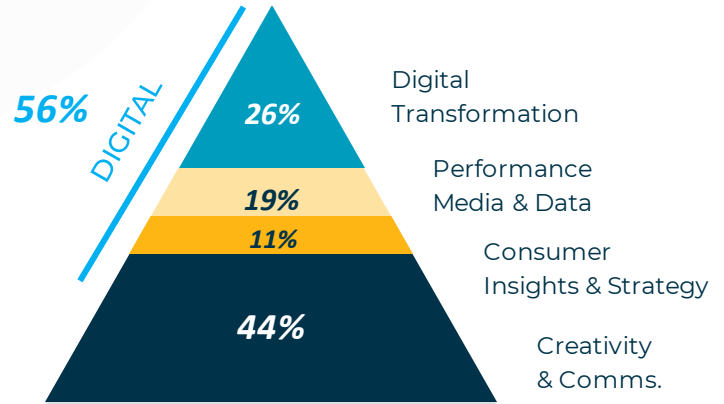
Q2 2023 Stagwell Marketing Cloud Group revenue in excess of \$48 million

4 new enterprise clients for PRophet, generative AI product for PR; 1000 trial users.
Harris Brand Platform has 130+ corporate clients
Strategic hiring to build out industry-leading salesforce.

Adjusting 2023 *Outlook*

0 - 2%	ORGANIC NET REVENUE GROWTH
\$410M - \$440M	ADJUSTED EBITDA
50 - 60%	FREE CASH FLOW CONVERSION
\$0.76 - \$0.85	ADJUSTED EPS

Q2 23 Net Revenue *by Principal Capability*



Q2 2023 *Strategic Moves*



Created and executed SPORT BEACH at world's largest advertising festival, convening athletes, brands, and agencies for discussion and dealmaking on the future of sport, fandom, and culture. Already generating multi-million dollar opportunities across the group.



Commercial push around Risk and Reputation Unit, our bipartisan advisory practice for C-Suite and boards on emerging political, social, and cultural issues ahead of 2024 Presidential Election.



Acquired Tinsel Experiential Design, marketing and design studio focused on immersive experiences, which has grown tenfold in the past three years.

For full financial results, reconciliations and definitions of Non-GAAP Financial Measures please refer to our Earnings Release dated August 8, 2023.