

Introduction to Stagwell

November 2023

Agenda for today

Stagwell Today

Our Brands

Stagwell Marketing Cloud

Our Commitment



A technology-based **marketing services company**

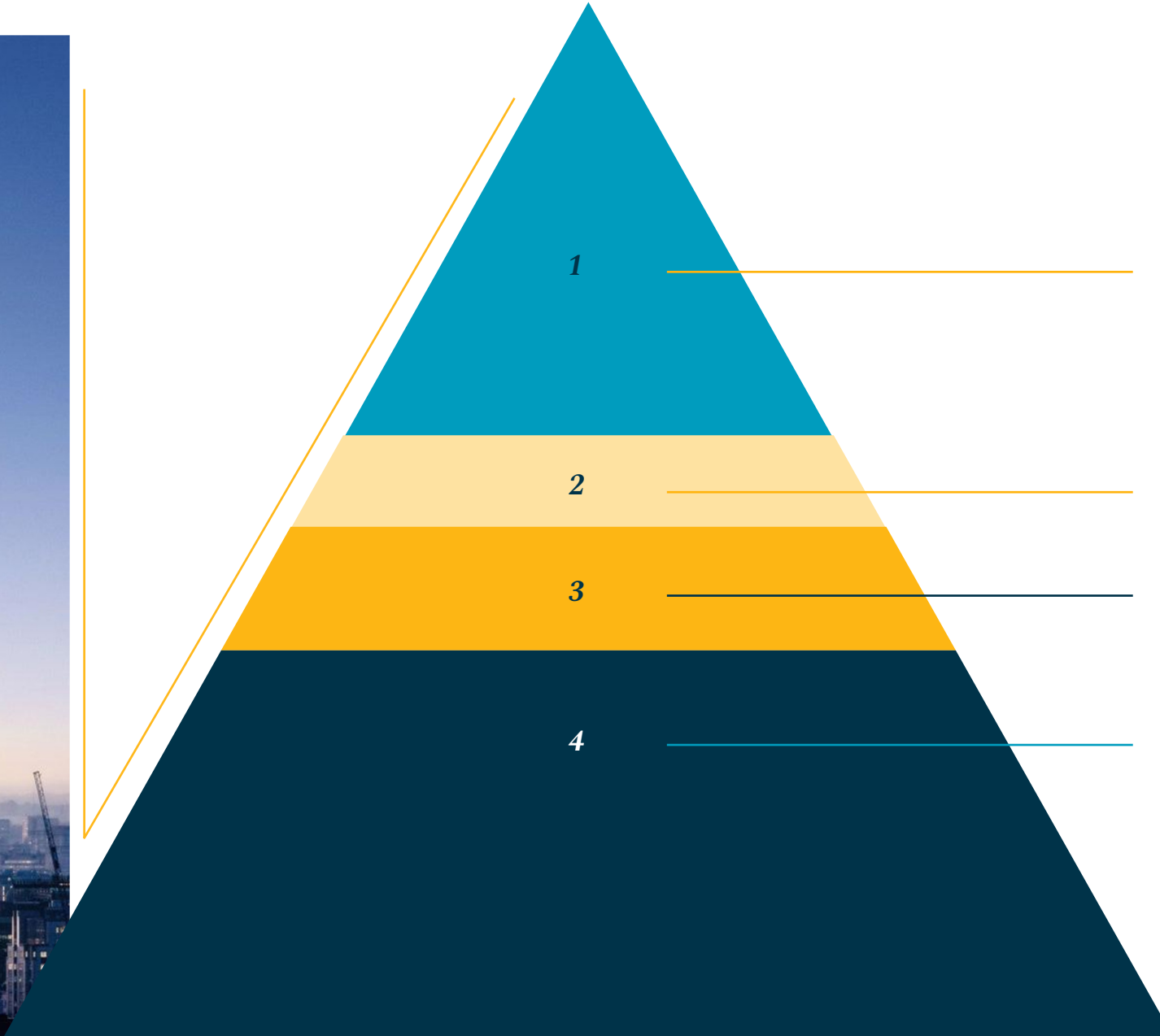
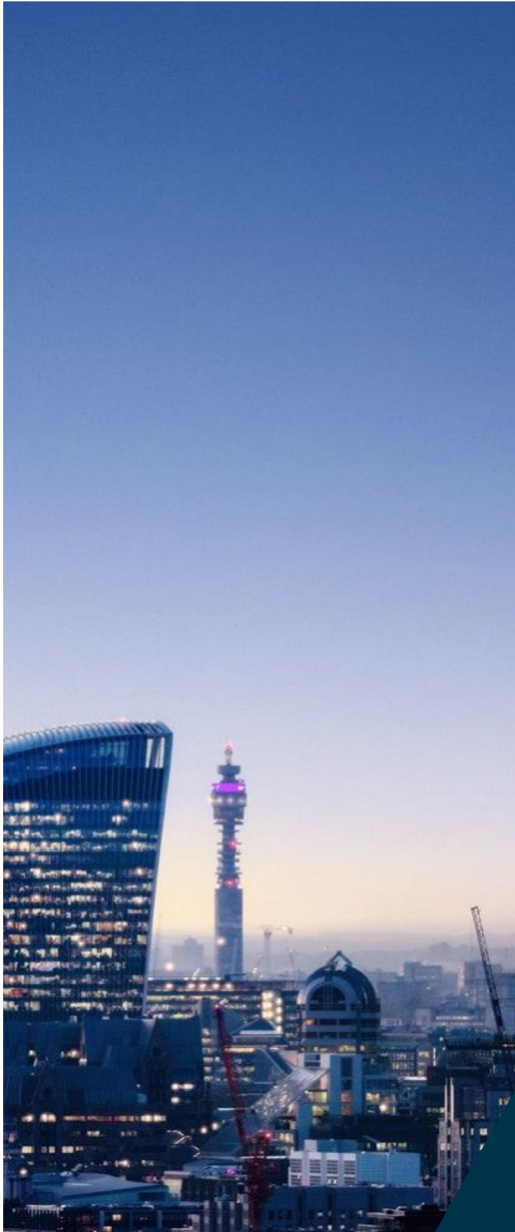
that can transform marketing through our unique
combination of creativity & digital services.

A person with dark, curly hair, wearing a dark winter jacket and pants, is walking away from the camera through a doorway. The doorway is framed by white shutters. Outside, it is a snowy landscape under a vibrant sunset sky with shades of orange, pink, and purple. The person is holding a small object in their right hand. The overall mood is serene and hopeful.

NOW STAGWELL IS BORN TO **TRANSFORM MARKETING**



Stagwell *Today*



Integrated Platform

FOR THE MODERN MARKETER

1

Digital Transformation
Building Digital Experiences for Clients

2

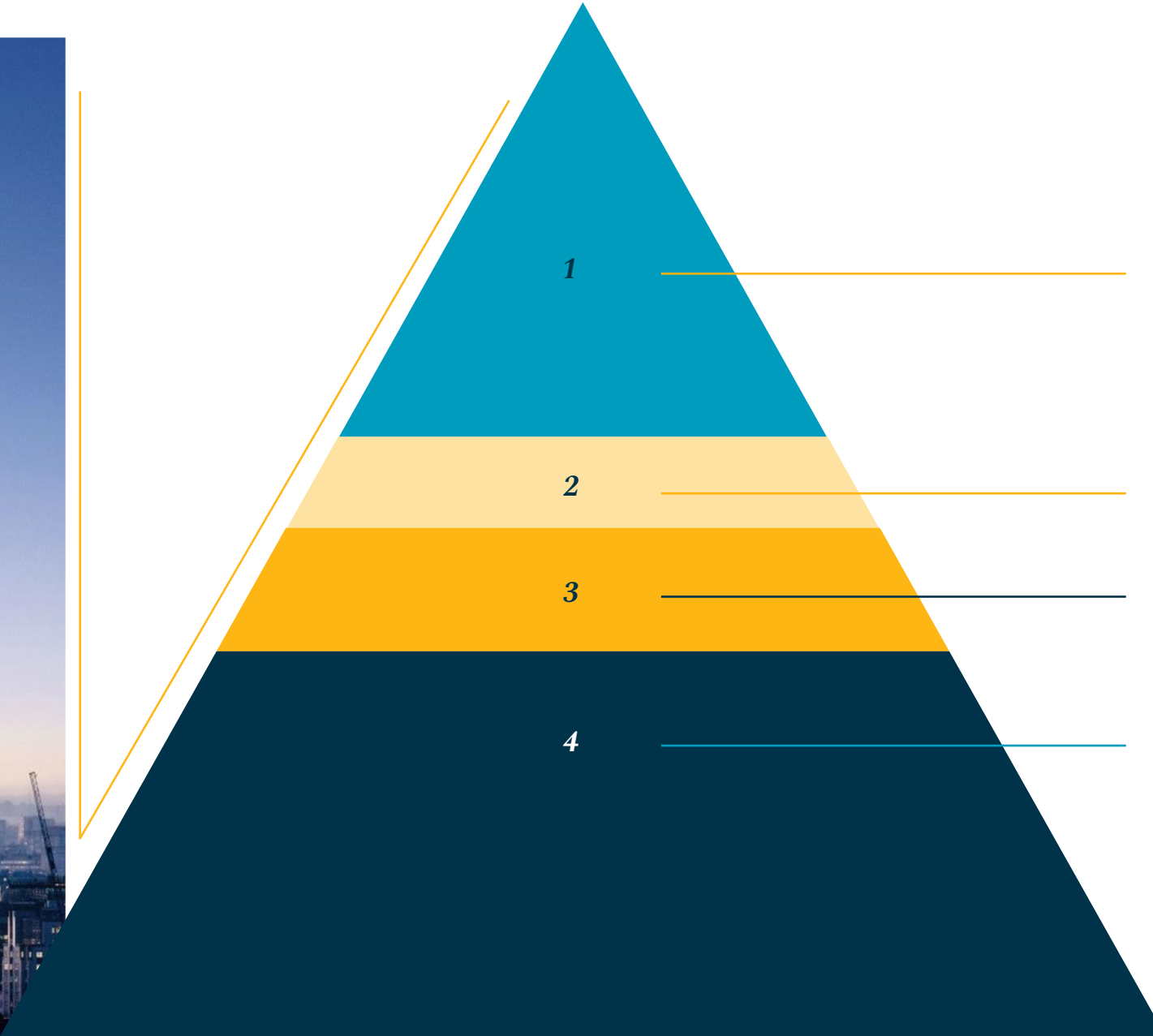
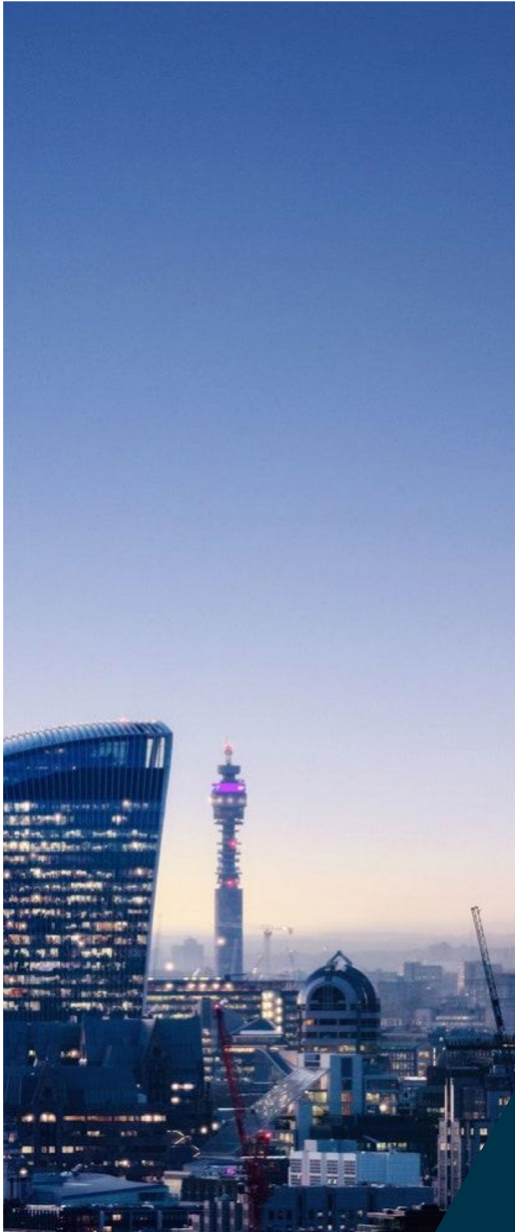
Performance Media & Data Capabilities
Addressable on a Global Scale

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

Digital Transformation

CODE AND THEORY **INSTRUMENT**

Performance Media & Data
Capabilities

 **GALE**

Rigorous Consumer Insights &
Strategy

 National Research Group  The Harris Poll 

Extremely Strong Creativity,
Communications & Strategy

 72andSunny  Anomaly **DONER**
Forsman&Bodenfors

STAGWELL AT A GLANCE

Network Stats

YEAR TRANSFORMED

2021

NUMBER OF AGENCIES

72

COUNTRIES WE OPERATE IN

34+

GLOBAL AFFILIATES

70+

GLOBAL HQ

NY

NUMBER OF TEAM MEMBERS

13,000+

ENGINEERS

1,250+

CLIENTS WE PARTNER WITH

4,000+

Partnering with the world's most ambitious brands

Google

Goldman Sachs

P&G

ABInBev

CHANEL

UNITED

amazon

DIAGEO



Meta

Microsoft

NETFLIX

Pfizer



Johnson & Johnson



J.P.Morgan

IHG
InterContinental
Hotels Group



Expedia



Our
Brands

Our Brands



72andSunny



ACTIVISTA



Allison

anomaly

ASSEMBLY

brand citizens

Brand New Galaxy

bruce mau design

CODE AND THEORY

colle mcvoy

ConcentricLife

Crispin Porter Bogusky®

DONER

DONER NORTH



EXPONENT

Forsman&Bodenfors

F&B Happy

GALE

Goodstuff+
media and some



The Harris Poll

harrisx

HUNTER:

Ink

INSTRUMENT

JEMINI

JASPER advisors

kenna



kwt GLOBAL

legend

Locaria

MONO

MULTIVIEW



OBSERVATORY

REDSOULT

rhythm.

SKDK

SLOANE & COMPANY

STAGWELL Marketing Cloud

STAGWELLTECH

STORYLINE STRATEGIES

Targeted Victory

team.

TINSEL EXPERIENTIAL DESIGN

trade partners

Veritas

Wolfgang

YAMAMOTO

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

72andSunny



ACE CONTENT



Anomaly

brand
citizens

bruce mau design

CODE AND THEORY

colle
mcvoy

ConcentricLife

CPB⁺

DONER

DONER NORTH

Forsman&Bodenfors

F&B Happy



INSTRUMENT

MONO

REDCOUT

YAMAMOTO

UNR

Wolfgang

OBSERVATORY
A STAGWELL & CAA COMPANY

Brand New
Galaxy

CODE AND THEORY

CPB⁺

GALE

Ink

JEMINI

kenna

kettle

LOCARIA

REDCOUT

rhythm.

STAGWELLTECH

Targeted Victory

ASSEMBLY

Brand New
Galaxy

EMERALD
RESEARCH
GROUP



GALE

Goodstuff
media and some

The Harris Poll

harrisx

MULTIVIEW

nrg

trade partners



Allison

Dyversity
communications

team

TINSEL
EXPERIENTIAL DESIGN

Veritas
break through.



F&B Happy

bruce mau design

REDCOUT

Allison

EXPONENT

HUNTER:

JASPER
advisors

kwt
GLOBAL

legend

SKDK

STORYLINE
STRATEGIES

SLOANE & COMPANY

Targeted Victory

Veritas
break through.

GLOBAL NETWORKED

Streamlined Network Structure

OPTIMISED FOR CLIENT SERVICE

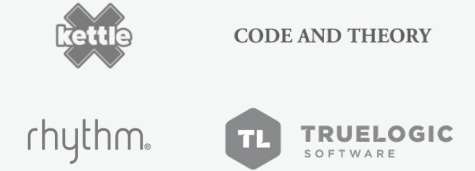
Setting out to become the most collaborative company in Marketing Services, our networks are connected teams from around the world made up of agencies with complementary capabilities.

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 Partners Network



Brand Performance Network



BRAND X PERFORMANCE

A STAGWELL NETWORK

Creative Consulting

GALE

Forsman&Bodenfors

Crispin Porter Bogusky®

OBSERVATORY



Omnichannel Media

+ASSEMBLY

Goodstuff+
media and some

Grason

Ink

Locaria

MULTIVIEW



Connected Commerce

Brand New
Galaxy

Quick Stats

2021

Year
Founded

60 / 20

Locations /
Countries

\$5B+

Media
Managed

30+%

YoY
Growth

NYC

Global
HQ

5,000+

People

\$700M

Revenue

150

Partnerships

Recognition

ASSEMBLY Ad Age Purpose Led Agency Of The Year

GALE Breakthrough Media Agency of the Year; Data & Analytics Agency of the Year; Ad Age A-List No. 5

GOODSTUFF Campaign Media Agency of the Year

MMI Cannes Lions 2021: Silver, Corporate Purpose & Social Responsibility, Olay

INK Communicator Awards Winner for Video Excellence: Best Film/Video

LOCARIA 2022 European Search Awards Finalist for Best Use of Content

BRAND NEW GALAXY Press Magazine's Growth Agency of the Year

FORSMAN & BODENFORS Cannes Lions 2022: 2 Sliver & 3 Bronze

OBSERVATORY The Drum Most Creative Agencies of the World #10; Cannes Lions 2022: 2 Sliver & 3 Bronze

CPB Ad Age Creative Agency of the Year, Four Times

VITRO Best In Show, 2 Gold Awards + 2 Silver Awards In The One Club For Creativity

MUTLIVIEW 1200+ Partnerships

Notable Brands



V O L V O



NETFLIX



Global Connectivity | ABILITY TO EXECUTE AROUND THE WORLD

NORTH AMERICA

Canada
USA
Mexico

ASIA PACIFIC

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

LATIN AMERICA

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

EUROPE

Austria
Belgium
Bulgaria
Italy
Latvia
Lithuania
Romania
Slovak Republic
Slovenia
Switzerland

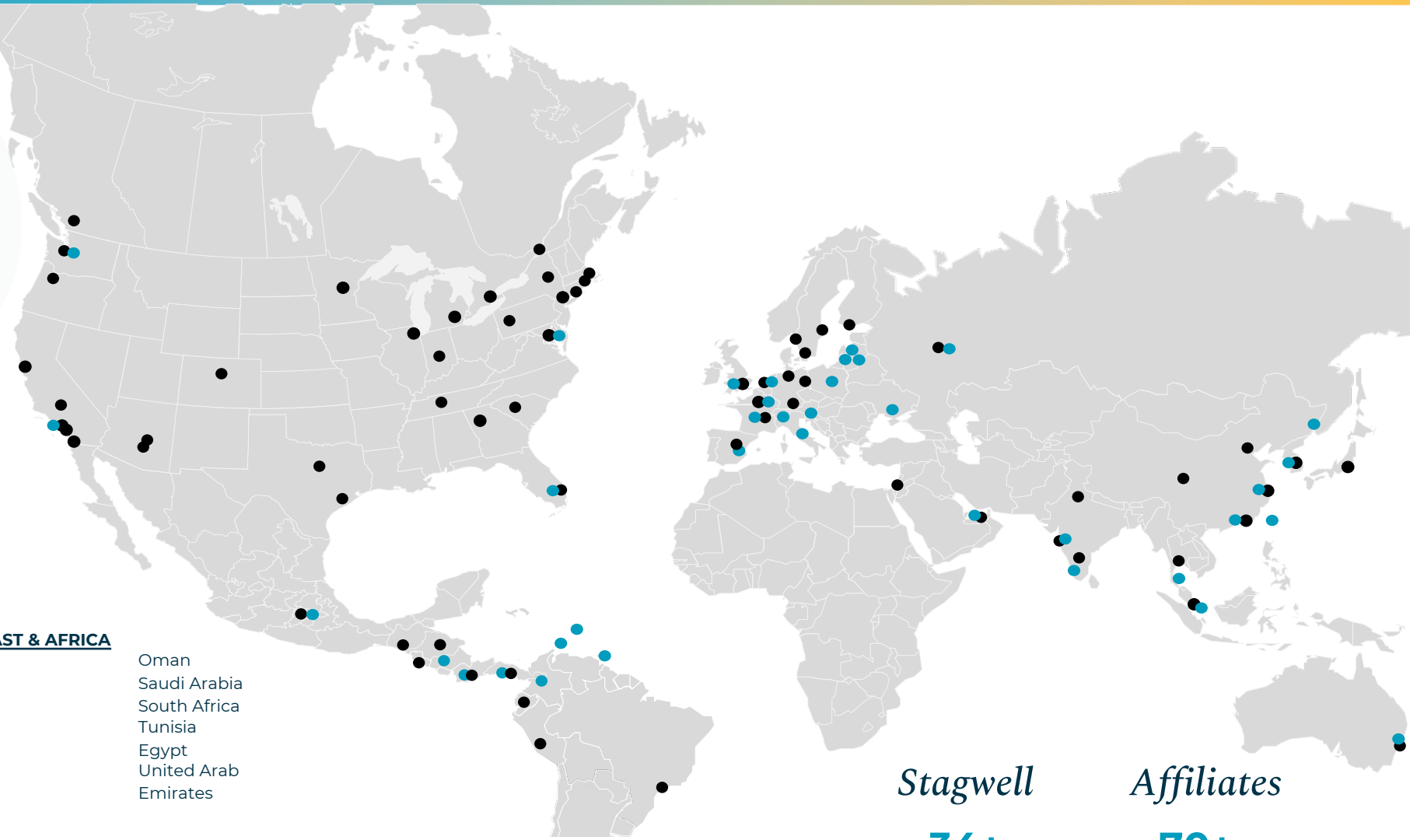
Turkey
Ukraine
France
Germany
Netherlands
Poland
Spain
Sweden
United Kingdom

MIDDLE EAST & AFRICA

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

Note: As of March 8, 2022

STAGWELL
TRANSFORMING MARKETING



| | <i>Stagwell</i> | <i>Affiliates</i> |
|-----------|-----------------|-------------------|
| COUNTRIES | 34+ | 70+ |
| EMPLOYEES | 13K+ | 21K+ |

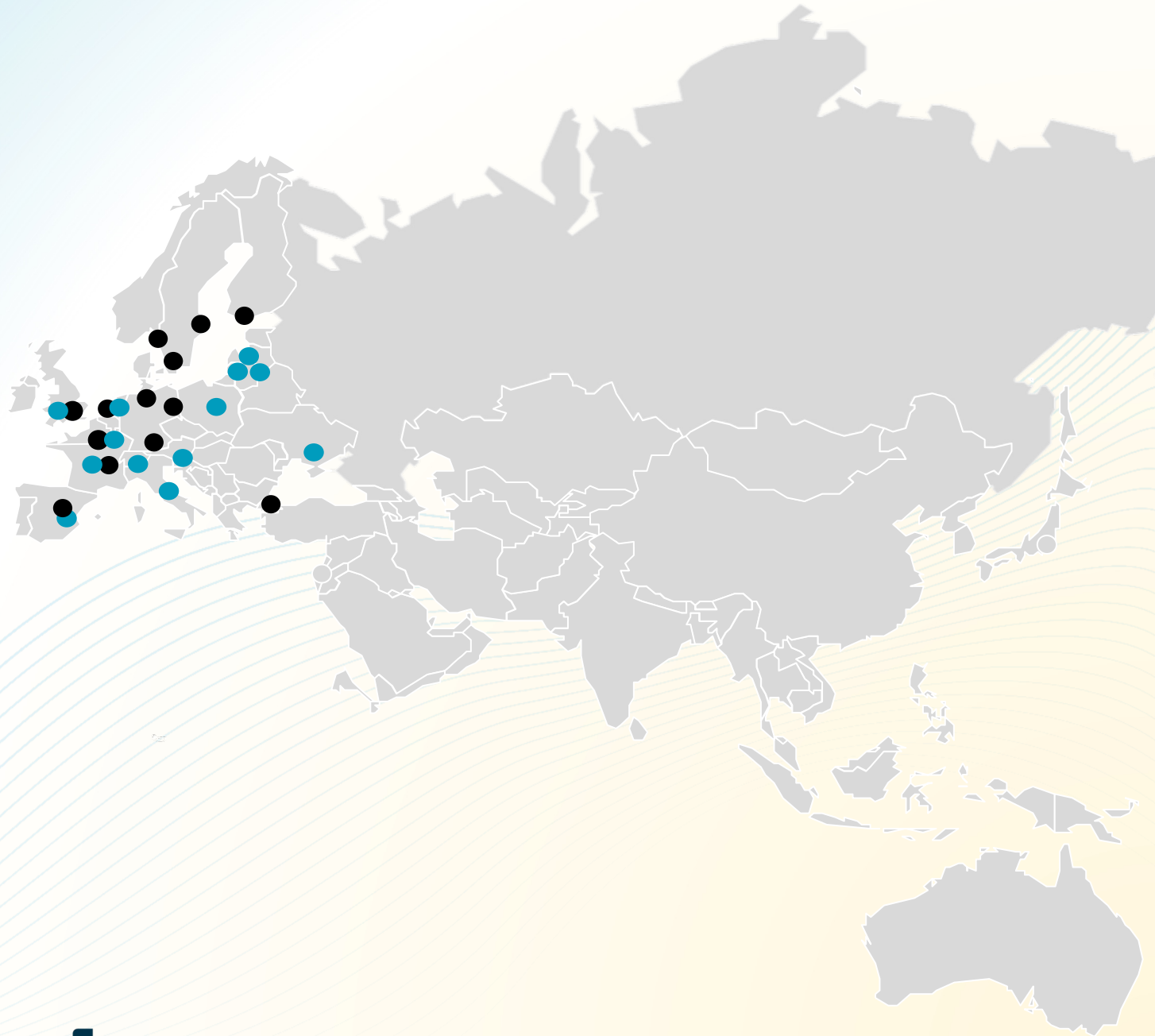
A Closer Look at Our European Collective

Countries

- Austria
- Belgium
- Bulgaria
- Italy
- Latvia
- Lithuania
- Romania
- Slovak Republic
- Sweden
- Slovenia

- Switzerland
- United Kingdom
- Turkey
- Ukraine
- France
- Germany
- Netherlands
- Poland
- Spain

- STAGWELL
- AFFILIATES



72andSunny

Allison

Anomaly

ASSEMBLY

Brand New
Galaxy

CODE AND THEORY

C

Crispin
Porter
Bogusky®

F&B Happy

GLOBAL
kwt

forsman &
bodenfors

GALE

Goodstuff+
media and some

HUNTER:

Locaria maru/

National
Research
Group

northstar

Ink

A Closer Look at Our APAC Collective



ASIA PACIFIC

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

| | | |
|--|---|---|
| Allison | EV NT CAPITAL | Locaria |
| ADMINER <small>A TRAPPER GROUP COMPANY</small> | flow | LAQSHYA <small>MEDIA GROUP</small> |
| Anomaly | 奕尚 eFASHION <small>CHINA</small> | LAQSHYA <small>AIRPORT MEDIA</small> |
| ASSEMBLY | forsman & bodenfors | LAQSHYA <small>ASSETS</small> |
| BMG <small>BRAND MEDIA GROUP</small> | GIMC | LAQSHYA <small>SOLUTIONS</small> |
| BK <small>BRAND KOLLECTION</small> | GROVE <small>COCONUTS MEDIA BRAND STUDIO</small> <small>COCONUTS BK DRINKS</small> | LAQSHYA <small>EXPERIENCE</small> |
| BUSH <small>COMMUNICATION</small> | HAKUHODO | Marketin |
| COCONUTS | HYPERLOCAL METRICS | METRIC DESIGN STUDIO |
| COCONUTS™ | INK | mmi <small>AGENCY</small> |
| DIGITALABS® | INVENTECH | SEARCHGURU® |
| ENORMOUS | KINGDOM DIGITAL | SERVICEPLAN |
| | | 72andSunny |
| | | 99IE |
| | | superdrive |
| | | SoiMilk <small>A Coconuts Media Publication</small> |
| | | SPARK |
| | | Talon <small>AMERICA</small> |



● STAGWELL
● AFFILIATES

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.

Our transformational work has Earned Accolades

147



20



372

CLIO

427



CANNES
LIONS

FASTCOMPANY

Instrument named **Most Innovative Company** for design in 2023.

YML honored as Innovation Design Company Of The Year 2022 alongside client Kaiser Permanente

WARC

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

AdAge

2023

GALE A-List #5
Agency Standout: Doner Partners Network

2022

Anomaly A-List #9
YML - Customer Experience AOY
Assembly - Purpose Led AOY
72andSunny, Doner Standout Agencies

2021

GALE Data and Analytics AOY



72andSunny's work with the NFL garnered 6 Sports Emmy's in 2020

ADWEEK

2023

GALE: Breakthrough Media Agency of the Year

2022

Anomaly: US Agency of the Year



CANNES
LIONS

Awarded first ever Creative Strategy Grand Prix in 2019 for Volvo's The EVA Initiative
Branded Entertainment Grand Prix, 2021 Tinder Swipe Night

The Industry Is Taking Note

Campaign Brief



2023
Medium
Agency of
the Year

2023 CB HOT LIST: 72ANDSUNNY NAMED CAMPAIGN BRIEF MEDIUM AGENCY OF THE YEAR

FEBRUARY 10 2023, 9:39 AM | BY LYNCHY | 2 Comments

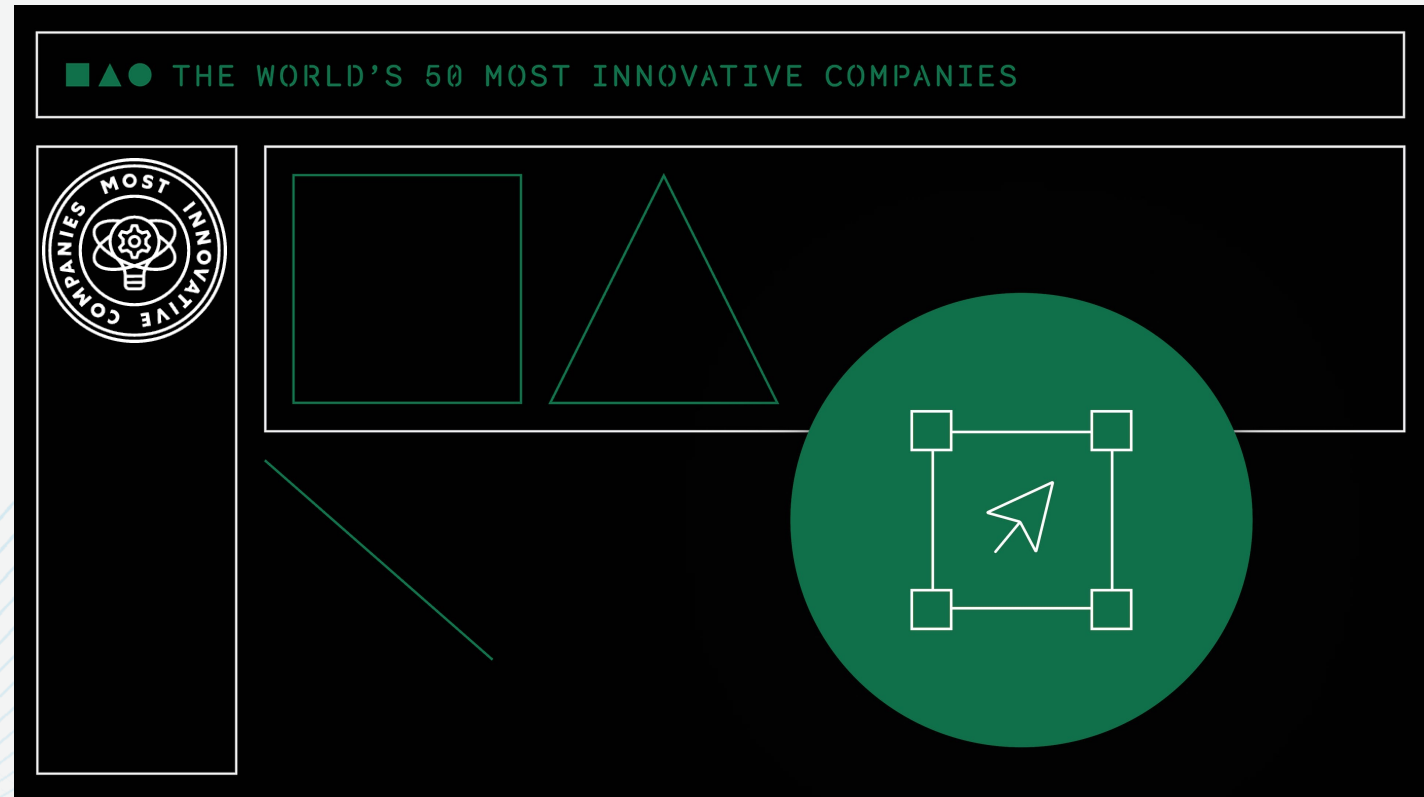
CB 2023 **HOT** **LIST**

The Industry Is Taking Note

FASTCOMPANY

INSTRUMENT

Most
innovative
company for
design



The Industry Is Taking Note

AdAge

GALE

2023
A-List #5

DONER

2023
Agency Standout

HOW STAGWELL'S GALE DOUBLED BUSINESS TWO YEARS IN A ROW

The agency is No. 5 on Ad Age's 2023 Agency A-List

By [Jack Neff](#). Published on March 13, 2023.



DONER PARTNERS NETWORK PROVES THE EFFECTIVENESS OF ITS MODEL IN ITS SECOND YEAR

The agency is a Standout on Ad Age's 2023 Agency A-List

By [Brian Bonilla](#). Published on March 13, 2023.



The Industry Is Taking Note

ADWEEK

GALE

2023
Breakthrough
Media Agency of
the Year

Anomaly

2022
US Agency of the
Year

ADWEEK

AGENCY OF THE YEAR

Anomaly Is Adweek's 2022 US Agency of the Year

Though selective in taking on new work, the shop is mastering convergence




ADWEEK

MEDIA AGENCY OF THE YEAR

Breakthrough Media Agency of the Year Gale Deftly Blends Data, Creativity and Velocity

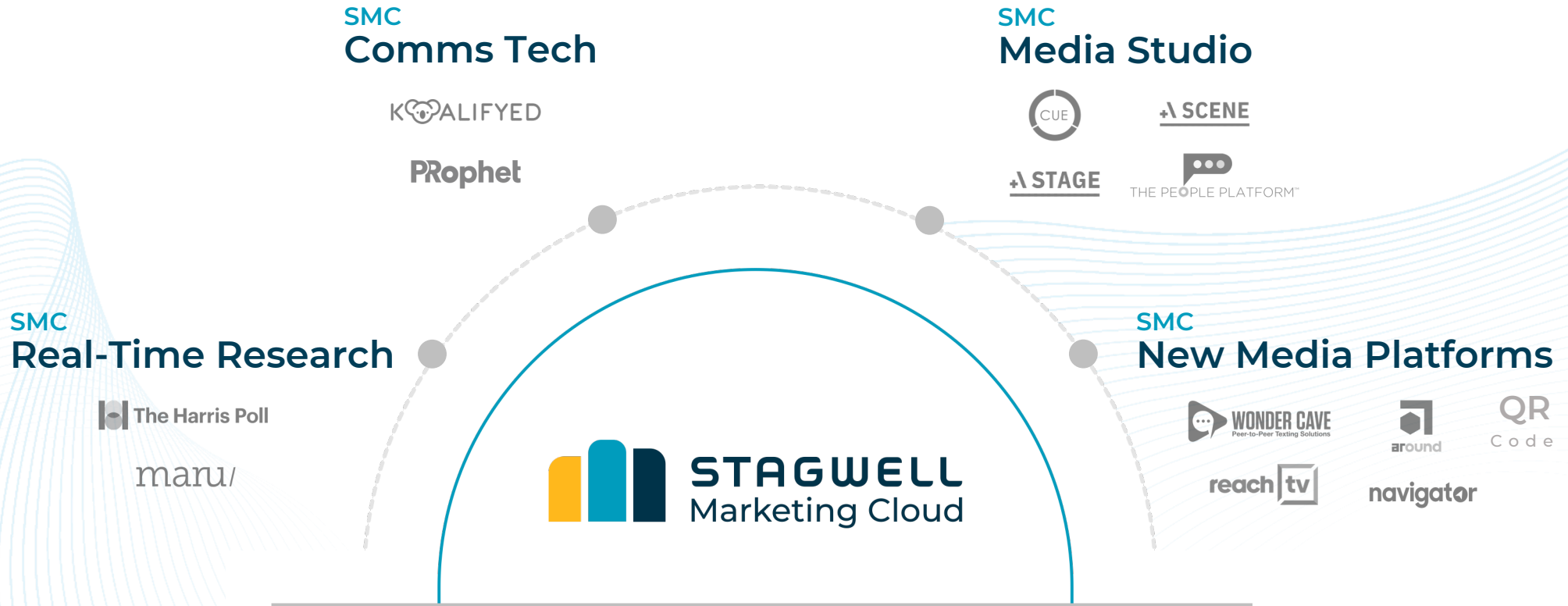
The Stagwell shop's media arm puts its consulting work into practice





Stagwell
Marketing Cloud

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



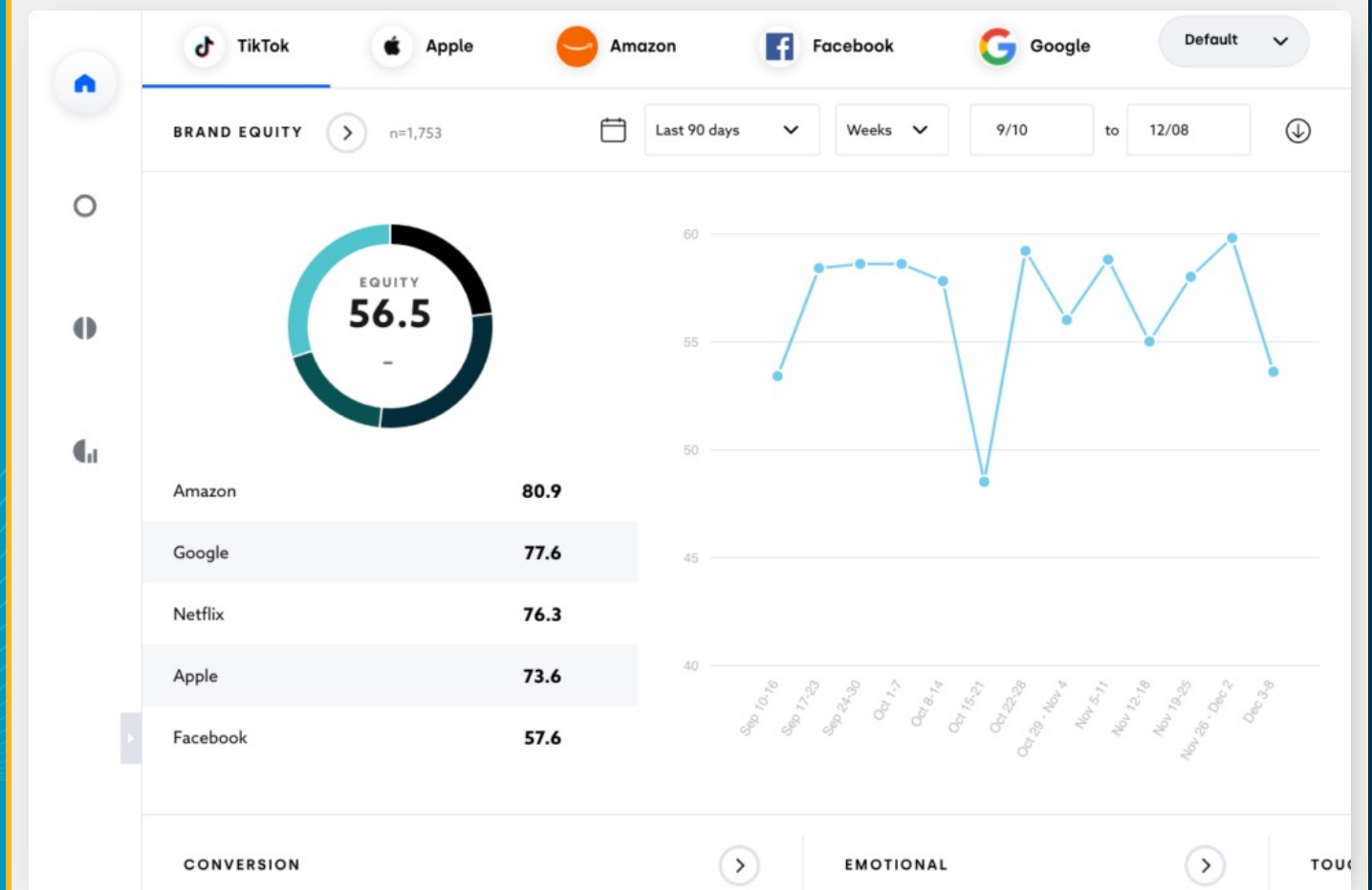


REAL-TIME INSIGHTS

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 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 v1' and shows a user profile for 'Taylor' with a 'Generate Your Pitch' button. A dropdown menu is set to 'Persuasive' and a 'Regenerate' button is visible. The interface is split into two columns: 'Pitch' and 'Social'. The 'Pitch' column has 'Original Content' selected and displays the following text:
McDonald's Smoky BLT Quarter Pounder with Cheese and OREO Fudge McFlurry® Are the "It" Pair of the Season

The newest items make it official Nov. 21 at participating restaurants nationwide

Smoky meets sweet; bacon meets chocolate. McDonald's USA's newest duo taking on menus coast to coast – the Smoky BLT Quarter Pounder with Cheese and OREO® Fudge McFlurry – is the unexpected yet delicious match pairing up just in time for cuffing season.

The two new menu items will be available nationwide beginning Nov. 21. And while they're only here for a limited time (while supplies last) - they're definitely here for a good time. Customers can order both items in restaurants, on the McDonald's App, or via McDelivery* to experience love at first bite.

The 'Social' column has 'Generated Content' selected and displays:
Smoky Meets Sweet: Enjoy McDonald's New Limited Time Offerings

Treat Yourself to the Smoky BLT Quarter Pounder with Cheese and OREO Fudge McFlurry, Available Starting Nov. 21

McDonald's newest duo is here to make this season a little more delicious. The Smoky BLT Quarter Pounder with Cheese and OREO® Fudge McFlurry are the perfect pair for those looking to indulge in something special.

This limited-time offer will be available nationwide beginning Nov. 21, so don't miss out on your chance to experience love at first bite! Whether you're ordering in restaurants, via the McDonald's App or through McDelivery*, these two items are sure to satisfy all of your cravings.

The Smoky BLT Quarter Pounder with Cheese features a quarter pound beef patty topped with smoky bacon, white cheddar cheese, crisp lettuce and tomato slices - all sandwiched between a sesame seed bun. Meanwhile, the OREO® Fudge McFlurry combines creamy vanilla soft serve ice cream swirled together with crunchy pieces of Oreo cookie and fudge topping for an indulgent treat that can't be beat!



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



DIGIDAY

NEWS • DIGIDAY+ • PODCASTS • EVENTS • AWARDS

BEYOND ADS

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

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



Forbes

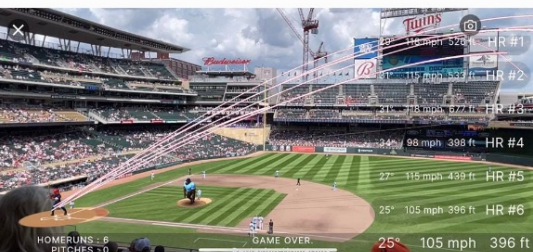
Minnesota Twins Launch First Shared AR For Live Sports App That Opens Door To Sponsorship Land Grab

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

Follow

0 Aug 23, 2022, 11:36am EDT

Listen to article 6 minutes



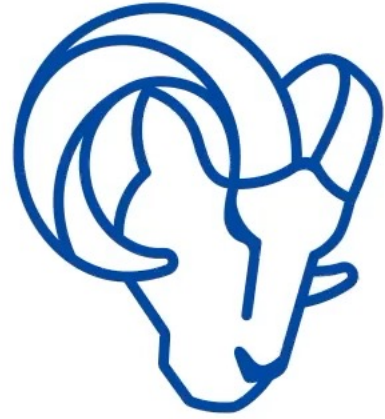
FAST COMPANY

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

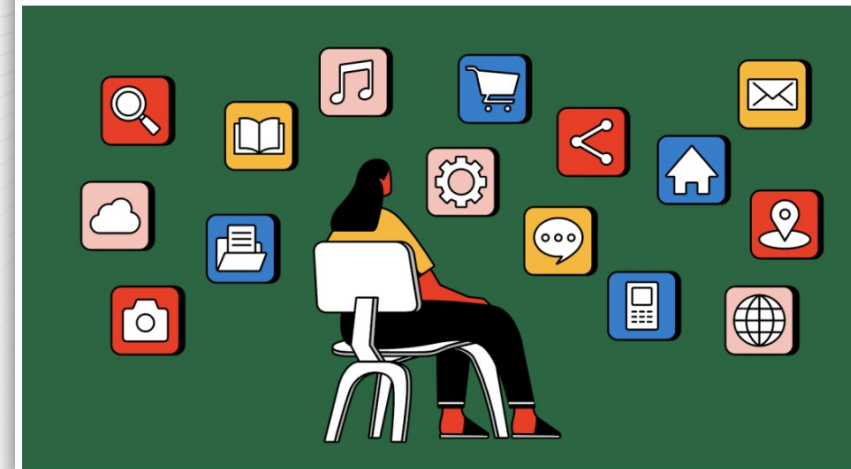
 **STAGWELL**
TRANSFORMING MARKETING

☰ **DIGIDAY** SUBSCRIBE | LOGIN

Stagwell awards \$1M in funding to AI platform Smart Assets to optimize media execution

April 11, 2023 • 3 min read • By [Antoinette Siu](#)





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.

Corporate Social Responsibility

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.

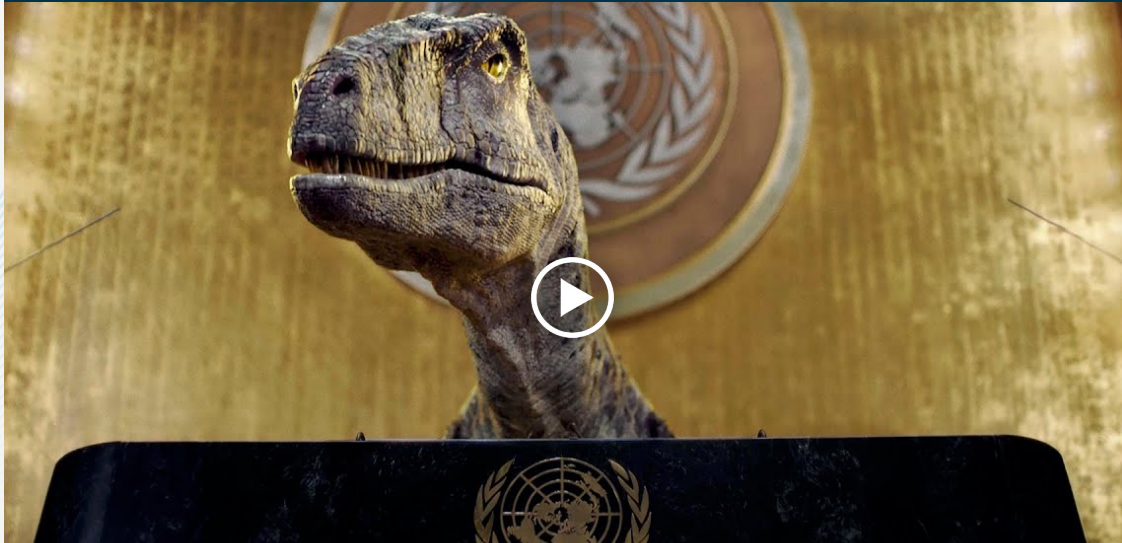
- In 2020 Stagwell consolidated the majority of our agency headquarters to nine floors at One World Trade Center.
- The tallest building in the western hemisphere to be awarded a Leadership in Energy and Environmental Design (LEED) gold certification in recognition of the way it addresses energy savings, 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!*

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.

H & M



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.

Thank You!

Robyn Freye

SVP, Chief Growth Officer – North America

Robyn.Freye@stagwellglobal.com