



AN INTRODUCTION

NOVEMBER 2023



A TECHNOLOGY-BASED MARKETING SERVICES COMPANY

transforming marketing for the modern marketer





STAGWELL AT A GLANCE

OUR 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

salesforce

Johnson & Johnson



J.P.Morgan

IHG
InterContinental
Hotels Group



Expedia



INNOVATION AT OUR CORE.

We specialize in bringing new modernity and relevance to brands new and old, large and small. We drive category-leading results across practices, industries, and mediums.

Our agencies have been referred to as:

- + "One of the most innovative companies in Silicon Valley" - WSJ
- + "Fast Company's best design company"
- + "World's Most Innovative Companies" (for 4 years and counting)



**INNOVATION
BY
DESIGN**



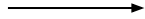
WARC





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

EUROPE

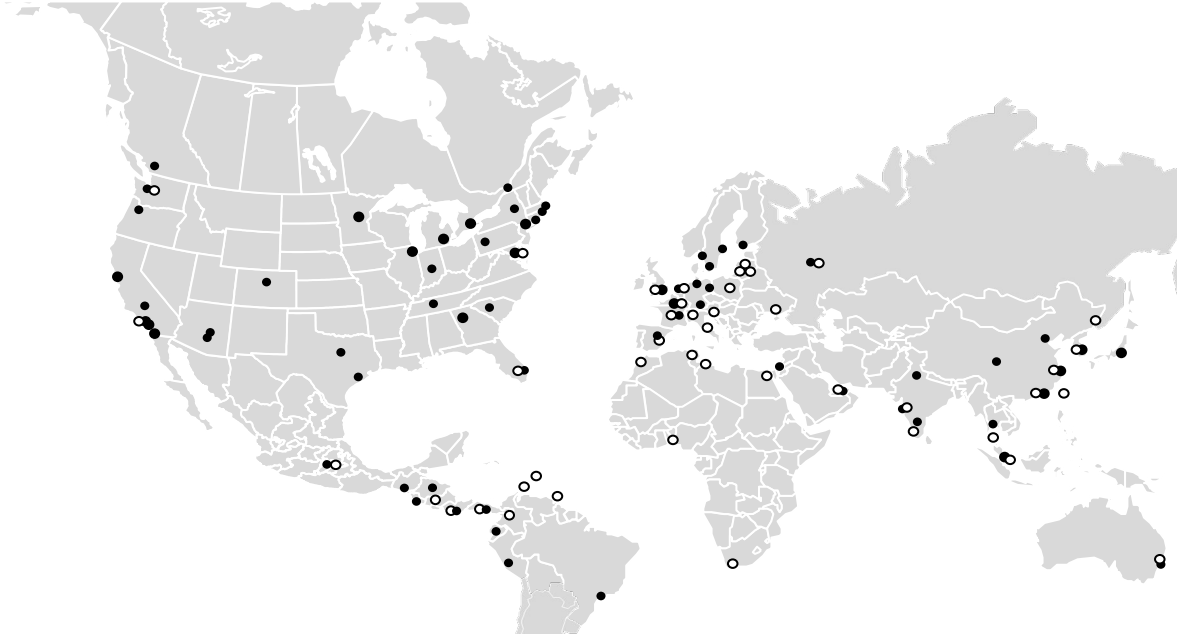
Austria
Belgium
Bulgaria
Italy
Latvia
Lithuania
Romania
Slovak Republic
Slovenia
Switzerland

LATIN AMERICA

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

MIDDLE EAST & AFRICA

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



STAGWELL AFFILIATES

COUNTRIES	34+	70+
EMPLOYEES	13K+	21K+



OUR BRANDS

72andSunny



ACTIVISTA

ALLISON+ PARTNERS

anomaly

ASSEMBLY

brand citizens

Brand New Galaxy

bruce mau design

CODE AND THEORY

colle mcvooy

ConcentricLife

Crispin Porter Bogusky®

DONER

DONER NORTH

Dyversity communications

EMERALD RESEARCH GROUP



EXPONENT

Forsman&Bodenfors

F&B Happy

G A L E

Goodstuff media and some

The Harris Poll

harrisx



HUNTER:



Ink

INSTRUMENT

JASPER advisors

kenna



GLOBAL kwt

legend



MONO

MULTIVIEW



OBSERVATORY

REDESCOUT

rhythm.

SKDK

SLOANE & COMPANY

STAGWELLTECH

STORYLINE STRATEGIES

Targeted Victory

team.

trade partners

Veritas

VITRO

Wolfgang

YAMAMOTO

YML



WE ARE FOR AMBITIOUS BUSINESS
LEADERS LOOKING TO REINVENT
THEIR BRANDS FOR A NEW WORLD.

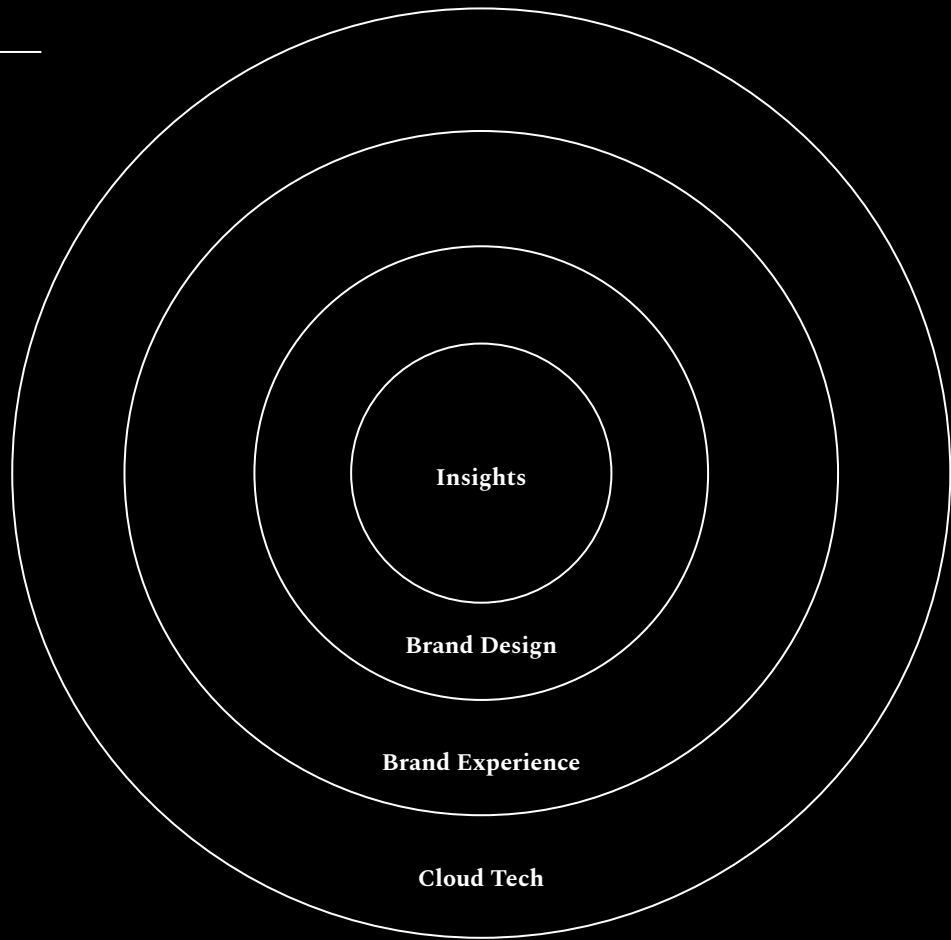


WE ARE THE PARTNER NETWORK BUILT TO NAVIGATE A MODERN MARKETING LANDSCAPE.

Because *brands are now defined by what they do, not what they say*, they must create and spark brand experiences both individually and universally.

Personal experiences. Relevant experiences. Useful experiences. Shareable experiences

It requires **Data + Tech + Creativity** working in harmony.



INTEGRATED PLATFORM

FOR THE MODERN MARKETER

Insights

Rigorous consumer research, measurement & tracking around the world, around the clock

Brand Design

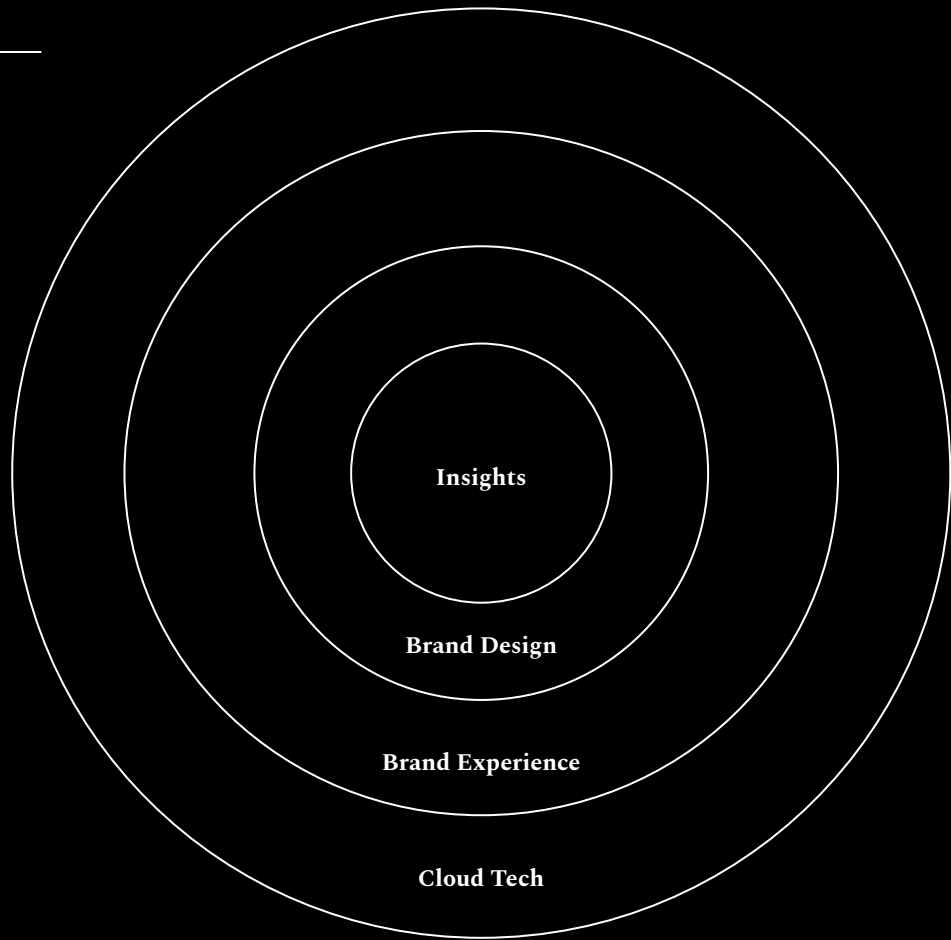
Insight-driven creativity, designing a brand's essence and expressing its purpose, products, and proposition to the world

Brand Experience

Platform, Paid, Owned, and Earned design and activation mapped to a measurable connected consumer journey

Cloud Tech

Our fortifying tools, operating systems, and enablers that bring smarter ways of working to clients and our agencies



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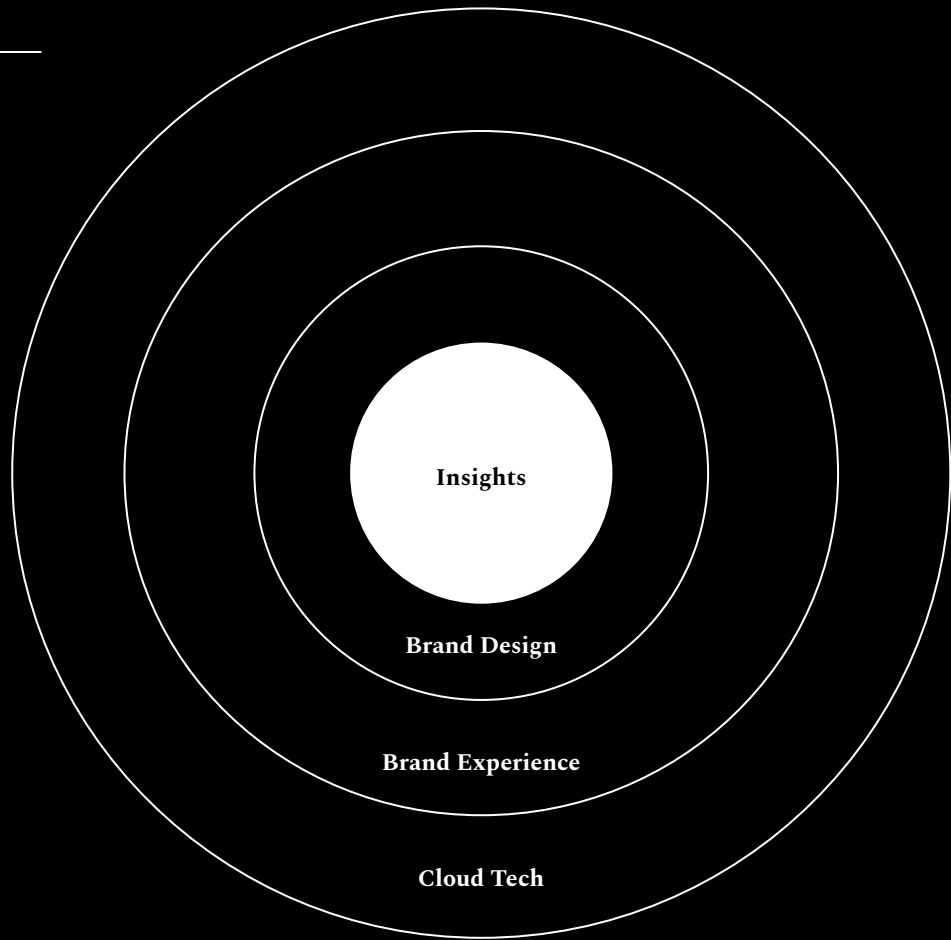
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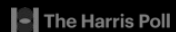
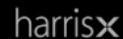


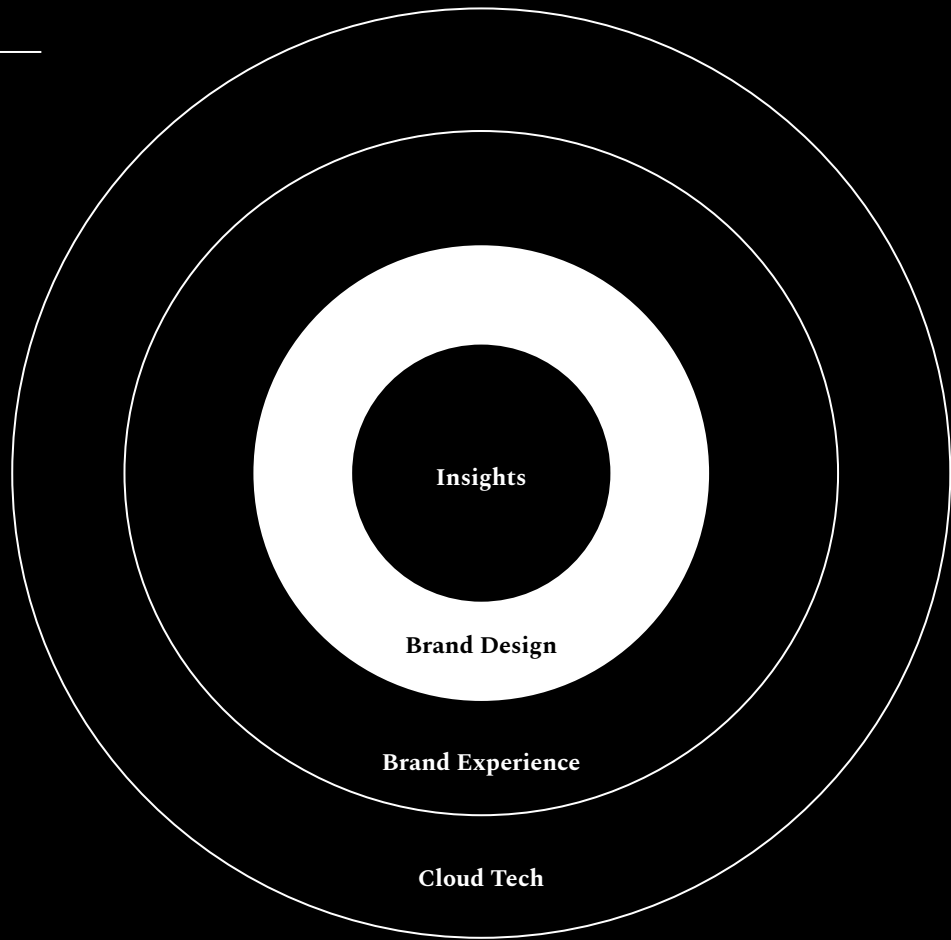
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Forsman&Bodenfors

DONER

CPB⁺

F&B Happy

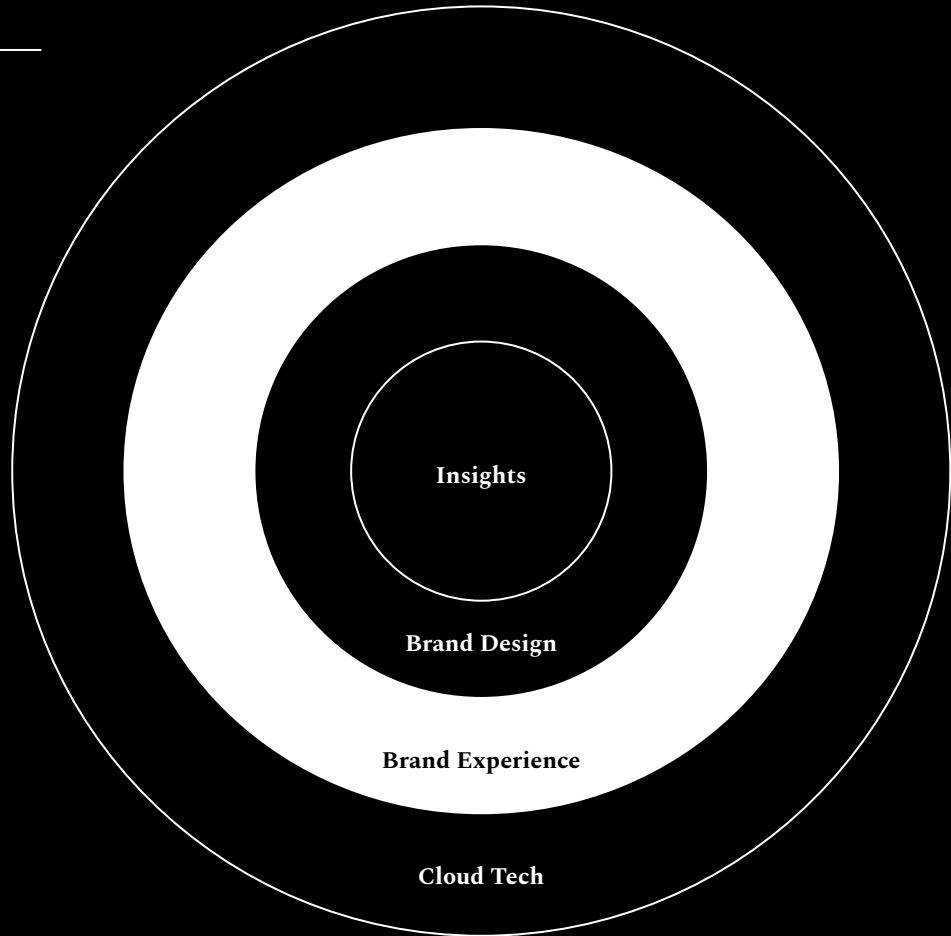
colle
mcvoy

MONO

brand
citizens

OBSERVATORY
A STAGWELL & C&A COMPANY

Wolfgang



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FOR THE MODERN MARKETER

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Platform, Paid, Owned, and Earned design and activation mapped to a measurable connected consumer journey

ASSEMBLY

Brand New
Galaxy

GALE

**ALLISON+
PARTNERS**

GLOBAL
kwt

HUNTER:



LOCARIA

YAMAMOTO

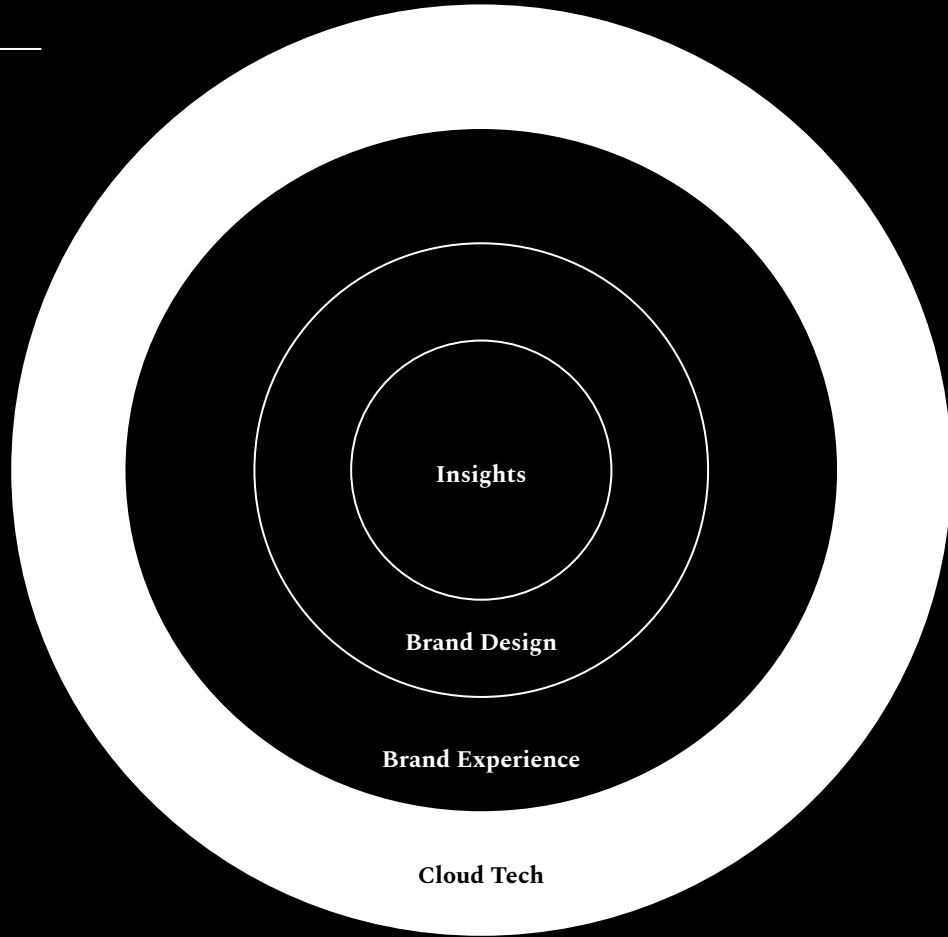
rhythm.

SKDK

Veritas
break through.

SLOANE & COMPANY

CODE AND THEORY

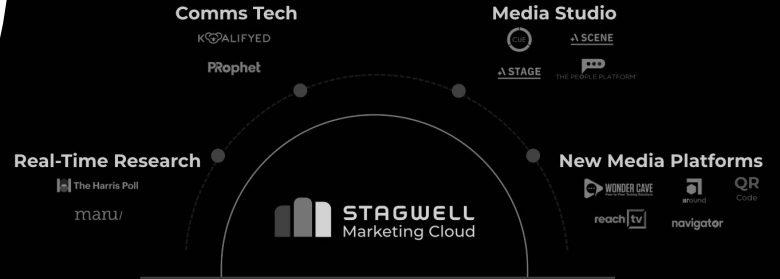


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THANK YOU.