



STAGWELL

TRANSFORMING MARKETING

Fourth Quarter and Full Year 2023

EARNINGS PRESENTATION

FEBRUARY 27 | 2024

FORWARD LOOKING STATEMENTS & OTHER INFORMATION

This document 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 in this document that are not historical facts, including, statements about the Company's beliefs and expectations, future financial performance 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 document 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.

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;*
- *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. (the "Transactions") and other completed, pending, or contemplated acquisitions;*
- *adverse tax consequences in connection with 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, terrorist activities and natural disasters;*
- *stock price volatility; and*
- *foreign currency fluctuations.*

Investors should carefully consider these risk factors, other risk factors described herein, and the additional risk factors outlined in more detail in our 2022 Form 10-K, filed with the Securities and Exchange Commission (the "SEC") on March 6, 2023, and accessible on the SEC's website at www.sec.gov, under the caption "Risk Factors," and in the Company's other SEC filings.

DEFINITIONS OF NON-GAAP FINANCIAL MEASURES

In addition to its reported results, Stagwell Inc. has included in this earnings presentation certain financial results that the Securities and Exchange Commission (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:

Pro Forma Results: The Pro Forma amounts presented for each period were prepared by combining the historical standalone statements of operations for each of legacy MDC and SMG. The unaudited pro forma results are provided for illustrative purposes only and do not purport to represent what the actual consolidated results of operations or consolidated financial condition would have been had the combination actually occurred on the date indicated, 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. The Company has excluded a quantitative reconciliation of Adjusted Pro Forma EBITDA to net income under the "unreasonable efforts" exception in Item 10(e)(1)(i)(B) of Regulation S-K.

- 1) Organic Revenue: "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 partner firms that the Company has held throughout each of the comparable periods presented, and (b) "non-GAAP acquisitions (dispositions), net". Non-GAAP acquisitions (dispositions), net 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 same 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) Net New Business: Estimate of annualized revenue for new wins less annualized revenue for losses incurred in the period.*
- 3) Adjusted EBITDA: defined as Net income excluding non-operating income or expense to achieve operating income, plus depreciation and amortization, stock-based compensation, deferred acquisition consideration adjustments, and other items. Other items include restructuring costs, acquisition-related expenses, and nonrecurring items.*
- 4) Adjusted Diluted EPS is defined as (i) Net income (loss) attributable to Stagwell Inc. common shareholders, plus net income attributable to Class C shareholders, excluding amortization expense, impairment and other losses, stock-based compensation, deferred acquisition consideration adjustments, discrete tax items, and other items, divided by (ii) (a) the per weighted average number of common shares outstanding plus (b) the weighted average number of Class C shares outstanding (if dilutive). Other items includes restructuring costs, acquisition-related expenses, and non-recurring items, and subject to the anti-dilution rules.*
- 5) Free Cash Flow: defined as Adjusted EBITDA less capital expenditures, change in net working capital, cash taxes, interest, and distributions to minority interests, but excludes contingent M&A payments.*
- 6) Financial Guidance: The Company provides guidance on a non-GAAP basis as it cannot predict certain elements which are included in reported GAAP results.*

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

FINANCIAL *Outlook*

Full-Year 2024 Outlook

5% - 7%

Organic Net Revenue Growth

4% - 5%

Organic Net Revenue Growth ex. Advocacy

\$400M - \$450M

Adjusted EBITDA

~ 50%

EBITDA Conversion on Free Cash Flow

\$0.75 - \$0.88

In Adjusted Earnings Per Share

FULL YEAR 2023 HIGHLIGHTS

NET REVENUE: \$2,147M | NET LEVERAGE RATIO: 2.89x | ADJ. EBITDA: \$360M

Growing CUSTOMER BASE

More than \$270 million in net new business secured in FY23

\$65 million of net new business wins in Q423

\$1.2 billion of pitches participated in as industry recognition grows

Top 100 clients grew net revenue 7% year-over-year.

Optimizing OUR PORTFOLIO

**Acquired 4 leading digital transformation and creative firms:
Left Field Labs, Movers & Shakers, In the Company of Huskies,
and Tinsel Experiential Design**

Divested ConcentricLife to Accenture for \$245M,

Continuing to evaluate options for acquisitions and divestments
to grow global footprint and digital capabilities

Managing COSTS

**Realized promised \$30M of operational
efficiencies announced at merger**

\$98 million of annualized staff cost savings actioned

Making progress to realize \$35M of additional operational
efficiencies announced earlier in FY23

Executing GLOBAL STRATEGY

International net revenue grew 13% in FY23.

Performance led by strong growth in EMEA of 17%,

Stagwell Europe regional headquarters in London launched,
connecting 750 of 1900 regional employees

Global affiliate program has grown to over 70+ partners worldwide,
extending operational reach to over 98 countries

Q1 2024 acquisitions of What's Next Partners and Sidekick extend European footprint

SUMMARY COMBINED FINANCIALS

	<i>Three Months Ended Dec 31,</i>		<i>Twelve Months Ended Dec 31,</i>	
<i>\$ in Thousands</i>	2023	2022	2023	2022
Net Revenue	\$ 551,066	\$ 583,446	\$ 2,146,652	\$ 2,222,153
Billable Costs	103,829	124,739	380,525	465,639
Revenue	\$ 654,895	\$ 708,185	\$ 2,527,177	\$ 2,687,792
Billable Costs	103,829	124,739	380,525	465,639
Staff costs	354,523	354,200	1,389,168	1,394,317
Administrative costs	62,934	71,614	259,780	254,973
Unbillable and other costs, net	38,629	34,337	137,565	121,745
Adjusted EBITDA	\$ 94,980	\$ 123,295	\$ 360,139	\$ 451,118
Stock-based compensation	22,564	(258)	57,179	33,152
Depreciation and amortization	35,036	35,631	142,831	131,273
Deferred acquisition consideration	2,179	1,015	13,060	(13,405)
Impairment and other losses	833	94,145	11,395	122,179
Other items, net	15,078	6,579	45,147	18,691
Operating income (loss)	\$ 19,290	\$ (13,817)	\$ 90,527	\$ 159,228
<i>Adjusted EBITDA margin (on net revenue)</i>	17.2%	21.1%	16.8%	20.3%

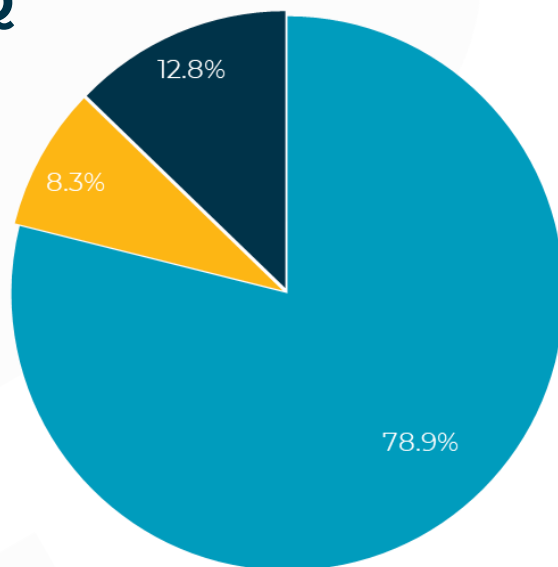
4Q23 NET REVENUE

	<i>Three Months Ended Dec 31, 2023</i>		<i>Twelve Months Ended Dec 31, 2023</i>	
<i>\$ in Thousands</i>	Net Revenue	Change	Net Revenue	Change
Dec 31, 2022	\$ 583,447		\$ 2,222,153	
Organic revenue	(38,977)	(6.7%)	(130,667)	(5.9%)
Acquisitions (divestitures), net	2,447	0.4%	57,107	2.6%
Foreign currency	4,149	0.7%	(1,941)	(0.1%)
Total Change	\$ (32,381)	(5.5%)	\$ (75,502)	(3.4%)
Dec 31, 2023	\$ 551,066		\$ 2,146,652	

NET REVENUE BY GEOGRAPHY

% OF NET
REVENUE

4Q



Organic Growth Y/Y

Geography	4Q23	FY23
United States	(7.8)%	(7.6)%
United Kingdom	13.9%	9.4%
Other	(10.5)%	(2.2)%
TOTAL	(6.7)%	(5.9)%
TOTAL EX-ADVOCACY	(5.4)%	(4.4)%

GLOBAL NETWORK

Stagwell's 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

Latin America

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

Middle East & Africa

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

Asia Pacific

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

Stagwell +Affiliates

COUNTRIES

34+

75+

EMPLOYEES

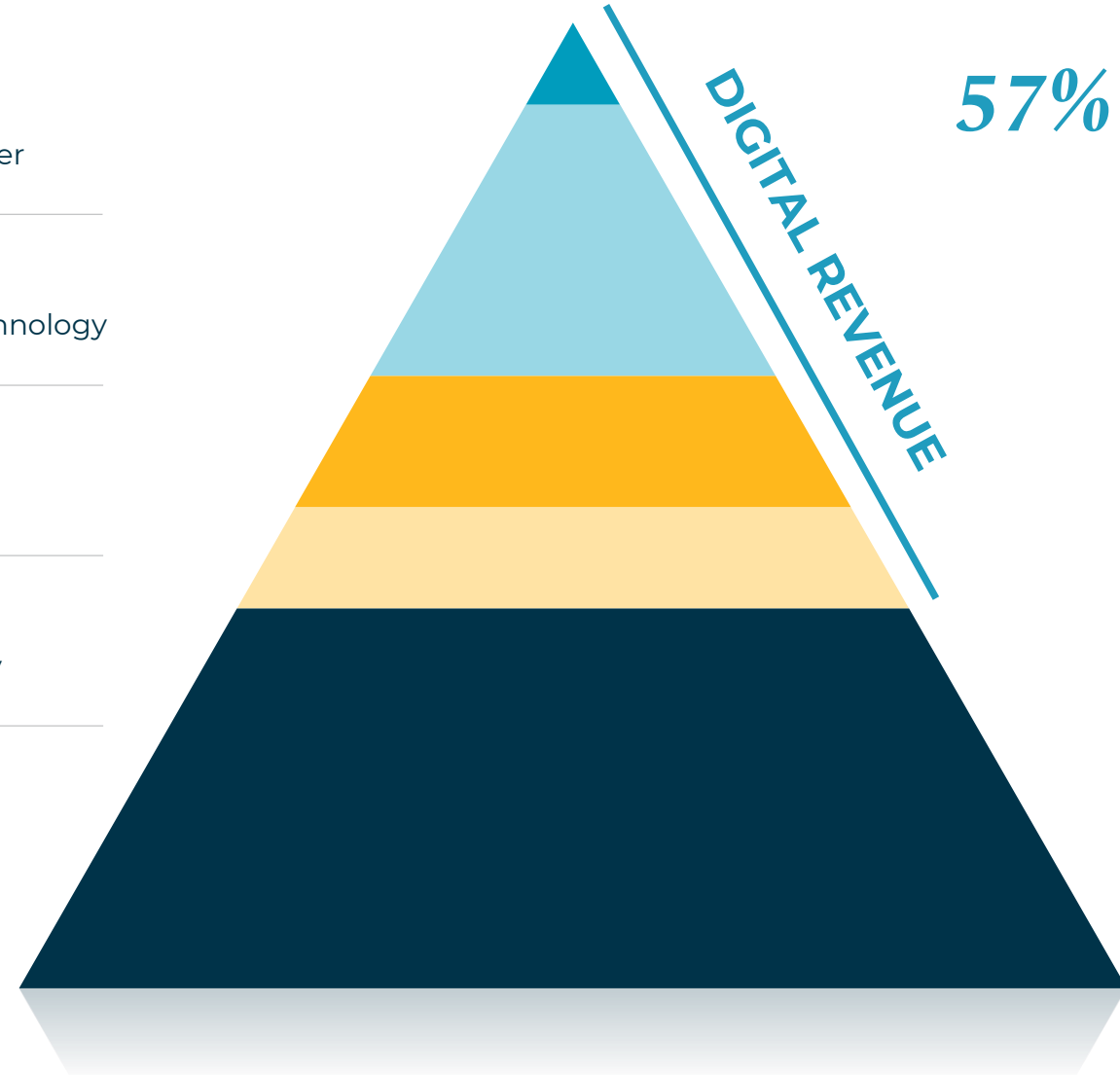
12K+

21K+

Note: As of December 31, 2023.

OUR PRINCIPAL CAPABILITIES

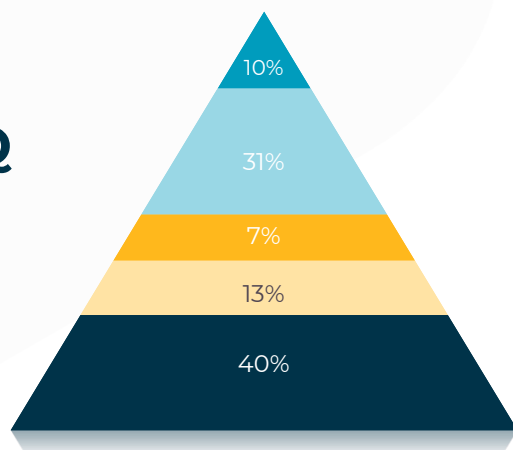
- 1 Stagwell Marketing Cloud Group**
SaaS and DaaS Tools for the In-House Marketer
- 2 Digital Transformation**
Building & Designing Digital Platforms & Technology
- 3 Performance Media & Data**
Addressable on a Global Scale
- 4 Consumer Insights & Strategy**
Tracking Across the Entire Consumer Journey
- 5 Creativity & Communications**
Blue-Chip Customer Base



ADJ EBITDA GROWTH BY CAPABILITY

% OF ADJ.
EBITDA*

4Q



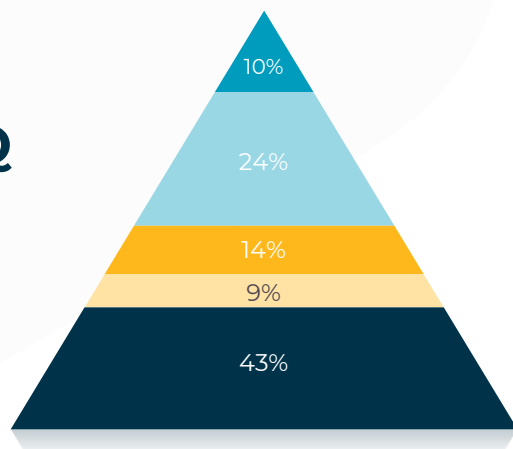
Adj. EBITDA* Growth Y/Y

Principal Capability	4Q23	YTD
Stagwell Marketing Cloud Group	(27.1)%	43.8%
Digital Transformation	(21.2%)	(41.9%)
Performance Media & Data	(28.0%)	(2.8%)
Consumer Insights & Strategy	1.2%	(6.1%)
Creativity & Communications	(28.0%)	(9.3%)
TOTAL	(23.0%)	(20.2%)
TOTAL EX-ADVOCACY	(21.8%)	(16.4%)

NET REVENUE GROWTH BY CAPABILITY

% OF NET
REVENUE

4Q



Principal Capability

4Q23

FY23

	Organic Net Revenue Growth	Net Revenue Growth	Organic Net Revenue Growth	Net Revenue Growth
Stagwell Marketing Cloud Group	(7.8%)	(6.0%)	7.2%	31.4%
Digital Transformation	(13.2%)	(8.8%)	(16.1%)	(15.1%)
Performance Media & Data	(1.6%)	0.9%	0.7%	4.5%
Consumer Insights & Strategy	(3.4%)	(3.2%)	(4.3%)	(4.3%)
Creativity & Communications	(4.8%)	(6.0%)	(3.5%)	(3.3%)
TOTAL	(6.7%)	(5.5%)	(5.9%)	(3.4%)
TOTAL EX-ADVOCACY	(5.4%)	(4.2%)	(4.4%)	(1.7%)

EX-ADVOCACY NET REVENUE & ADJUSTED EBITDA

\$ in Millions

NET REVENUE

	Three Months Ended,			Twelve Months Ended,		
	Dec 31, 2023	Dec 31, 2022	% Change	Dec 31, 2023	Dec 31, 2022	% Change
Total Net Revenue	\$551	\$583	(5.5%)	\$2,147	\$2,222	(3.4%)
Advocacy Net Revenue	42	53	(19.5%)	143	183	(21.8%)
Total Ex Advocacy	509	531	(4.2%)	2,003	2,039	(1.7%)

ADJ. EBITDA

	Three Months Ended,			Twelve Months Ended,		
	Dec 31, 2023	Dec 31, 2022	% Change	Dec 31, 2023	Dec 31, 2022	% Change
Total Adj. EBITDA	\$95	\$123	(23.0%)	\$360	\$451	(20.2%)
Advocacy Adj. EBITDA	16	23	(28.0%)	39	67	(41.5%)
Total Ex Advocacy	79	101	(21.8%)	321	384	(16.4%)

Net New Business

4Q23	\$65M
LTM	\$271M

Avg. Net Revenue

4Q23	\$5.9M
	PER CLIENT AT TOP 25

Notable Business **WINS & EXPANSIONS**



COTY



TARGET

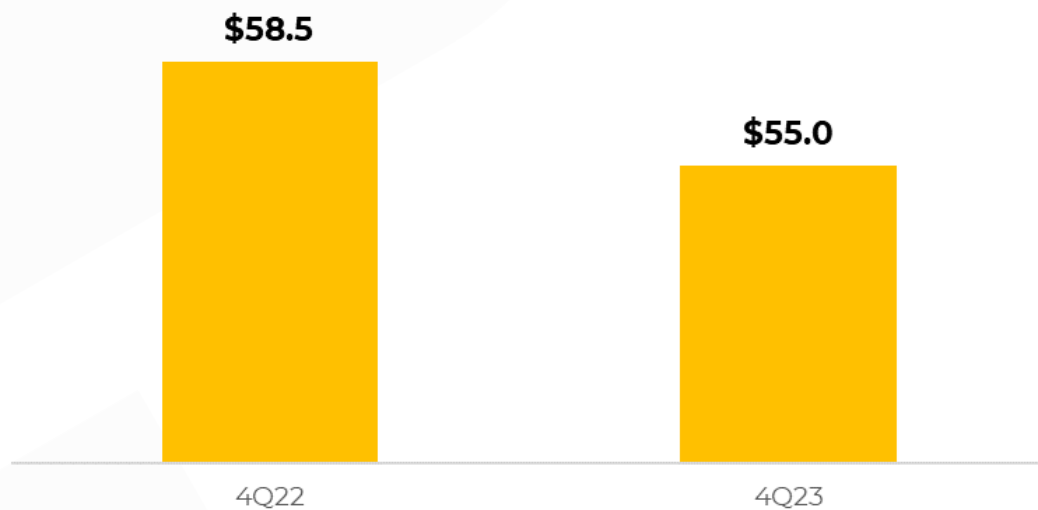


SAMSUNG

meijer

IHG[®] HOTELS &
RESORTS

Net Revenue¹



	Net Revenue	Adj. EBITDA Margin
Advanced Media Platforms	\$45.3	25.1%
Stagwell Marketing Cloud	\$9.8	(22.8)%
TOTAL	\$55.0	16.6%
GROWTH (y/y)	(6.0%)	

LIQUIDITY

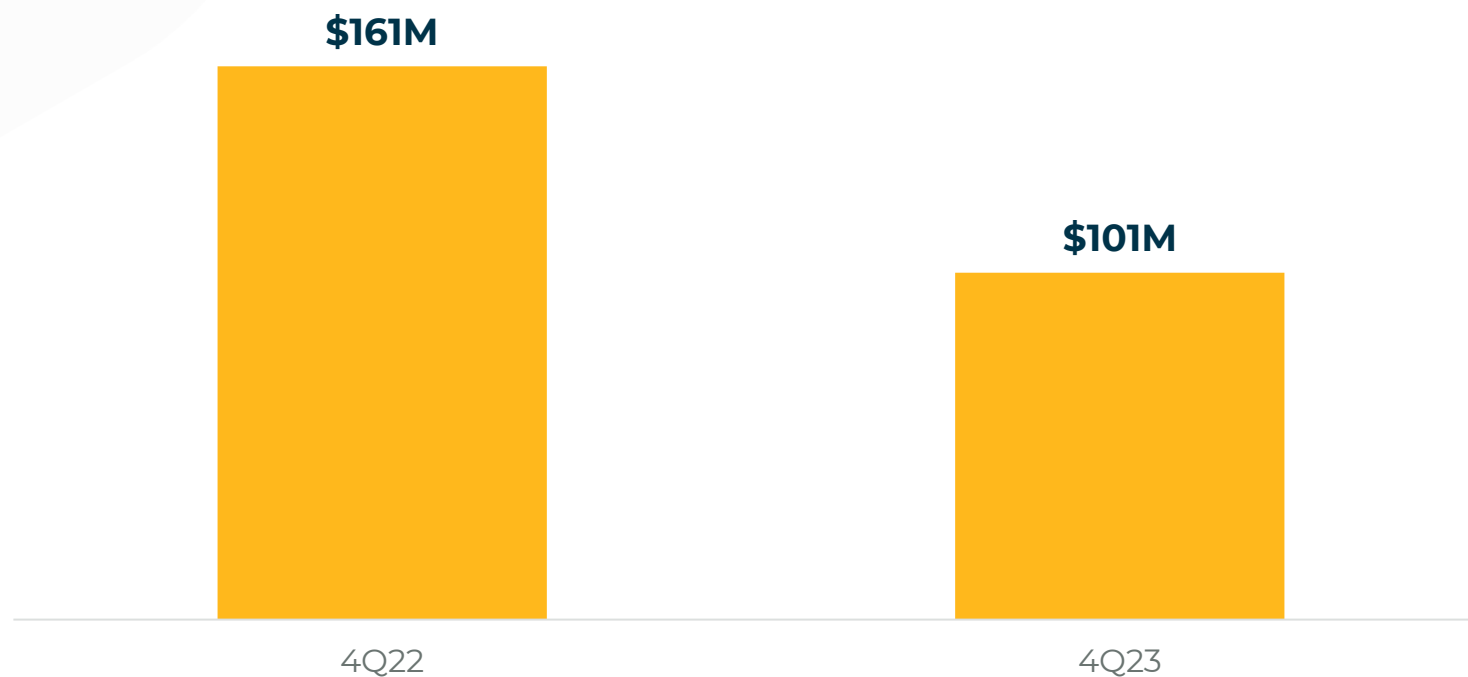
\$ in Millions

Available Liquidity (as of 12/31/2023)

Commitment Under Credit Facility	\$ 640
Drawn	59
Letters of Credit	16
Undrawn Commitments Under Facility	\$ 565
Total Cash & Cash Equivalents	120
Total Available Liquidity	\$ 685

MAINTAINING DISCIPLINE AROUND *Deferred Acquisition Costs*

REDUCED DAC BY \$60M
FROM 4Q22 QUARTER-END BALANCE



ADJUSTED EARNINGS PER SHARE

\$ and Shares in Thousands

	Three Months Ended Dec 31, 2023			Twelve Months Ended Dec 31, 2023		
	Reported (GAAP)	Adjustments	Non-GAAP	Reported (GAAP)	Adjustments	Non-GAAP
Net income attributable to Stagwell Inc. common shareholders	\$ 127	\$ (4,705)	\$ (4,578)	\$ 134	\$ 52,712	\$ 52,846
Net income attributable to Class C Shareholders	-	35,780	35,780	-	106,153	106,153
Net income – diluted EPS	\$ 127	\$ 31,075	\$ 31,202	\$ 134	\$ 158,865	\$ 158,999
Weighted average number of common shares outstanding (diluted)	117,205	2,416	119,621	117,259	8,539	125,798
Weighted average number of common class C shares outstanding (diluted)	-	151,649	151,649	-	154,972	154,972
Weighted average number of shares outstanding	117,205	154,065	271,270	117,259	163,511	280,770
Adjusted earnings per share (diluted)	\$ 0.00		\$ 0.12	\$ 0.00		\$ 0.57
<u>Adjustments to net income (loss)</u>						
Amortization expense		\$ 27,231			\$ 113,835	
Impairment and other losses		833			11,395	
Stock-based compensation		22,564			57,179	
Deferred acquisition consideration		3,338			13,060	
Gain on sale of business		(94,505)			(94,505)	
Other items, net		15,078			45,147	
Total add-backs		\$ (25,461)			\$ 146,111	
Adjusted tax expense		14,768			(26,312)	
		\$ (10,693)			\$ 119,799	
Net loss attributable to Class C shareholders		41,768			39,066	
		\$ 31,075			\$ 158,865	

GAAP CONSOLIDATED OPERATING PERFORMANCE

\$ and Shares in Thousands

	<i>Three Months Ended Dec 31,</i>		<i>Twelve Months Ended Dec 31,</i>	
	2023	2022	2023	2022
Revenue	\$ 654,895	\$ 708,185	\$ 2,527,177	\$ 2,687,792
Cost of services	419,865	419,811	1,621,174	1,673,576
Office & general expenses	179,871	172,415	661,250	601,536
Depreciation & amortization	35,036	35,631	142,831	131,273
Impairment & other losses	833	94,145	11,395	122,179
Total operating expenses	\$ 635,605	\$ 722,002	\$ 2,436,650	\$ 2,528,564
Operating income (Loss)	\$ 19,290	\$ (13,817)	\$90,527	\$ 159,228
Interest expense, net	(22,889)	(19,510)	(90,644)	(76,062)
Foreign exchange, net	(672)	1,557	(2,960)	(2,606)
Gain on sale of business	94,505	-	94,505	-
Other, net	108	(5,157)	(359)	(4,975)
Other income (expenses)	\$ 71,052	\$ (23,110)	\$ 542	\$ (83,643)
Income tax expense (benefit)	35,560	5,312	40,557	25,462
Income (loss) before equity in earnings of non-consolidated affiliates	\$ 54,782	\$ (42,239)	\$ 50,512	\$ 50,123
Equity in income (loss) of non-consolidated affiliates	(8,423)	(1,132)	(8,870)	(79)
Net income (loss)	\$ 46,359	\$ (43,371)	\$ 41,642	\$ 50,044
Net income (loss) attributable to non-controlling & redeemable non-controlling interests	(45,073)	29,543	(41,508)	(30,125)
Net income (loss) attributable to Stagwell Inc. common shareholders	\$ 1,286	\$ (13,828)	\$ 134	\$ 19,919
<u>Earnings Per Share</u>				
Basic	\$ 0.01	\$ (0.11)	\$ -	\$ 0.16
Diluted	\$ -	\$ (0.11)	\$ -	\$ 0.12
<u>Weighted Average Number of Shares Outstanding</u>				
Basic	112,769	122,927	117,259	124,262
Diluted	117,205	122,927	117,259	296,596

CAPITAL STRUCTURE

Net Debt & Debt-Like (\$M, as of 12/31/2023)

Revolving Credit Facility	\$ 59
Bonds	1,100
NCI ¹	32
DAC ²	101
RNCI ³	31
Less: Investments ⁴	22
Less: Cash	120
TOTAL NET DEBT & DEBT-LIKE	\$ 1,181

*Share Count*⁵ (Thousands, as of 2/22/2024)

Class A	117,579
Class C (equal voting & economic rights to Class A)	151,649
Share-based awards ⁶	5,936
DILUTED	275,164

Note: 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 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. A portion of the DAC will be paid with approximately 5.1m shares assuming conversion as of 12/31/23.

3. Includes redeemable non-controlling interest and obligations in connection with profit interests held by employees.

4. Non-consolidated investments

5. Share Count does not include unvested stock grants, unsettled SARs or portion of DAC to be settled in stock. Pro Forma total share count as of 2/22/2024 would be 117.6m Class A shares, 151.6 Class C shares, 5.1m shares to settle DAC and 5.9m share-based awards, for a total of 280.2m shares outstanding.

6. Estimated shares to be issued upon the exercise of settled SAR awards using treasury method.

STAGWELL MARKETING CLOUD

SaaS & DaaS Tools For The In-House Marketer

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

DIGITAL SERVICES

Digital Transformation

Building Digital Platforms &
Consumer Experiences

Consumer Insights & Strategy

Tracking Across the Consumer Journey

Creativity & Communications

Blue-Chip Customer Base

Performance Media & Data

Integrated Omnichannel Media,
Data & E-Commerce

TECHNOLOGY

SMC Advanced Media Platforms

Proprietary & Premium
Owned Media Channels

SMC Media Studio

Platform for In-House Media
Planners & Buyers

SMC Real-Time Research

Suite of Solutions for Market Researchers

SMC Comms Tech

AI-Driven Platform for
Modern Communicators

SMC PRODUCT SPOTLIGHTS



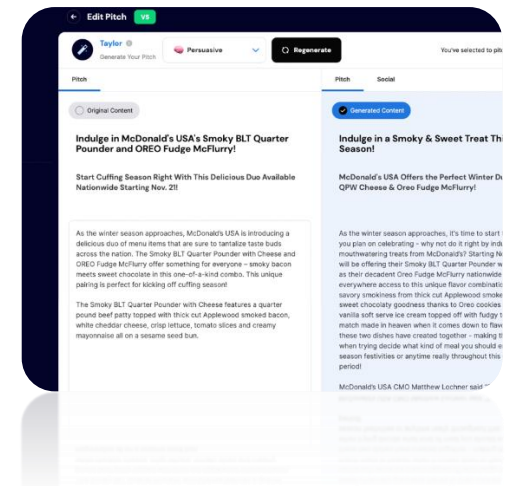
Augmented Reality

Bringing a whole new level of stadium entertainment and fan engagement to sports and entertainment through shared AR



Artificial Intelligence

Revolutionizing the PR process through AI, saving PR professionals from millions of tedious working hours





STAGWELL MARKETING CLOUD GROUP

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

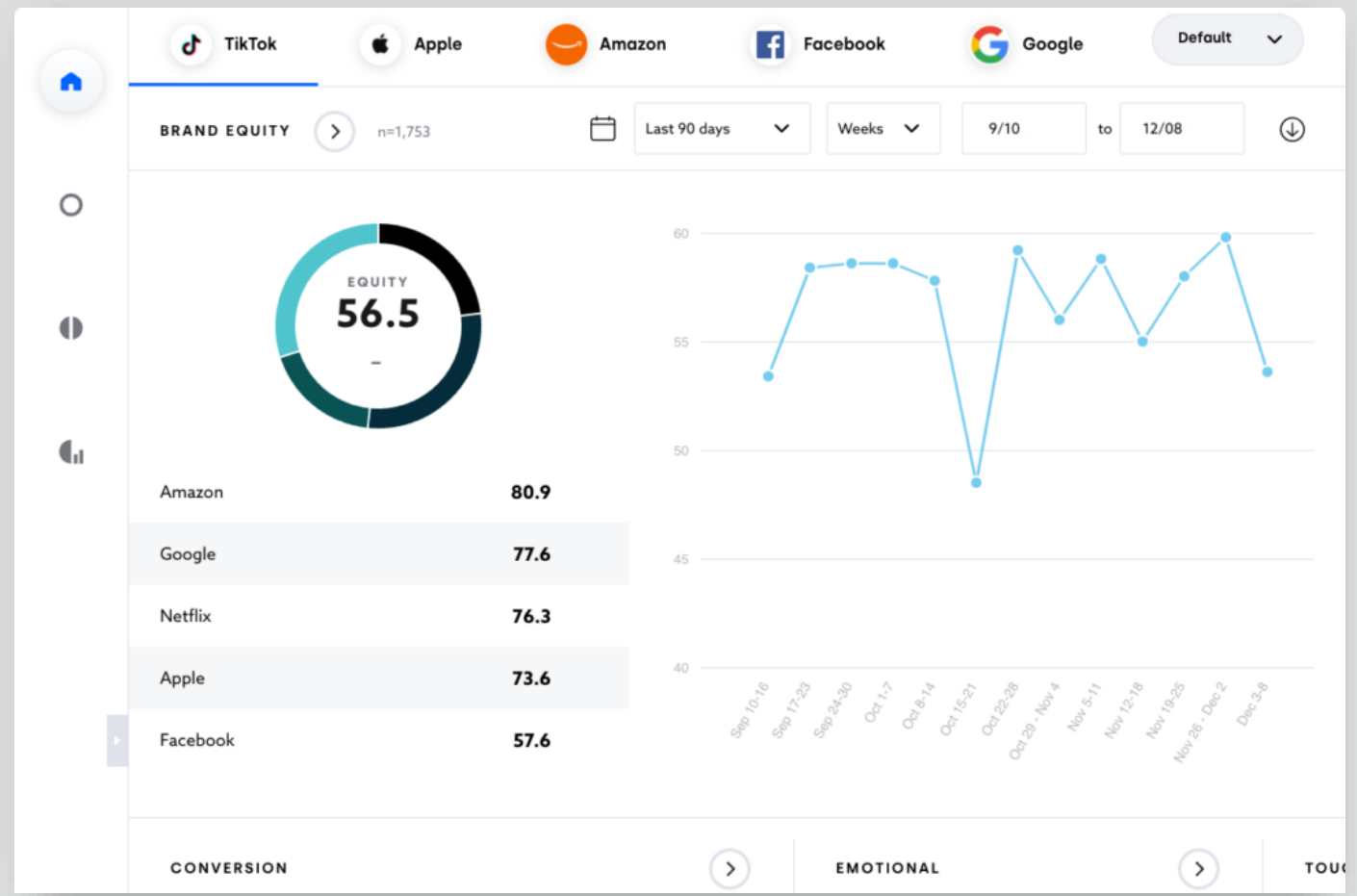




REAL-TIME INSIGHTS *Product Spotlight*

Customer Benefit

Unlocking continuous
brand tracking on an
affordable, global,
modern basis for
research professionals





PRophet

ARTIFICIAL INTELLIGENCE *Product Spotlight*

Customer Benefit

Revolutionizing the
PR process through AI,
saving PR professionals
from millions of tedious
working hours

The screenshot displays the PRophet web application interface. On the left is a dark blue sidebar with navigation options: 'My Pitch', 'Predict', 'Practice', 'Media List', and 'Need Help?'. The main content area has a top bar with 'Edit Pitch' and a 'v5' version indicator. Below this, a user profile for 'Taylor' is shown with a 'Generate Your Pitch' button. A dropdown menu is set to 'Persuasive', and a 'Regenerate' button is present. The interface is split into two columns. The left column, titled 'Pitch', shows 'Original Content' with a headline: 'Indulge in McDonald's USA's Smoky BLT Quarter Pounder and OREO Fudge McFlurry!' and a sub-headline: 'Start Cuffing Season Right With This Delicious Duo Available Nationwide Starting Nov. 21!'. The right column, titled 'Social', shows 'Generated Content' with a headline: 'Indulge in a Smoky & Sweet Treat This Cuffing Season!' and a sub-headline: 'McDonald's USA Offers the Perfect Winter Duo: Smoky BLT QPW Cheese & Oreo Fudge McFlurry!'. Both columns contain a paragraph of generated text about McDonald's winter menu items.



AUGMENTED REALITY *Product Spotlight*

Customer Benefit

Bringing a whole new level of stadium entertainment and fan engagement to sports and entertainment through shared AR





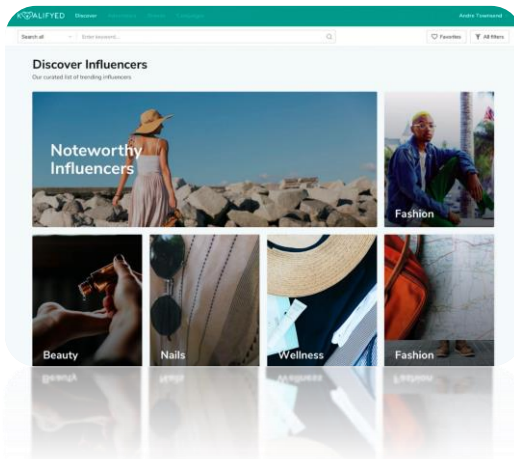
STAGWELL MARKETING CLOUD GROUP

Pricing Model

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

Subscription Pricing

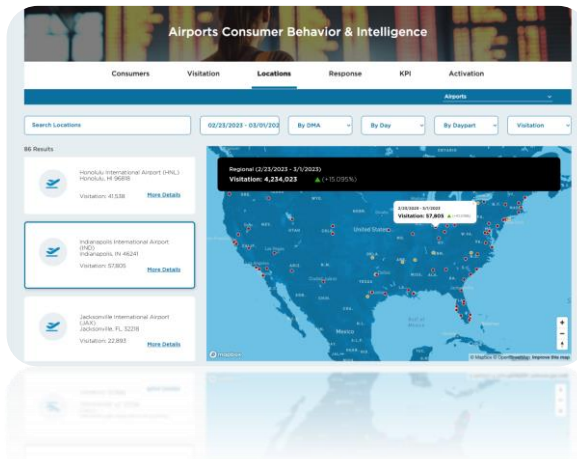
Annual SaaS contract



KOALIFYED

Consumption Fee

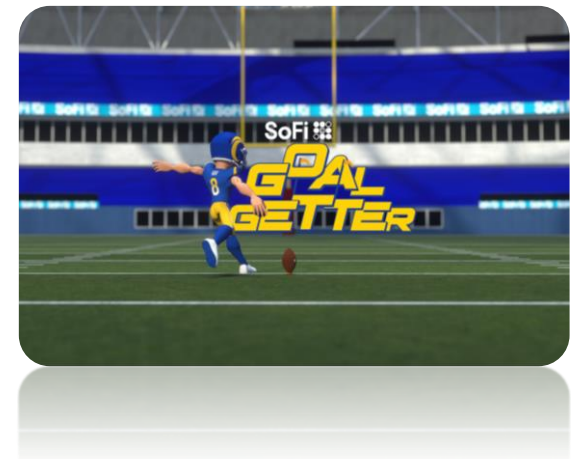
Data and media spend



THE PEOPLE PLATFORM™

Advertising-Based

Sponsorship fees



around

Thank You

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