



STAGWELL

TRANSFORMING MARKETING

Third Quarter 2024

EARNINGS PRESENTATION

November 7 | 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, growth, and future prospects, the Company’s strategy, business and economic trends and growth, technological leadership and differentiation, potential and completed acquisitions, anticipated operating efficiencies and synergies 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 “aim,” “anticipate,” “assume,” “believe,” “continue,” “could,” “create,” “develop,” “estimate,” “expect,” “focus,” “forecast,” “foresee,” “future,” “goal,” “guidance,” “in development,” “intend,” “likely,” “look,” “maintain,” “may,” “ongoing,” “opportunity,” “outlook,” “plan,” “possible,” “potential,” “predict,” “probable,” “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;*
- *demand for the Company’s services, which may precipitate or exacerbate other risks and uncertainties;*
- *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;*
- *the Company’s ability to identify, complete and integrate acquisitions that complement and expand the Company’s business capabilities and realize cost savings, synergies or other anticipated benefits of newly acquired businesses, or that even if realized, such benefits may take longer to realize than expected;*
- *the Company’s ability to identify and complete divestitures and to achieve the anticipated benefits therefrom;*
- *the Company’s ability to develop products incorporating new technologies, including augmented reality, artificial intelligence, and virtual reality, and realize benefits from such products;*
- *the Company’s use of artificial intelligence, including generative artificial intelligence;*
- *adverse tax consequences for the Company, its operations and its stockholders, that may differ from the expectations of the Company, including that future changes in tax laws, potential increases to corporate tax rates in the United States and disagreements with tax authorities on the Company’s determinations that may result in increased tax costs;*
- *adverse tax consequences in connection with the Transactions, including the incurrence of material Canadian federal income tax (including material “emigration tax”);*
- *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, including the risk that the Company’s internal controls will fail to detect misstatements in its financial statements;*
- *the Company’s ability to accurately forecast its future financial performance and provide accurate guidance;*
- *the Company’s ability to protect client data from security incidents or cyberattacks;*
- *economic disruptions resulting from war and other geopolitical tensions (such as the ongoing military conflicts between Russia and Ukraine and in the Middle East), 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 2023 Form 10-K, filed with the Securities and Exchange Commission (the “SEC”) on March 11, 2024, 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 state ments 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 act ual 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 reco nciliation 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*

Reiterating 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

THIRD QUARTER HIGHLIGHTS

NET REVENUE: \$580M | NET LEVERAGE RATIO: 3.5x | ADJ. EBITDA: \$111M

Accelerating GROWTH

Revenue growth of 15% year-over-year to \$711 million

Digital Transformation grew 25% over the prior period; Stagwell Marketing Cloud grew 30% over the prior period

US posted 17% growth year-over-year

Advocacy revenue grew 85% year-over-year

Investing IN TECHNOLOGY

Bolstered Code and Theory network with Instrument and Left Field Labs additions

Leading AI transformation with deployments including in Gemini, Claude, Midjourney, Adobe Firefly, etc.

Activated breakthrough AR tech from **Stagwell Marketing Cloud's ARound** for Los Angeles Rams and Minnesota United FC

Wonder Cave saw continued growth, including a 500% increase in non-advocacy messaging from February to September 2024

Achieving NEW BUSINESS RECORDS

Record \$101M of net new business wins in 3Q24, bringing LTM to \$345M

Secured largest new business win in the company's history with Adobe at 72andSunny and 4 other agencies

The total number of wins increased 32% YoY; Average size of our wins above \$1 million increased 74%

Expanding CAPABILITIES & REACH

Closed 3 acquisitions in 3Q to expand global reach and digital capabilities

BERA.ai adds AI-powered brand management technology

LEADERS adds social capabilities and a global influencer tech platform based out of Tel Aviv

Business Traveler enhances travel media offerings globally

Announced closing of **Consulum** in early 4Q24, adding a leading government advisory consultancy to enhance our offering in the MENA region

SUMMARY COMBINED FINANCIALS

	<i>Three Months Ended September 30,</i>		<i>Nine Months Ended September 30,</i>	
<i>\$ in Thousands</i>	2024	2023	2024	2023
Net Revenue	\$ 580,193	\$ 534,864	\$ 1,667,039	\$ 1,601,387
Billable Costs	131,088	82,709	385,469	270,895
Revenue	\$ 711,281	\$ 617,573	\$ 2,052,508	\$ 1,872,282
Billable Costs	131,088	82,709	385,469	270,895
Staff costs	361,979	338,914	1,059,485	1,034,645
Administrative costs	69,556	62,339	206,253	196,846
Unbillable and other costs, net	37,489	31,842	113,713	104,737
Adjusted EBITDA	\$ 111,169	\$ 101,769	\$ 287,588	\$ 265,159
Stock-based compensation	16,935	12,065	38,926	34,615
Depreciation and amortization	36,044	38,830	112,881	107,795
Deferred acquisition consideration	560	6,401	7,950	10,881
Impairment and other losses	-	-	1,715	10,562
Other items, net	15,851	10,731	36,576	30,069
Operating income (loss)	\$ 41,779	\$ 33,742	\$ 89,540	\$ 71,237
Adjusted EBITDA margin (on net revenue)	19.2%	19.1%	17.3%	16.6%

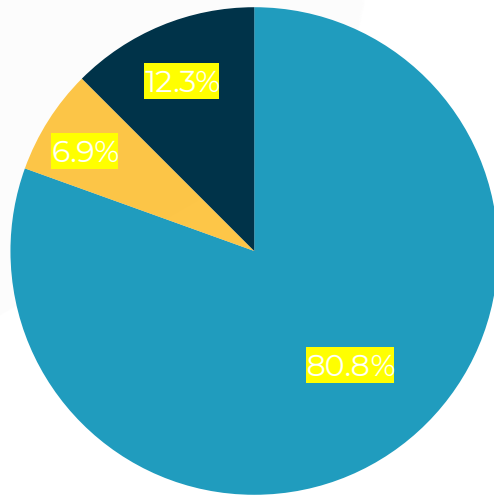
3Q24 NET REVENUE

	Three Months Ended September 30, 2024		Nine Months Ended September 30, 2024	
<i>\$ in Thousands</i>	Net Revenue	Change	Net Revenue	Change
Sept 30, 2023	\$ 534,864		\$ 1,601,387	
Organic revenue	40,910	7.6%	56,679	3.5%
Acquisitions (divestitures), net	3,612	0.7%	7,522	0.5%
Foreign currency	807	0.2%	1,451	0.1%
Total Change	\$ 45,329	8.5%	\$ 65,652	4.1%
Sept 30, 2024	\$ 580,193		\$ 1,667,039	

3Q24 NET REVENUE BY GEOGRAPHY

% OF NET
REVENUE

3Q



Organic Growth Y/Y

Geography	3Q24	YTD
United States	10.8%	5.2%
United Kingdom	(10.1)%	(2.4)%
Other	(0.9)%	(3.9)%
TOTAL	7.6%	3.5%
TOTAL EX-ADVOCACY	4.6%	1.0%

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

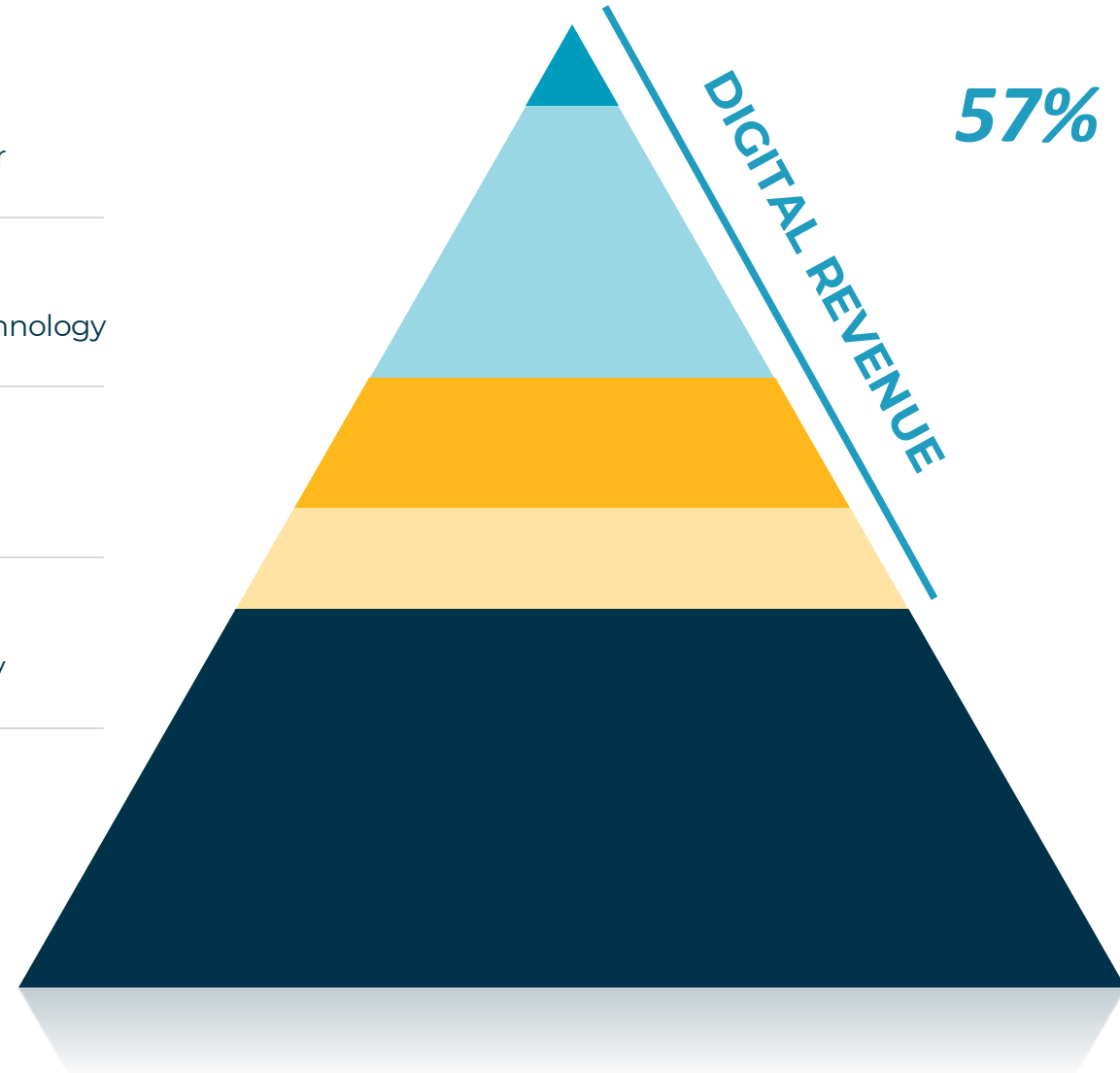
- Australia
- China
- Hong Kong
- India
- Indonesia
- Japan
- Malaysia
- Philippines
- Taiwan
- Thailand
- Singapore
- South Korea

	<i>Stagwell</i>	<i>Affiliates</i>
COUNTRIES	34+	75+
EMPLOYEES	12K+	21K+

Note: As of September 30, 2024.

OUR PRINCIPAL CAPABILITIES

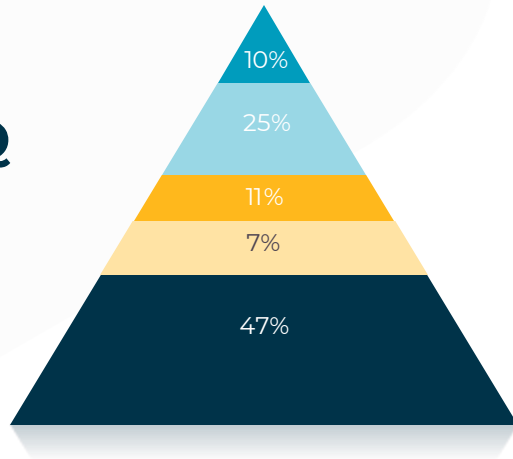
- 1 Stagwell Marketing Cloud Group**
SaaS and DaaS Tools for the Modern Marketer
- 2 Digital Transformation**
Building & Designing Digital Platforms & Technology
- 3 Performance Media & Data**
Addressable on a Global Scale
- 4 Consumer Insights & Strategy**
Tracking Across the Entire Consumer Journey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



REVENUE GROWTH BY CAPABILITY

% OF REVENUE

3Q

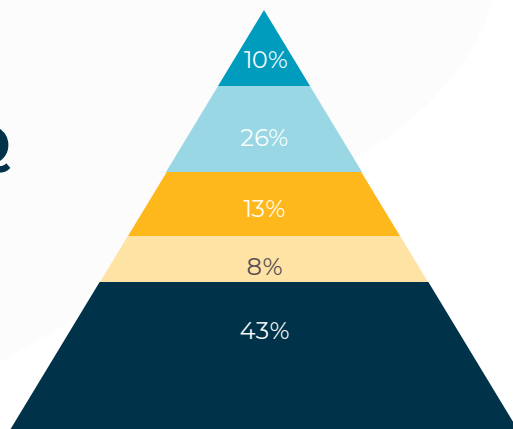


Principal Capability	3Q24		YTD	
	Organic Revenue Growth	Revenue Growth	Organic Revenue Growth	Revenue Growth
Stagwell Marketing Cloud Group	27.7%	29.5%	16.2%	16.8%
Digital Transformation	22.0%	24.8%	7.7%	10.0%
Performance Media & Data	8.2%	9.2%	8.1%	8.9%
Consumer Insights & Strategy	2.7%	6.9%	(2.4)%	(1.1)%
Creativity & Communications	8.2%	10.6%	7.7%	9.9%
TOTAL	12.8%	15.2%	7.7%	9.6%
TOTAL EX-ADVOCACY	5.9%	8.6%	2.9%	4.9%

NET REVENUE GROWTH BY CAPABILITY

% OF NET
REVENUE

3Q

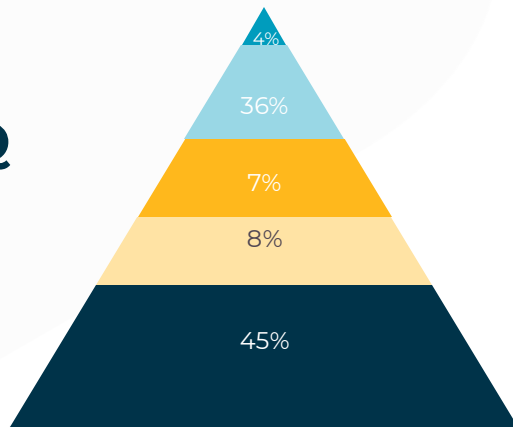


Principal Capability	3Q24		YTD	
	Organic Net Revenue Growth	Net Revenue Growth	Organic Net Revenue Growth	Net Revenue Growth
Stagwell Marketing Cloud Group	23.3%	25.6%	11.1%	11.8%
Digital Transformation	14.5%	17.7%	3.8%	6.6%
Performance Media & Data	1.2%	2.4%	5.7%	6.6%
Consumer Insights & Strategy	3.0%	7.1%	(2.0)%	(0.7)%
Creativity & Communications	3.9%	2.5%	2.4%	1.4%
TOTAL	7.6%	8.5%	3.5%	4.1%
TOTAL EX-ADVOCACY	4.6%	5.5%	1.0%	1.6%

ADJ EBITDA GROWTH BY CAPABILITY

% OF ADJ.
EBITDA*

3Q



Adj. EBITDA* Growth Y/Y

Principal Capability	3Q24	YTD
Stagwell Marketing Cloud Group	16.3%	(17.3)%
Digital Transformation	27.5%	13.3%
Performance Media & Data	(24.0)%	(6.4)%
Consumer Insights & Strategy	(11.2)%	(1.0)%
Creativity & Communications	7.9%	11.7%
TOTAL	9.2%	8.5%
TOTAL EX-ADVOCACY	(6.8)%	(6.7)%
TOTAL EX-ADVOCACY EX-SMC**	8.2%	9.4%

EX-ADVOCACY REVENUE, NET REVENUE & ADJUSTED EBITDA

REVENUE

\$ in Millions

	Three Months Ended,			Nine Months Ended,		
	Sept 30, 2024	Sept 30, 2023	% Change	Sept 30, 2024	Sept 30, 2023	% Change
Total Revenue	\$711	\$618	15.2%	\$2,053	\$1,872	9.6%
Advocacy Revenue	99	54	84.6%	236	141	67.9%
Total Ex Advocacy	612	564	8.6%	1,817	1,731	4.9%

NET REVENUE

	Three Months Ended,			Nine Months Ended,		
	Sept 30, 2024	Sept 30, 2023	% Change	Sept 30, 2024	Sept 30, 2023	% Change
Total Net Revenue	\$580	\$535	8.5%	\$1,667	\$1,601	4.1%
Advocacy Net Revenue	56	38	47.7%	143	101	41.8%
Total Ex Advocacy	524	497	5.5%	1,524	1,500	1.6%

ADJ. EBITDA

	Three Months Ended,			Nine Months Ended,		
	Sept 30, 2024	Sept 30, 2023	% Change	Sept 30, 2024	Sept 30, 2023	% Change
Total Adj. EBITDA	\$111	\$102	9.2%	\$288	\$265	8.5%
Advocacy Adj. EBITDA	28	12	126.7%	62	23	166.8%
Total Ex Advocacy	83	90	(6.8)%	226	242	(6.7)%

Net New Business

3Q24	\$101M
LTM	\$345M

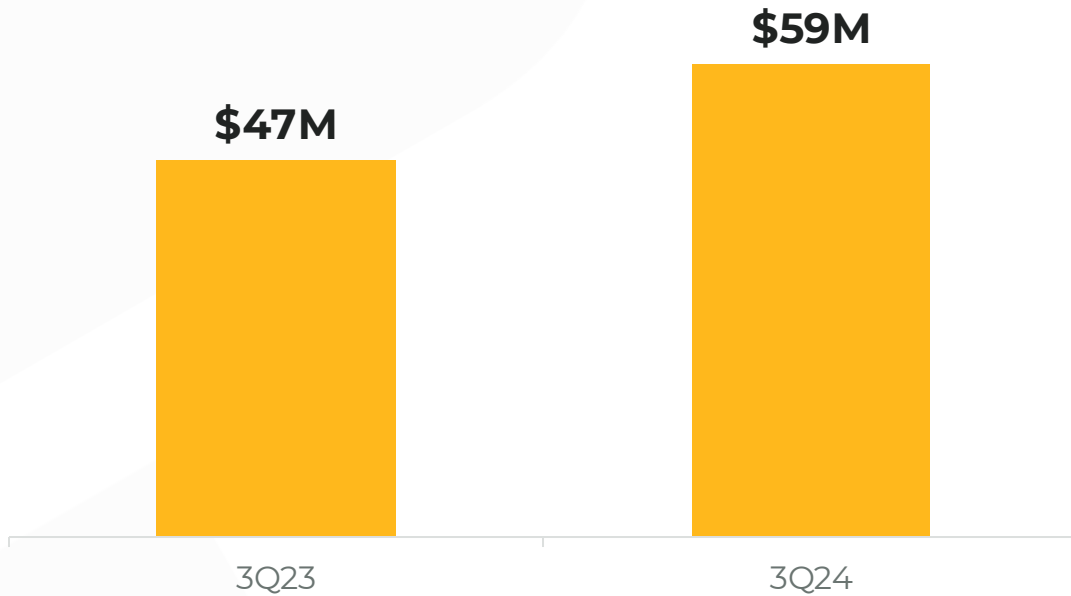
Avg. Net Revenue

3Q24	\$6.4M
	PER CLIENT AT TOP 25

Notable Business **WINS & EXPANSIONS**



Net Revenue¹



\$ in Millions

	Net Revenue	Adj. EBITDA Margin
Advanced Media Platforms	\$44.5	15.5%
Stagwell Marketing Cloud	\$14.7	(18.2)%
TOTAL	\$59.3	7.2%
GROWTH (y/y)	25.3%	

LIQUIDITY

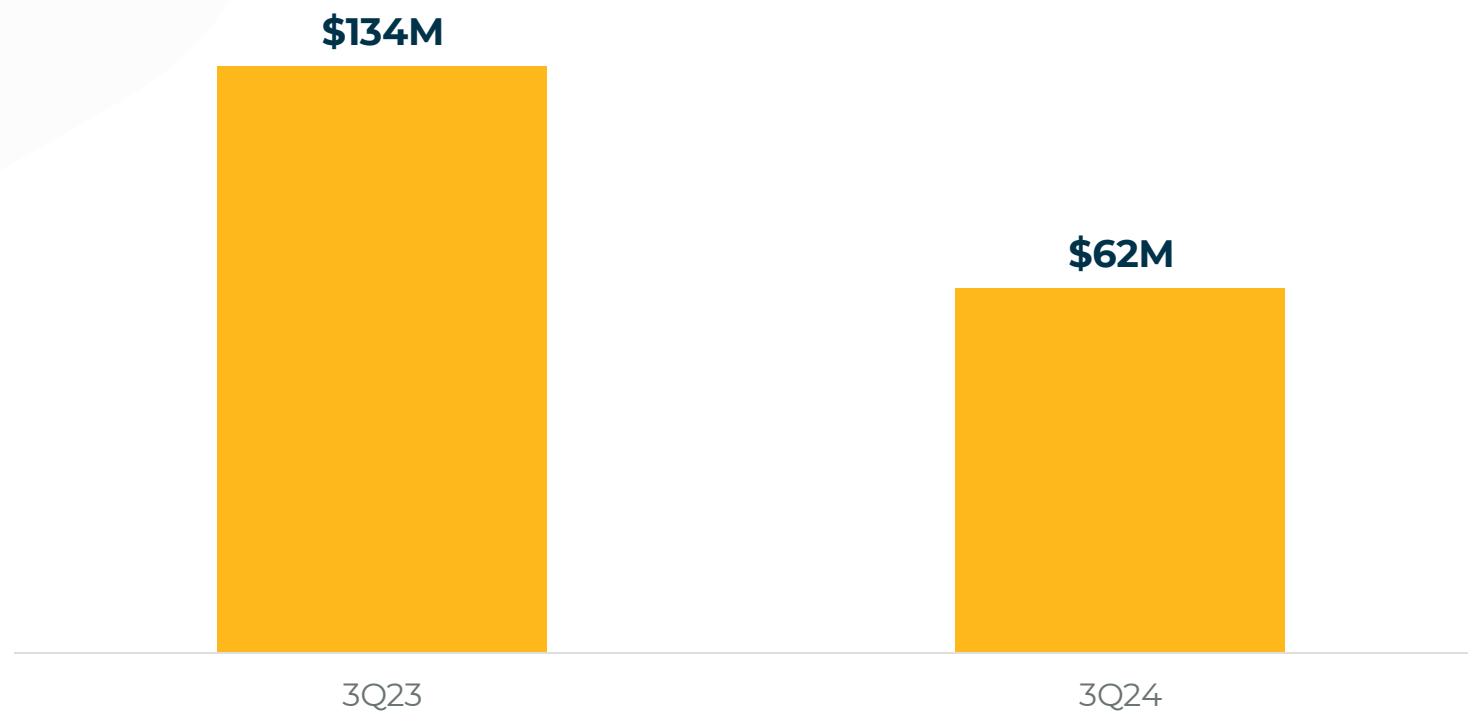
\$ in Millions

Available Liquidity *(as of 9/30/2024)*

Commitment Under Credit Facility	\$ 640
Drawn	375
Letters of Credit	16
Undrawn Commitments Under Facility	\$ 249
Total Cash & Cash Equivalents	146
Total Available Liquidity	\$ 395

MAINTAINING DISCIPLINE AROUND *Deferred Acquisition Costs*

REDUCED DAC BY \$39M
FROM FY23 YEAR-END BALANCE



ADJUSTED EARNINGS PER SHARE

Three Months Ended Sept 30, 2024

Nine Months Ended Sept 30, 2024

\$ and Shares in Thousands	Three Months Ended Sept 30, 2024			Nine Months Ended Sept 30, 2024		
	Reported (GAAP)	Adjustments	Non-GAAP	Reported (GAAP)	Adjustments	Non-GAAP
Net income attributable to Stagwell Inc. common shareholders	\$ 3,271	\$ 19,762	\$ 23,033	\$ (976)	\$ 58,177	\$ 57,201
Net income attributable to Class C Shareholders	-	36,060	36,060	-	83,442	83,442
Net income – diluted EPS	\$ 3,271	\$ 55,822	\$ 59,093	\$ (976)	\$ 141,619	\$ 140,643
Weighted average number of common shares outstanding (diluted)	112,190	1,497	113,687	111,436	5,780	117,216
Weighted average number of common class C shares outstanding (diluted)	-	151,649	151,649	-	151,649	151,649
Weighted average number of shares outstanding	112,190	153,146	265,336	111,436	157,429	268,865
Adjusted earnings per share (diluted)	\$ 0.03		\$ 0.22	\$ (0.01)		\$ 0.52
<u>Adjustments to net income (loss)</u>						
Amortization expense		\$ 28,659			\$ 91,870	
Impairment and other losses		-			1,715	
Stock-based compensation		16,935			38,926	
Deferred acquisition consideration		560			7,950	
Other items, net		15,851			36,576	
Total add-backs		62,005			177,037	
Adjusted tax expense		(15,615)			(41,268)	
		\$ 46,390			135,769	
Net loss attributable to Class C shareholders		9,432			5,850	
		\$ 55,822			\$ 141,619	

GAAP CONSOLIDATED OPERATING PERFORMANCE

	Three Months Ended Sept 30,		Nine Months Ended Sept 30,	
	2024	2023	2024	2023
<i>\$ and Shares in Thousands</i>				
Revenue	\$ 711,281	\$ 617,573	\$ 2,052,508	\$ 1,872,282
Cost of services	457,018	384,980	1,340,456	1,201,309
Office & general expenses	176,440	160,021	507,916	481,379
Depreciation & amortization	36,044	38,830	112,881	107,795
Impairment & other losses	-	-	1,715	10,562
Total operating expenses	\$ 669,502	\$ 583,831	\$ 1,962,968	\$ 1,801,045
Operating income (Loss)	\$ 41,779	\$ 33,742	\$ 89,540	\$ 71,237
Interest expense, net	(23,781)	(25,886)	(68,279)	(67,755)
Foreign exchange, net	1,312	(140)	(2,301)	(2,288)
Other, net	249	(271)	(825)	(467)
Other income (expenses)	\$ (22,220)	\$ (26,297)	\$ (71,405)	\$ (70,510)
Income tax expense (benefit)	5,691	4,324	9,441	4,997
Income (loss) before equity in earnings of non-consolidated affiliates	\$ 13,868	\$ 3,121	\$ 8,694	\$ (4,270)
Equity in income (loss) of non-consolidated affiliates	(4)	(4)	503	(447)
Net income (loss)	\$ 13,864	\$ 3,117	\$ 9,197	\$ (4,717)
Net income (loss) attributable to non-controlling & redeemable non-controlling interests	(10,593)	(2,464)	(10,173)	3,565
Net income (loss) attributable to Stagwell Inc. common shareholders	\$ 3,271	\$ 653	\$ (976)	\$ (1,152)
Earnings Per Share				
Basic	\$ 0.03	\$ 0.01	\$ (0.01)	\$ (0.01)
Diluted	\$ 0.03	\$ -	\$ (0.01)	\$ (0.01)
Weighted Average Number of Shares Outstanding				
Basic	108,198	110,787	111,436	118,772
Diluted	112,190	265,006	111,436	274,864

CAPITAL STRUCTURE

Net Debt & Debt-Like (\$M, as of 9/30/2024)

Revolving Credit Facility	\$ 375
Bonds	1,100
NCI ¹	23
DAC ²	62
RNCI ³	34
Less: Investments ⁴	15
Less: Cash	146
TOTAL NET DEBT & DEBT-LIKE	\$ 1,433

Share Count⁵ (Thousands, as of 10/31/2024)

Class A	111,549
Class C <small>(equal voting & economic rights to Class A)</small>	151,649
Share-based awards ⁶	8,602
DILUTED	271,800

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 3.0m shares assuming conversion as of 9/30/24.

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 10/31/2024 would be 111.5m Class A shares, 151.6 Class C shares, 3.5m shares to settle DAC and 8.6m share-based awards, for a total of 275.3m shares outstanding.

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



APPLYING A PROVEN PLAYBOOK *to scale Stagwell Marketing Cloud Group*

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

1

Digital Services

Digital Transformation

Building Digital Platforms & Consumer Experiences

2

Performance Media & Data

Integrated Omnichannel Media, Data & E-Commerce

3

Consumer Insights & Strategy

Tracking Across the Consumer Journey

4

Creativity & Communications

Blue-Chip Customer Base

Technology

Advanced Media Platforms

Proprietary & Premium Owned Media Channels

Media Studio

Solution for Modern Media Planners and Buyers

Harris Quest Research

Market Research Products by The Harris Poll

PRophet Comms Tech

AI-Driven Platform for Modern Communicators



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



Cheaper

World's most ambitious clients

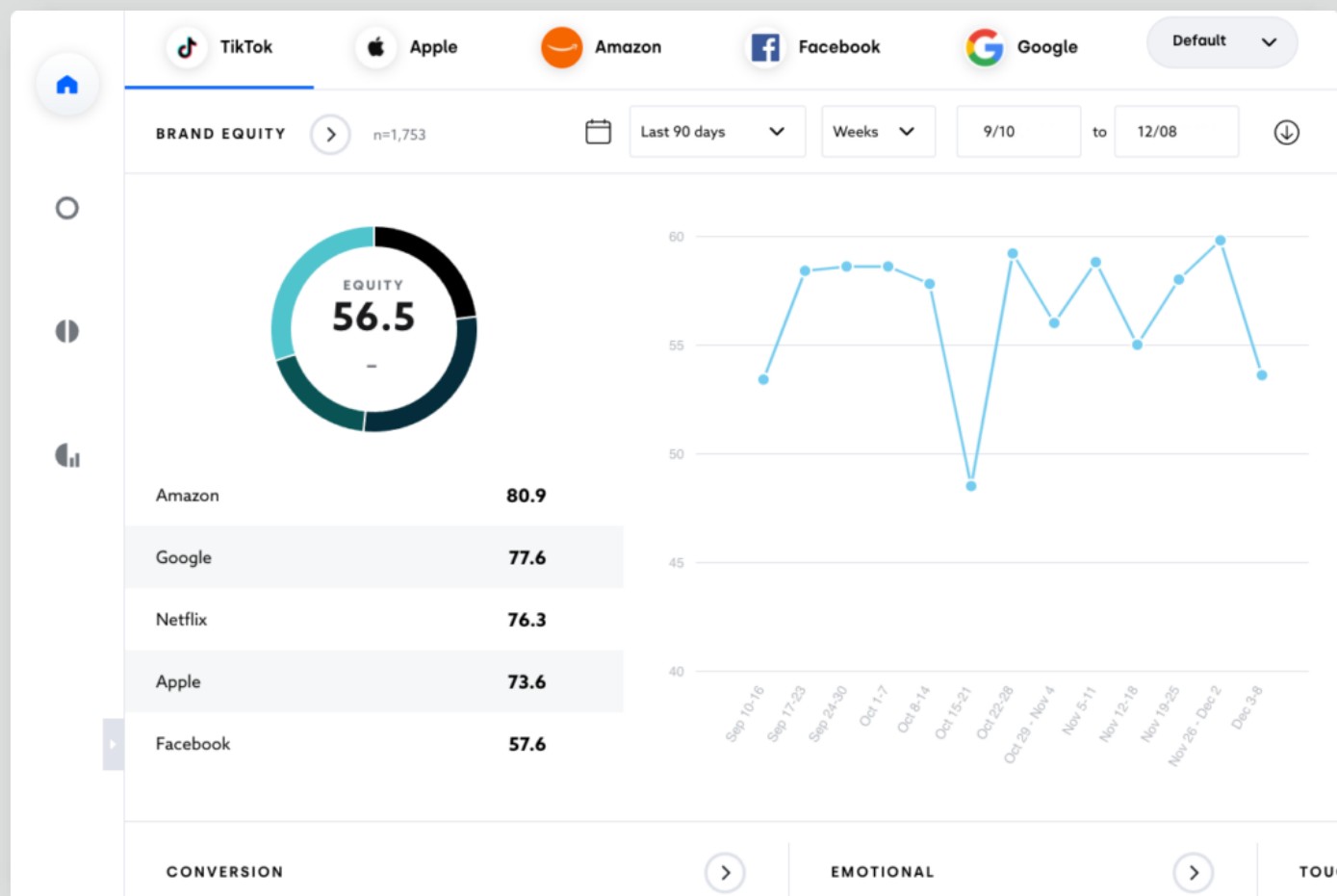
+ upselling opportunities

= **LOWER GO-TO-MARKET COSTS**



Customer Benefit

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





PRophet Earn

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 AI interface. At the top, there's a navigation bar with 'PRophet', 'New Pitch', 'My Projects', and 'Tools'. Below this, a user profile 'Taylor' is shown with a 'Generate Content' button. A dropdown menu is set to 'Adventurous'. A notification states: 'You've selected to pitch the Generated Content.' Below the navigation, there are two tabs: 'Pitch' (selected) and 'Social Posts'. The main content area is split into two columns. The left column, under 'Original Content', shows a title 'NASA, Canadian Space Agency Artemis II Mission', a subheadline, and a paragraph: 'Jeremy Hansen is slated to become the first Canadian astronaut to embark on a mission around the moon, when Artemis II takes off in 2025. The Canadian Space Agency offered a behind-the-scenes peek at how crews are preparing physically and mentally for this monumental voyage.' The right column, under 'Generated Content', shows a title 'The First Canadian to Voyage Around the Moon: Jeremy Hansen', a subheadline 'A look into the intense training and preparation for NASA...', and two paragraphs: 'The date is set. The flight plan is confirmed. Canadian astronaut history as the first Canadian to voyage around the moon. As part of the anticipated Artemis II mission in 2025, Hansen joins a select group of astronauts who will train vigorously for this monumental trip - one that brings us a giant leap for mankind to Mars and beyond.' and 'It's been over 50 years since humans last escaped Earth's orbit and ventured into space. As the Artemis II launch creeps nearer, NASA and the Canadian Space Agency offered an exclusive look at how international astronauts are preparing for this audacious adventure.' A third paragraph at the bottom of the right column reads: 'The stakes have never been higher. Artemis II will be the first crewed mission to the moon since 1968.'



AUGMENTED REALITY *Product Spotlight*

Customer Benefit

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





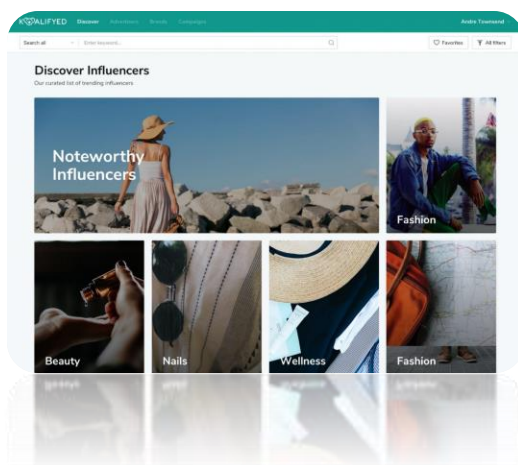
STAGWELL MARKETING CLOUD GROUP

Pricing Model

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

Subscription Pricing

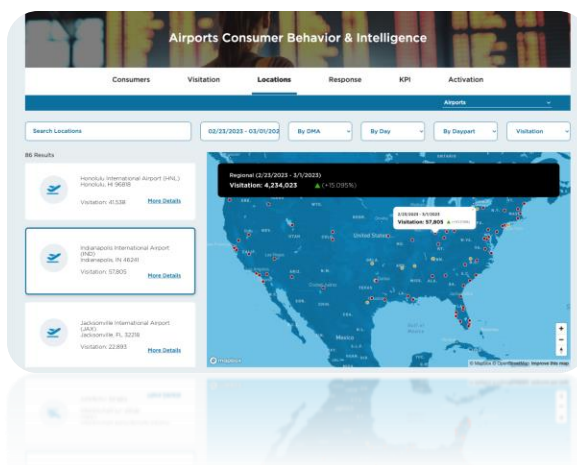
Annual SaaS contract



 PProphet Influence

Consumption Fee

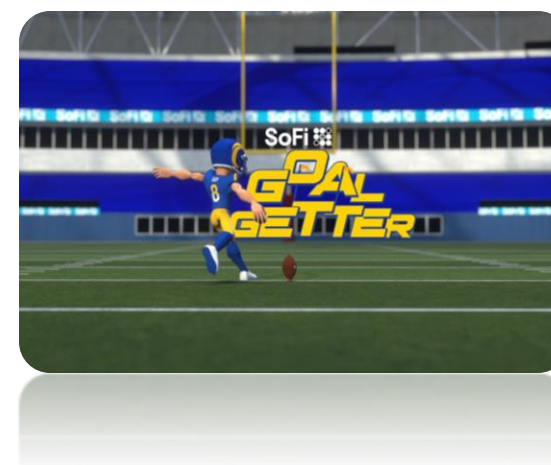
Data and media spend




THE PEOPLE PLATFORM™

Advertising-Based

Sponsorship fees



 around

Thank You

Contact Us:

IR@StagwellGlobal.com