



**STAGWELL**

TRANSFORMING MARKETING

*First Quarter 2024*

EARNINGS PRESENTATION

MAY 1 | 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 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](http://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*

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## *Reiterating Full-Year 2024 Outlook*

**5% - 7%** Organic Net Revenue Growth

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**4% - 5%** Organic Net Revenue Growth ex. Advocacy

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**\$400M - \$450M** Adjusted EBITDA

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**~ 50%** EBITDA Conversion on Free Cash Flow

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**\$0.75 - \$0.88** In Adjusted Earnings Per Share

# FIRST QUARTER HIGHLIGHTS

NET REVENUE: \$532M | NET LEVERAGE RATIO: 3.05x | ADJ. EBITDA: \$90M

## *Returning* TO GROWTH

Revenue growth of 8% year-over-year to \$670 million

Performance Media & Data grew 13% versus 1Q23, Advocacy grew 80% year-over-year

US posted 9% growth year-over-year

EMEA grew 14%, including growth of 14% in the UK

## *Expanding* OUR RELATIONSHIPS

\$66 million of net new business wins in 1Q24, a record first quarter for Stagwell

Trailing 12-month net new business wins exceeds \$280 million, a record.

Top 100 customers in 1Q24 grew 25% year-over-year

Average win size increased 13% year-over-year

## *Managing* OUR COSTS

Adj. EBITDA grew to \$90 million, a 25% increase year-over-year

Staffing ratio improved by 270bps to 64.3%, the lowest first quarter on record

Reduced G&A excluding unbillables by more than \$1 million year-over-year

Strong growth in Adj. EBITDA within Performance Media & Data, Creativity & Communications and Consumer Insights & Strategy capabilities

## *Growing* THE PORTFOLIO

Closed 3 acquisitions to expand global reach and digital capabilities

**Team Epiphany** added multicultural and experiential scale.

**WNP**, first French agency, adds creative capabilities for EU sector.

**Sidekick**, UK-digital creative shop expands Allison's presence in the region

Additionally, Q2 2024 acquisition of **PROS** adds social and influencer capabilities in Brazil

# SUMMARY COMBINED FINANCIALS

## Three Months Ended March 31,

<i>\$ in Thousands</i>	<b>2024</b>	<b>2023</b>
<b>Net Revenue</b>	<b>\$ 532,454</b>	<b>\$ 521,662</b>
Billable Costs	137,605	100,782
<b>Revenue</b>	<b>\$ 670,059</b>	<b>\$ 622,444</b>
Billable Costs	137,605	100,782
Staff costs	342,157	349,613
Administrative costs	67,163	68,240
Unbillable and other costs, net	32,818	31,587
<b>Adjusted EBITDA</b>	<b>\$ 90,316</b>	<b>\$ 72,222</b>
Stock-based compensation	16,116	12,004
Depreciation and amortization	34,836	33,477
Deferred acquisition consideration	154	4,088
Impairment and other losses	1,500	-
Other items, net	11,856	6,420
<b>Operating income (loss)</b>	<b>\$ 25,854</b>	<b>\$ 16,233</b>
<b>Adjusted EBITDA margin (on net revenue)</b>	<b>17.0%</b>	<b>13.8%</b>

# 1Q24 NET REVENUE

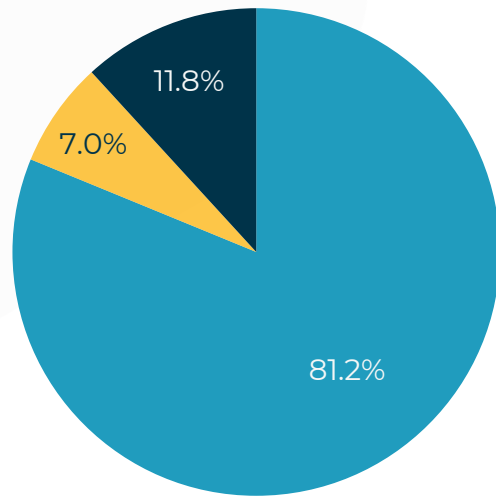
## Three Months Ended March 31, 2024

<i>\$ in Thousands</i>	<b>Net Revenue</b>	<b>Change</b>
<b>March 31, 2023</b>	<b>\$ 521,662</b>	
Organic revenue	9,029	1.7%
Acquisitions (divestitures), net	(63)	(0.0%)
Foreign currency	1,826	0.4%
<b>Total Change</b>	<b>\$ 10,792</b>	<b>2.1%</b>
<b>March 31, 2024</b>	<b>\$ 532,454</b>	

# NET REVENUE BY GEOGRAPHY

**%** OF NET REVENUE

**1Q**



## Organic Growth Y/Y

**Geography**

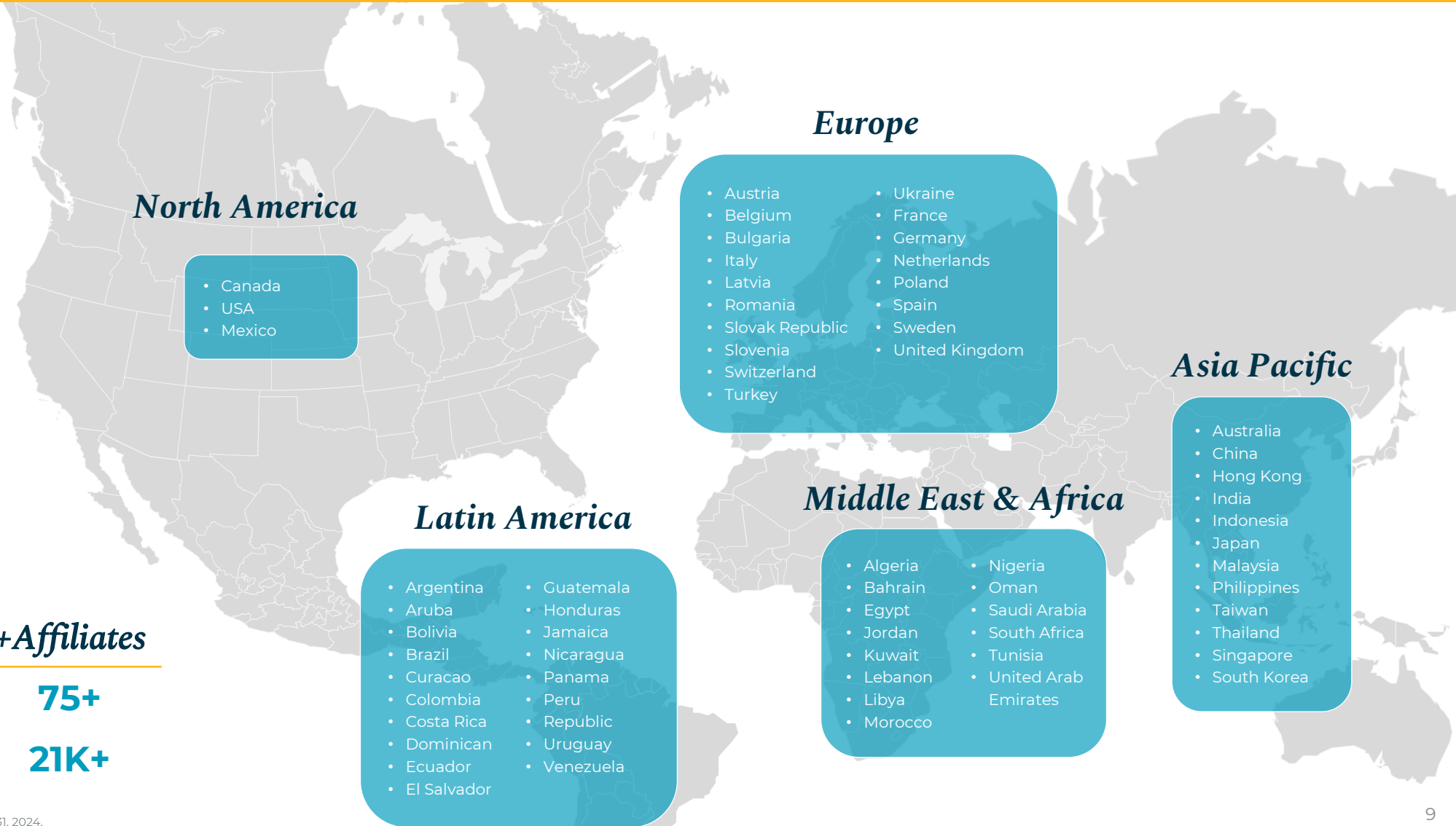
**1Q24**

United States	1.9%
United Kingdom	10.3%
Other	(3.9%)
<b>TOTAL</b>	<b>1.7%</b>
<b>TOTAL EX-ADVOCACY</b>	<b>(1.2)%</b>



# GLOBAL NETWORK

## Stagwell's Affiliate Network Significantly Expands Our Global Footprint



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

Note: As of March 31, 2024.

# OUR PRINCIPAL CAPABILITIES

- 1 Stagwell Marketing Cloud Group**  
SaaS and DaaS Tools for the In-House Marketer

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- 2 Digital Transformation**  
Building & Designing Digital Platforms & Technology

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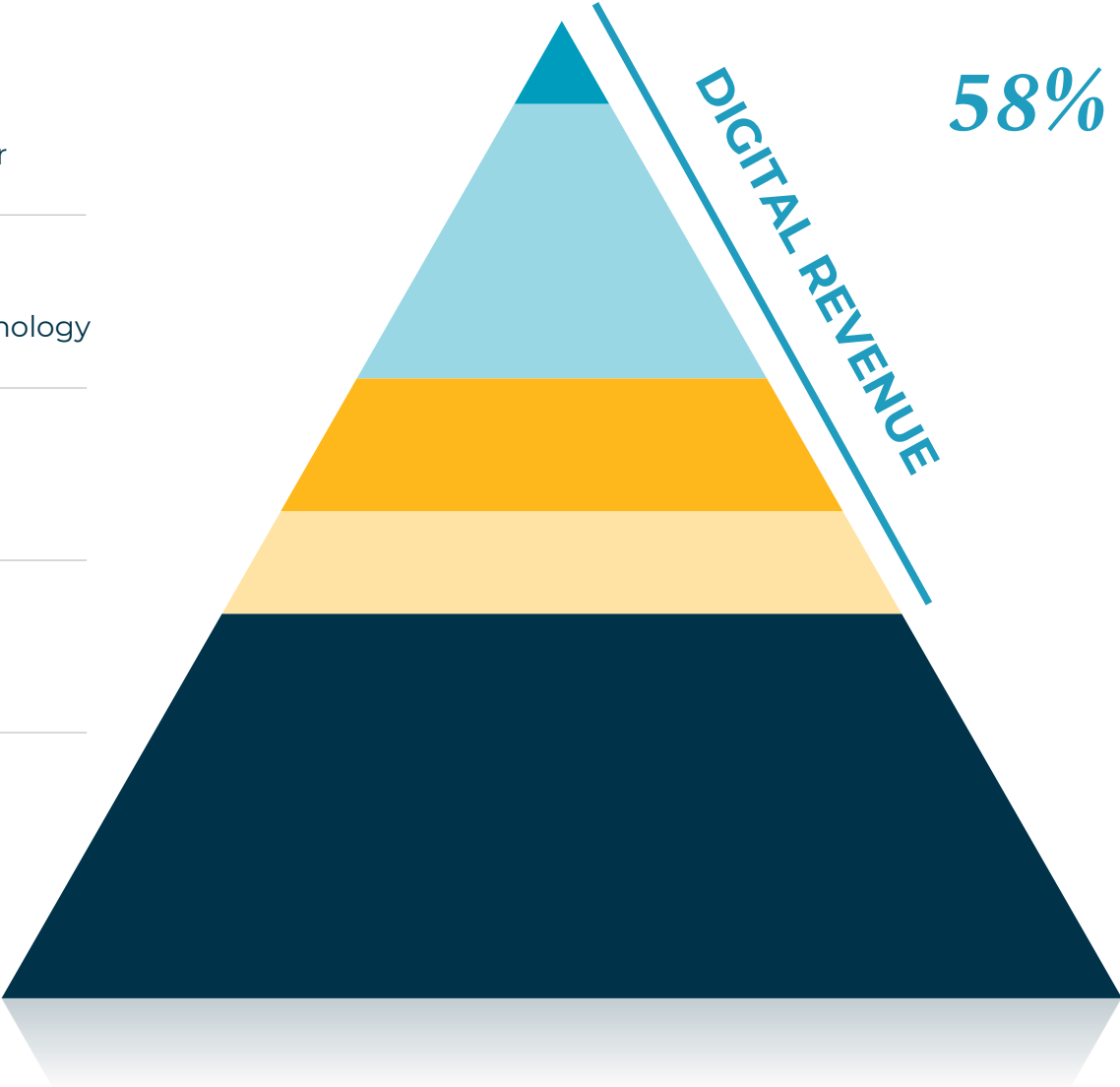
- 3 Performance Media & Data**  
Addressable on a Global Scale

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- 4 Consumer Insights & Strategy**  
Tracking Across the Entire Consumer Journey

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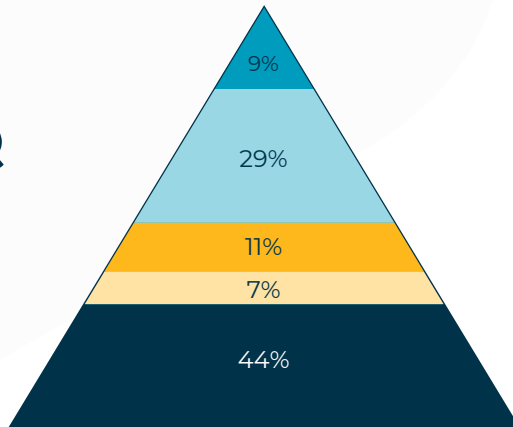
- 5 Creativity & Communications**  
Blue-Chip Customer Base



# REVENUE GROWTH BY CAPABILITY

% OF REVENUE

1Q



## Principal Capability

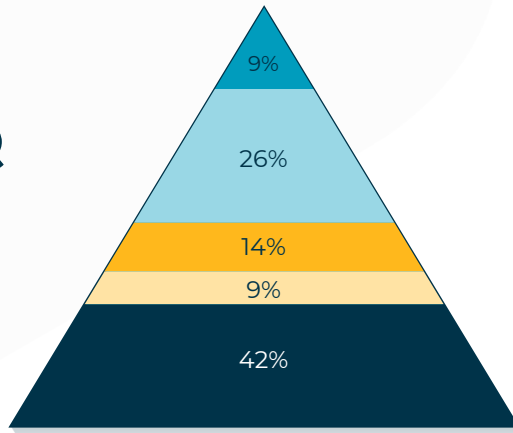
1Q24

Principal Capability	1Q24	
	Organic Revenue Growth	Revenue Growth
Stagwell Marketing Cloud Group	6.7%	7.2%
Digital Transformation	3.3%	5.5%
Performance Media & Data	11.7%	13.3%
Consumer Insights & Strategy	(7.3%)	(7.1%)
Creativity & Communications	9.2%	10.5%
<b>TOTAL</b>	<b>6.2%</b>	<b>7.6%</b>
<b>TOTAL EX-ADVOCACY</b>	<b>1.6%</b>	<b>3.2%</b>

# NET REVENUE GROWTH BY CAPABILITY

% OF NET REVENUE

1Q



## Principal Capability

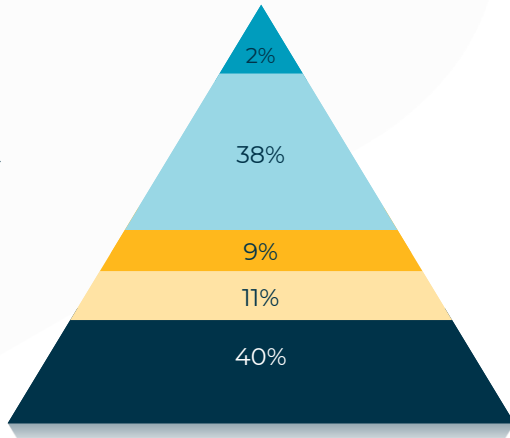
1Q24

Principal Capability	1Q24	
	Organic Net Revenue Growth	Net Revenue Growth
Stagwell Marketing Cloud Group	1.5%	2.1%
Digital Transformation	(1.2%)	1.7%
Performance Media & Data	10.7%	12.2%
Consumer Insights & Strategy	(8.4%)	(8.2%)
Creativity & Communications	3.2%	1.5%
<b>TOTAL</b>	<b>1.7%</b>	<b>2.1%</b>
<b>TOTAL EX-ADVOCACY</b>	<b>(1.2%)</b>	<b>(0.8%)</b>

# ADJ EBITDA GROWTH BY CAPABILITY

% OF ADJ. EBITDA\*

1Q



## Adj. EBITDA\* Growth Y/Y

### Principal Capability

1Q24

Stagwell Marketing Cloud Group	(17.6)%
Digital Transformation	4.6%
Performance Media & Data	212.4%
Consumer Insights & Strategy	8.4%
Creativity & Communications	41.9%
<b>TOTAL</b>	<b>25.1%</b>
<b>TOTAL EX-ADVOCACY</b>	<b>8.2%</b>

# EX-ADVOCACY REVENUE, NET REVENUE & ADJUSTED EBITDA

## REVENUE

\$ in Millions

Three Months Ended,

	March 31, 2024	March 31, 2023	% Change
<b>Total Revenue</b>	<b>\$670</b>	<b>\$622</b>	<b>7.6%</b>
Advocacy Revenue	65	36	80.4%
<b>Total Ex Advocacy</b>	<b>605</b>	<b>586</b>	<b>3.2%</b>

## NET REVENUE

Three Months Ended,

	March 31, 2024	March 31, 2023	% Change
<b>Total Net Revenue</b>	<b>\$532</b>	<b>\$522</b>	<b>2.1%</b>
Advocacy Net Revenue	42	27	54.2%
<b>Total Ex Advocacy</b>	<b>490</b>	<b>494</b>	<b>(0.8%)</b>

## ADJ. EBITDA

Three Months Ended,

	March 31, 2024	March 31, 2023	% Change
<b>Total Adj. EBITDA</b>	<b>\$90</b>	<b>\$72</b>	<b>25.1%</b>
Advocacy Adj. EBITDA	13	1	1147.6%
<b>Total Ex Advocacy</b>	<b>77</b>	<b>71</b>	<b>8.2%</b>

*Net New Business*

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1Q24	<b>\$66M</b>
LTM	<b>\$284M</b>

*Avg. Net Revenue*

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1Q24	<b>\$6.0M</b> PER CLIENT AT TOP 25
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Notable Business **WINS & EXPANSIONS**

**FOGO DE CHÃO**  
BRAZILIAN STEAKHOUSE

**FOSSIL**

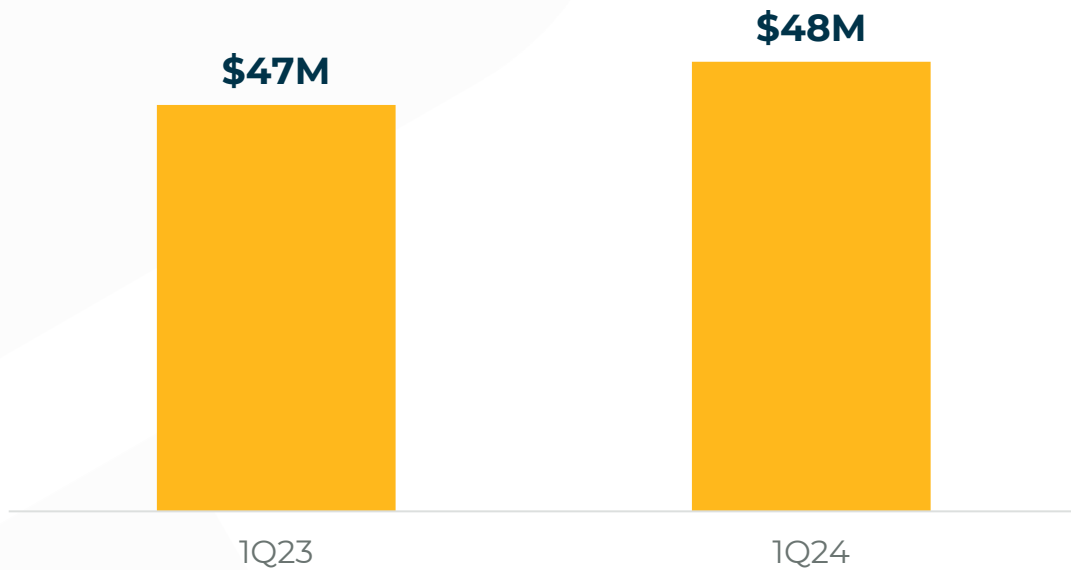
**SAMSUNG**

**Wilson**



**TARGET**

*Net Revenue<sup>1</sup>*



	<i>Net Revenue</i>	<i>Adj. EBITDA Margin</i>
Advanced Media Platforms	\$38.6	17.2%
Stagwell Marketing Cloud	\$9.4	(45.5)%
<b>TOTAL</b>	<b>\$47.9</b>	<b>4.6%</b>
<b>GROWTH (y/y)</b>	<b>2.1%</b>	



## LIQUIDITY

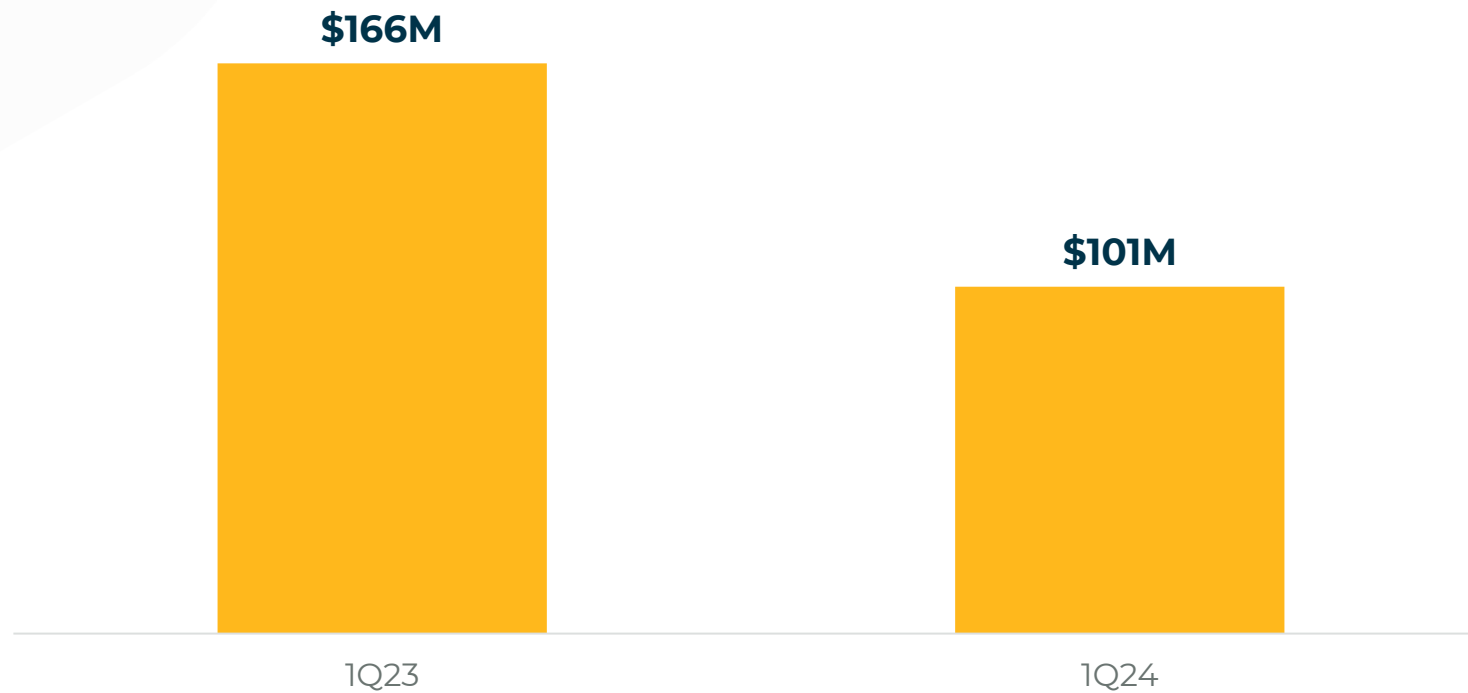
\$ in Millions

### *Available Liquidity* (as of 3/31/2024)

Commitment Under Credit Facility	\$ 640
Drawn	182
Letters of Credit	16
Undrawn Commitments Under Facility	\$ 442
Total Cash & Cash Equivalents	130
<b>Total Available Liquidity</b>	<b>\$ 572</b>

## MAINTAINING DISCIPLINE AROUND *Deferred Acquisition Costs*

REDUCED DAC BY \$65M  
FROM 1Q23 QUARTER-END BALANCE



# ADJUSTED EARNINGS PER SHARE

*Three Months Ended March 31, 2024*

*\$ and Shares in Thousands*

	Reported (GAAP)	Adjustments	Non-GAAP
Net income (loss) attributable to Stagwell Inc. common shareholders	\$ (1,506)	\$ 19,480	\$ 17,974
Net income attributable to Class C Shareholders	-	24,554	24,554
Net income (loss) attributable to Stagwell Inc. and Class C and adjusted net income	\$ (1,506)	\$ 44,034	\$ 42,528
Weighted average number of common shares outstanding (diluted)	116,405	4,534	120,939
Weighted average number of common class C shares outstanding (diluted)	-	151,649	151,649
Weighted average number of shares outstanding	116,405	156,183	272,588
<b>Adjusted earnings per share (diluted)</b>	<b>\$ (0.01)</b>		<b>\$ 0.16</b>
<b><u>Adjustments to net income (loss)</u></b>			
Amortization expense		\$ 28,203	
Impairment and other losses		1,500	
Stock-based compensation		16,116	
Deferred acquisition consideration		154	
Gain on sale of business		-	
Other items, net		11,856	
<b>Total add-backs</b>		<b>\$ 57,829</b>	
Adjusted tax expense		(12,748)	
		<b>\$ 45,081</b>	
Net loss attributable to Class C shareholders		(1,047)	
		<b>\$ 44,034</b>	

# GAAP CONSOLIDATED OPERATING PERFORMANCE

	<i>Three Months Ended March 31,</i>	
	<b>2024</b>	<b>2023</b>
<i>\$ and Shares in Thousands</i>		
<b>Revenue</b>	<b>\$ 670,059</b>	<b>\$ 622,444</b>
Cost of services	444,526	413,898
Office & general expenses	163,343	158,836
Depreciation & amortization	34,836	33,477
Impairment & other losses	1,500	-
<b>Total operating expenses</b>	<b>\$ 644,205</b>	<b>\$ 606,211</b>
<b>Operating income (Loss)</b>	<b>\$ 25,854</b>	<b>\$ 16,233</b>
Interest expense, net	(20,965)	(18,189)
Foreign exchange, net	(2,258)	(670)
Gain on sale of business	-	-
Other, net	(1,267)	220
<b>Other income (expenses)</b>	<b>\$ (24,490)</b>	<b>\$ (18,639)</b>
Income tax expense (benefit)	2,585	236
<b>Income (loss) before equity in earnings of non-consolidated affiliates</b>	<b>\$ (1,221)</b>	<b>\$ (2,642)</b>
Equity in income (loss) of non-consolidated affiliates	508	(227)
<b>Net income (loss)</b>	<b>\$ (713)</b>	<b>\$ (2,869)</b>
Net income (loss) attributable to non-controlling & redeemable non-controlling interests	(569)	4,258
<b>Net income (loss) attributable to Stagwell Inc. common shareholders</b>	<b>\$ (1,282)</b>	<b>\$ 1,389</b>
<b><u>Earnings Per Share</u></b>		
Basic	\$ (0.01)	\$ 0.01
Diluted	\$ (0.01)	\$ -
<b><u>Weighted Average Number of Shares Outstanding</u></b>		
Basic	112,633	125,199
Diluted	116,405	289,806

# CAPITAL STRUCTURE

## Net Debt & Debt-Like (\$M, as of 3/31/2024)

Revolving Credit Facility	\$ 182
Bonds	1,100
NCI <sup>1</sup>	23
DAC <sup>2</sup>	101
RNCI <sup>3</sup>	31
Less: Investments <sup>4</sup>	15
Less: Cash	130
<b>TOTAL NET DEBT &amp; DEBT-LIKE</b>	<b>\$ 1,292</b>

## Share Count<sup>5</sup> (Thousands, as of 4/24/2024)

Class A	117,739
Class C <small>(equal voting &amp; economic rights to Class A)</small>	151,649
Share-based awards <sup>6</sup>	8,447
<b>DILUTED</b>	<b>277,835</b>

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 4.9m shares assuming conversion as of 3/31/24.

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 4/24/2024 would be 117.7m Class A shares, 151.6 Class C shares, 5.1m shares to settle DAC and 58.5m share-based awards, for a total of 282.9m 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



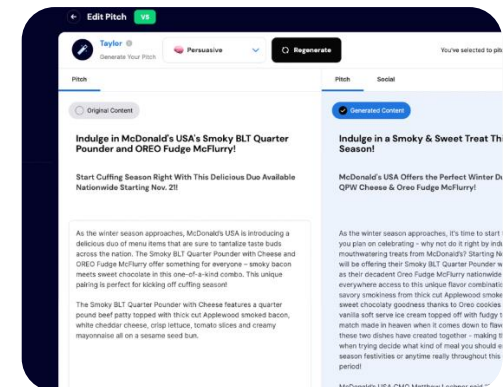
### Augmented Reality

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

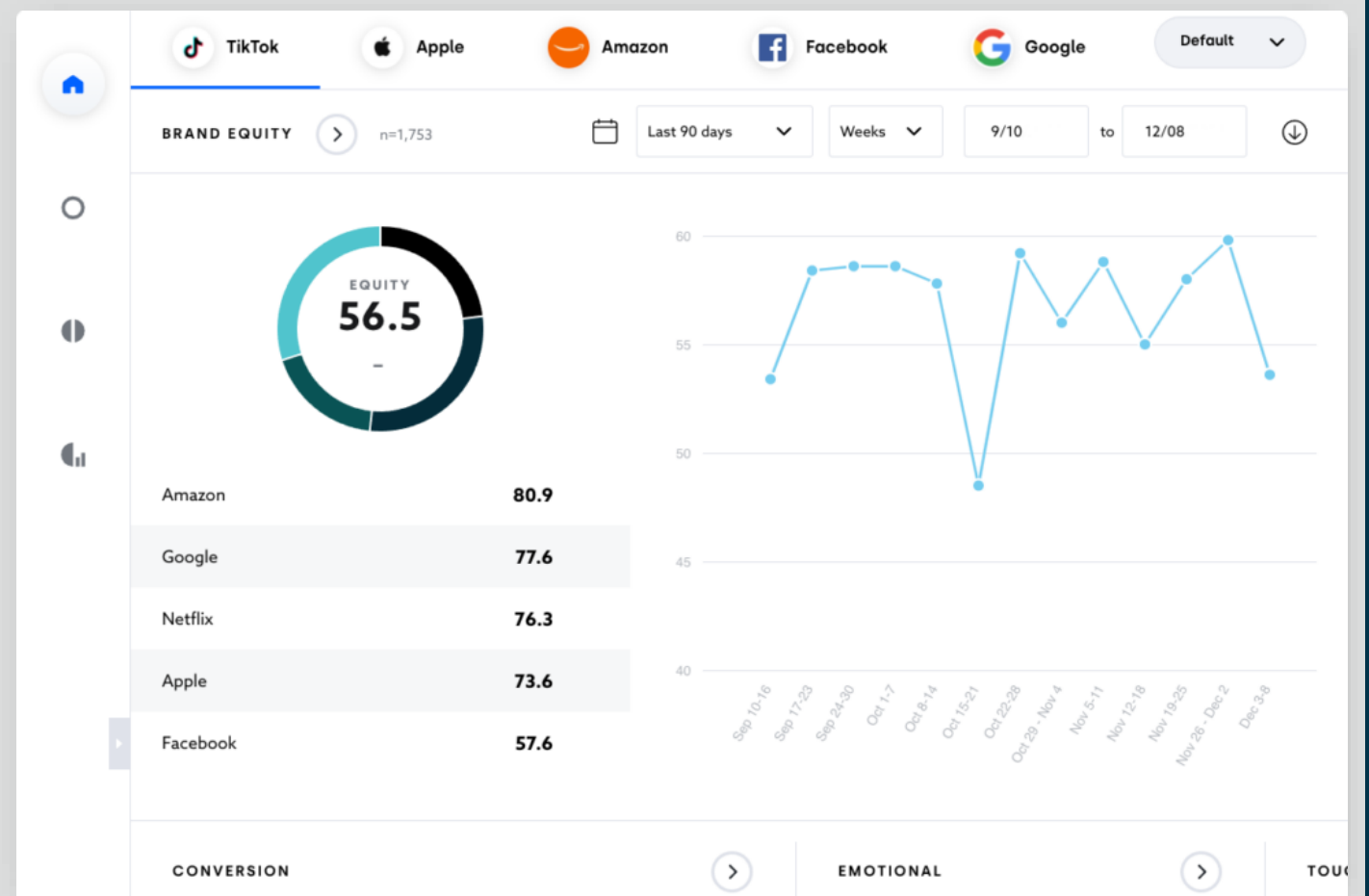
= **LOWER GO-TO-MARKET COSTS**





### 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 shows the PRophet web interface. On the left is a dark sidebar with navigation options: 'My Pitch', 'Predict', 'Practice', 'Media List', and 'Need Help?'. The main content area is titled 'Edit Pitch v5' and features a user profile for 'Taylor' with a 'Generate Your Pitch' button. A dropdown menu is set to 'Persuasive' and there is a 'Regenerate' button. Below this, there are two tabs: 'Pitch' and 'Social'. Under the 'Pitch' tab, there are radio buttons for 'Original Content' and 'Generated Content'. The 'Generated Content' option is selected. The main text area displays a generated pitch for McDonald's USA, featuring 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 body text describes the new menu items and their appeal during the winter season. A 'Social' tab is also visible, showing a similar generated pitch for the same topic.



## AUGMENTED REALITY *Product Spotlight*

### *Customer Benefit*

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





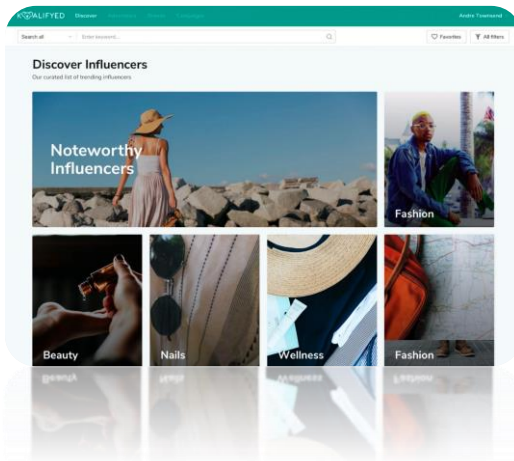
# STAGWELL MARKETING CLOUD GROUP

## Pricing Model

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

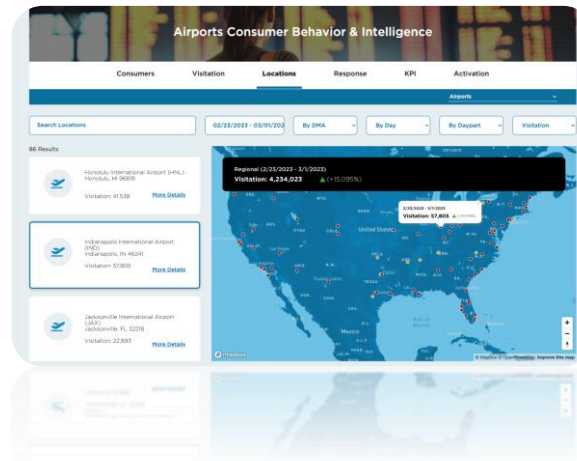
### Subscription Pricing

*Annual SaaS contract*



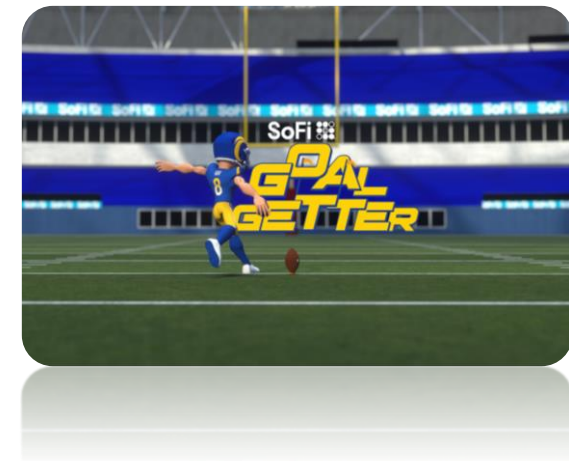
### Consumption Fee

*Data and media spend*



### Advertising-Based

*Sponsorship fees*



# Thank You

*Contact Us:*

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