



Q4 and FY 2024



## FY 2024 *Financial Highlights*

### INDUSTRY-LEADING GROWTH

#### Revenue growth of 12% YoY to \$2.84 billion

- \$2.30 billion in net revenue, up 7% YoY
- \$411 million in adjusted EBITDA, up 14% YoY
- \$789 million in revenue, up 20% YoY in Q4 24

## Five Breakthroughs *in FY24*

### 1. ACCELERATING DIGITAL TRANSFORMATION

#### Digital transformation grew 22% in Q4 24 and 13% in FY24

- 12% revenue growth from technology clients YoY in Q4 24
- Launched first-of-its-kind anticipatory AI tool ContextLens ahead of the election, built by Code and Theory for Real Clear Politics

### 2. UNPRECEDENTED POLITICAL CYCLE

#### Advocacy revenue grew 80% in Q4 24 and 72% in FY24

- \$400 million in low-dollar contributions and 100+ political clients supported by Targeted Victory
- 87 million pieces of mail, 3,000+ scripts, ~1,000 ads, and 100 film shoots executed by SKDK
- 4 billion+ messages for fundraising, voter contact, and GOTV sent via AI-powered text messaging platform Wonder Cave

### 3. RECORD-BREAKING NEW BUSINESS

#### Record of \$382M in net LTM new business revenue in FY24

- \$102 million of net new business wins in Q4 24
- 85% increase in total number of wins YoY in Q4 24
- Secured high-profile new customer wins and expansions with Starbucks, Target, and Visa
- Average top 25 customer now a \$25 million relationship

### 4. INVESTING IN TOOLS FOR MARKETERS

#### Digital accounted for 57% of FY24 net revenue

- Stagwell Marketing Cloud grew 24% in Q4 24 and 19% in FY24
- Collaborating with Adobe to beta-test Adobe Firefly and launch The Machine, an AI-powered content development platform

### 5. AGGRESSIVE ACQUISITION STRATEGY

#### International revenue outside North America grew 12% in FY24, led by strong growth in MENA

- 11 announced transactions in FY24
- >150% net revenue growth YoY in MENA, with Consulium, LEADERS, and Create. Group bringing regional headcount to >500
- Acquisitions of UNICEPTA and BERA bolstering SMC suite of SaaS products, driving AI capabilities and new business

## 2025 *Outlook*

~8%

TOTAL NET REVENUE GROWTH

\$410M - \$460M

ADJUSTED EBITDA

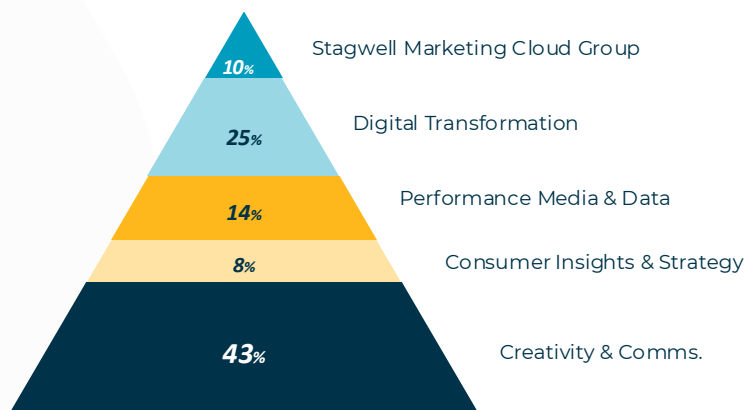
>45%

FREE CASH FLOW CONVERSION

\$0.75 - \$0.88

ADJUSTED EPS

## FY 24 Net Revenue *by Principal Capability*



## Acquisitions *Growing Capabilities & Reach*

### Q4 2024

#### UNICEPTA

Global media monitoring platform based in Germany, adds **AI-powered monitoring capabilities** to our SMC suite of SaaS products



Pan-MENA government advisory consultancy adding to our **Middle East** presence

#### Create.

Announced intent to acquire Create. Group – leading digital strategic communications group in the **Middle East**

### Q1 2025

#### ADKK GLOBAL

Announced intent to acquire ADK Global, adding 10 new offices in **APAC** and bringing headcount in the region to >2,000. ADK Global bolsters our AI capabilities and completes our offering in APAC of media, creative, and PR



Global sports partnership and activation agency joining TEAM, bolstering our ability to help brands tap into **sports** communities