



STAGWELL

TRANSFORMING MARKETING

Fourth Quarter and Full Year 2024

EARNINGS PRESENTATION

February 27 | 2025

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 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 2024 Form 10-K, filed with the Securities and Exchange Commission (the "SEC") on March 5, 2025, 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 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*

Introducing Full-Year 2025 Outlook

~ 8% Total Net Revenue Growth

\$410M - \$460M Adjusted EBITDA

> 45% EBITDA Conversion to Free Cash Flow

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

FOURTH QUARTER HIGHLIGHTS

NET REVENUE: \$630M | NET LEVERAGE RATIO: 3.0x | ADJ. EBITDA: \$123M

Best-In-Class GROWTH

Revenue growth of **20%** year-over-year to **\$789 million**

Digital Transformation grew **22%** over the prior period

US posted **21%** growth year-over-year

Advocacy revenue grew **80%** year-over-year

Investing IN TECHNOLOGY

Stagwell Marketing Cloud grew **24%** over the prior period

Launched first-of-its-kind anticipatory AI tool ContextLens ahead of the election, built by **Code and Theory** for Real Clear Politics

Deepened our relationship with **Adobe**, beta-testing Adobe Firefly and collaborating on The Machine, an AI-powered content development platform

Continued to invest in our **Stagwell Marketing Cloud** solutions for marketers with updated AI-powered influencer pitch features to our PRophet tool

Record-Breaking NEW BUSINESS

Record **\$102M** of net new business wins in 4Q24, bringing LTM to **\$382M**

Secured multiple high profile new customer wins and expansions with leading companies including **Starbucks, Target** and **Visa**.

The total number of wins increased **85%** YoY; Count of our wins above \$1 million increased **72%**

Expanding CAPABILITIES & REACH

Closed **2** acquisitions in 4Q to expand global reach and digital capabilities

Acquired **Consulum**, a pan-MENA government advisory consultancy

Added **UNICEPTA**, global media monitoring and analytics platform based in Germany

Announced intent to acquire **Create. Group**, a leading digital strategic communications group in the Middle East, with anticipated close before end of 1Q25

Announced intent to acquire **ADK Global**, adding 10 new offices in APAC and bringing headcount in the region to more than 2,000

SUMMARY COMBINED FINANCIALS

<i>\$ in Thousands</i>	<i>Three Months Ended December 31,</i>		<i>Twelve Months Ended December 31,</i>	
	2024	2023	2024	2023
Net Revenue	\$ 629,623	\$ 551,066	\$ 2,296,662	\$ 2,152,454
Billable Costs	159,085	103,829	544,554	374,723
Revenue	\$ 788,708	\$ 654,895	\$ 2,841,216	\$ 2,527,177
Billable Costs	159,085	103,829	544,554	374,723
Staff costs	390,221	354,523	1,449,706	1,389,168
Administrative costs	75,454	62,934	281,707	259,780
Unbillable and other costs, net	40,749	38,629	154,462	143,367
Adjusted EBITDA	\$ 123,199	\$ 94,980	\$ 410,787	\$ 360,139
Stock-based compensation	13,235	22,564	52,161	57,179
Depreciation and amortization	38,771	35,036	151,652	142,831
Deferred acquisition consideration	15,045	2,179	22,995	13,060
Impairment and other losses	-	833	1,715	11,395
Other items, net	12,620	15,078	49,196	45,147
Operating income	\$ 43,528	\$ 19,290	\$ 133,068	\$ 90,527
Adjusted EBITDA margin (on net revenue)	19.6%	17.2%	17.9%	16.7%

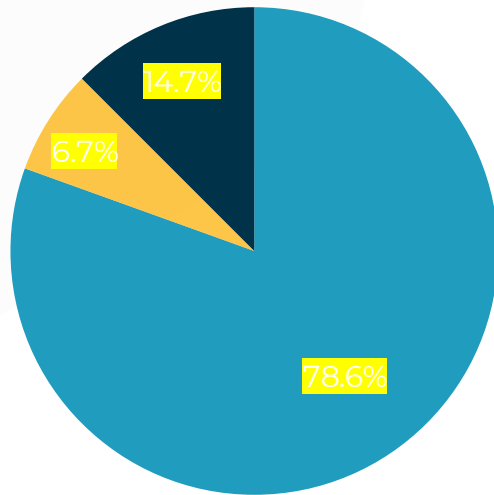
4 Q 2 4 N E T R E V E N U E

	<i>Three Months Ended December 31, 2024</i>		<i>Twelve Months Ended December 31, 2024</i>	
<i>\$ in Thousands</i>	Net Revenue	Change	Net Revenue	Change
Dec 31, 2023	\$ 551,066		\$ 2,152,454	
Organic revenue	55,069	10.0%	111,746	5.2%
Acquisitions (divestitures), net	23,507	4.3%	31,028	1.4%
Foreign currency	(19)	(0.0)%	1,434	0.0%
Total Change	\$ 78,557	14.3%	\$ 144,208	6.7%
Dec 31, 2024	\$ 629,623		\$ 2,296,662	

4Q24 NET REVENUE BY GEOGRAPHY

% OF NET REVENUE

4Q



Organic Growth Y/Y

<i>Geography</i>	<i>4Q24</i>	<i>FY24</i>
United States	12.3%	6.7%
United Kingdom	(12.6)%	(5.4)%
Other	10.2%	1.8%
TOTAL	10.0%	5.2%
TOTAL EX-ADVOCACY	6.3%	2.3%

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

Asia Pacific

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

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

	<i>Stagwell</i>	<i>Affiliates</i>
COUNTRIES	40+	75+
EMPLOYEES	12K+	21K+

Note: As of December 31, 2024.

OUR PRINCIPAL CAPABILITIES

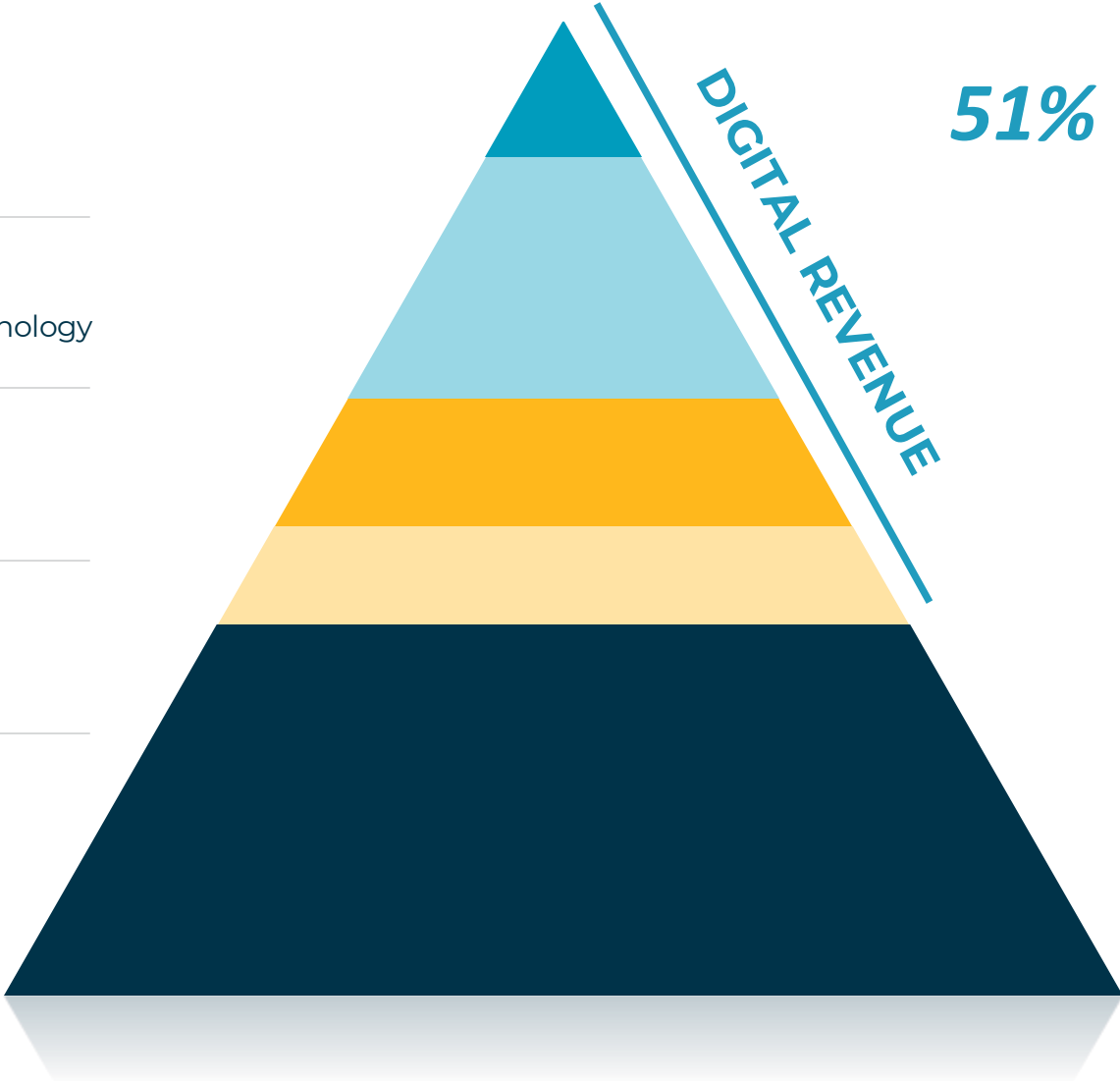
- 1 Stagwell Marketing Cloud Group**
SaaS and DaaS Tools for the Modern Marketer

- 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

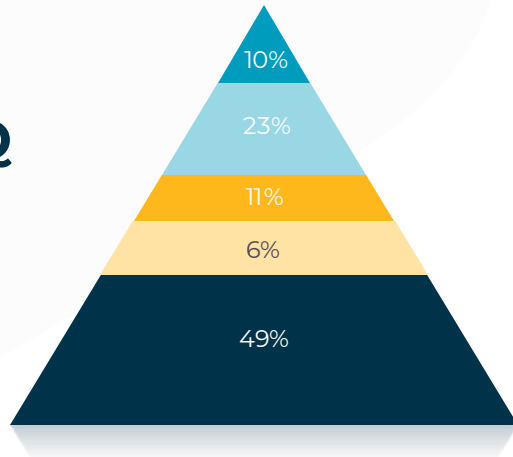
- 5 Creativity & Communications**
Blue-Chip Customer Base



REVENUE GROWTH BY CAPABILITY

% OF REVENUE

4Q



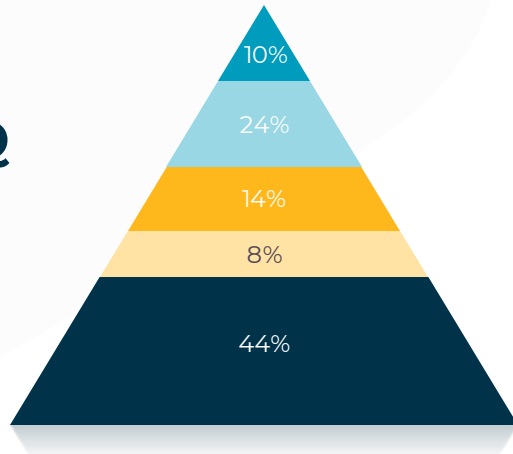
Principal Capability

Principal Capability	4Q24		FY24	
	Organic Revenue Growth	Revenue Growth	Organic Revenue Growth	Revenue Growth
Stagwell Marketing Cloud Group	15.8%	24.0%	16.1%	18.8%
Digital Transformation	23.7%	22.0%	11.5%	12.8%
Performance Media & Data	11.6%	11.9%	9.0%	9.7%
Consumer Insights & Strategy	(4.9)%	(1.1)%	(3.1)%	(1.1)%
Creativity & Communications	13.0%	24.6%	9.1%	13.8%
TOTAL	14.1%	20.4%	9.4%	12.4%
TOTAL EX-ADVOCACY	6.2%	13.3%	3.7%	7.0%

NET REVENUE GROWTH BY CAPABILITY

% OF NET REVENUE

4Q



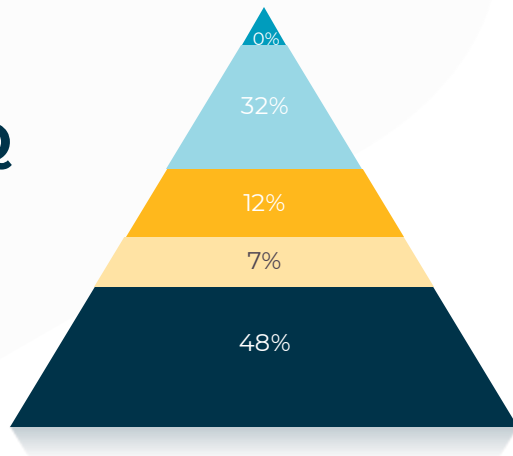
Principal Capability

Principal Capability	4Q24		YTD	
	Organic Net Revenue Growth	Net Revenue Growth	Organic Net Revenue Growth	Net Revenue Growth
Stagwell Marketing Cloud Group	9.1%	18.7%	10.5%	13.7%
Digital Transformation	17.0%	15.2%	7.1%	8.7%
Performance Media & Data	15.4%	15.8%	8.3%	9.0%
Consumer Insights & Strategy	(6.4)%	(2.7)%	(3.2)%	(1.2)%
Creativity & Communications	8.0%	15.8%	3.8%	5.0%
TOTAL	10.0%	14.3%	5.2%	6.7%
TOTAL EX-ADVOCACY	6.3%	10.9%	2.3%	3.9%

ADJ EBITDA GROWTH BY CAPABILITY

% OF ADJ. EBITDA*

4Q



Adj. EBITDA* Growth Y/Y

Principal Capability	4Q24	FY24
Stagwell Marketing Cloud Group	(107.2)%	(58.5)%
Digital Transformation	33.9%	18.4%
Performance Media & Data	150.6%	28.3%
Consumer Insights & Strategy	(30.8)%	(10.3)%
Creativity & Communications	54.4%	22.5%
TOTAL	29.7%	14.1%
TOTAL EX-ADVOCACY	18.0%	(0.6)%
TOTAL EX-ADVOCACY EX-SMC**	20.9%	1.3%

EX-ADVOCACY REVENUE, NET REVENUE & ADJUSTED EBITDA

REVENUE

\$ in Millions

	Three Months Ended,			Twelve Months Ended,		
	Dec 31, 2024	Dec 31, 2023	% Change	Dec 31, 2024	Dec 31, 2023	% Change
Total Revenue	\$789	\$655	20.4%	\$2,841	\$2,527	12.4%
Advocacy Revenue	127	70	80.0%	363	211	71.9%
Total Ex Advocacy	662	585	13.3%	2,478	2,316	7.0%

NET REVENUE

	Three Months Ended,			Twelve Months Ended,		
	Dec 31, 2024	Dec 31, 2023	% Change	Dec 31, 2024	Dec 31, 2023	% Change
Total Net Revenue	\$630	\$551	14.3%	\$2,297	\$2,152	6.7%
Advocacy Net Revenue	66	42	54.5%	209	143	45.6%
Total Ex Advocacy	564	509	10.9%	2,088	2,009	3.9%

ADJ. EBITDA

	Three Months Ended,			Twelve Months Ended,		
	Dec 31, 2024	Dec 31, 2023	% Change	Dec 31, 2024	Dec 31, 2023	% Change
Total Adj. EBITDA	\$123	\$95	29.7%	\$411	\$360	14.1%
Advocacy Adj. EBITDA	30	16	86.6%	92	39	133.9%
Total Ex Advocacy	93	79	18.0%	319	321	(0.6)%

Net New Business

4Q24	\$102M
LTM	\$382M

Avg. Net Revenue

4Q24	\$6.9M
	PER CLIENT AT TOP 25

Notable Business **WINS & EXPANSIONS**

VISA

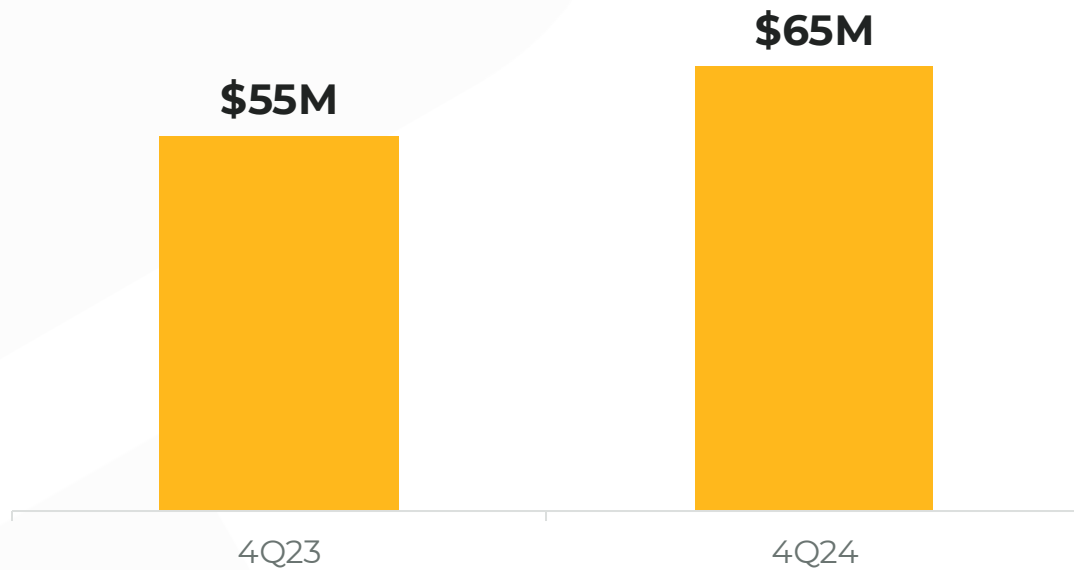


SEPHORA

MassMutual

TARGET

Net Revenue¹



\$ in Millions

	Net Revenue	Adj. EBITDA Margin
Advanced Media Platforms	\$47.8	6.9%
Stagwell Marketing Cloud	\$17.4	(23.3)%
TOTAL	\$65.3	(1.1)%
GROWTH (y/y)	18.7%	

LIQUIDITY

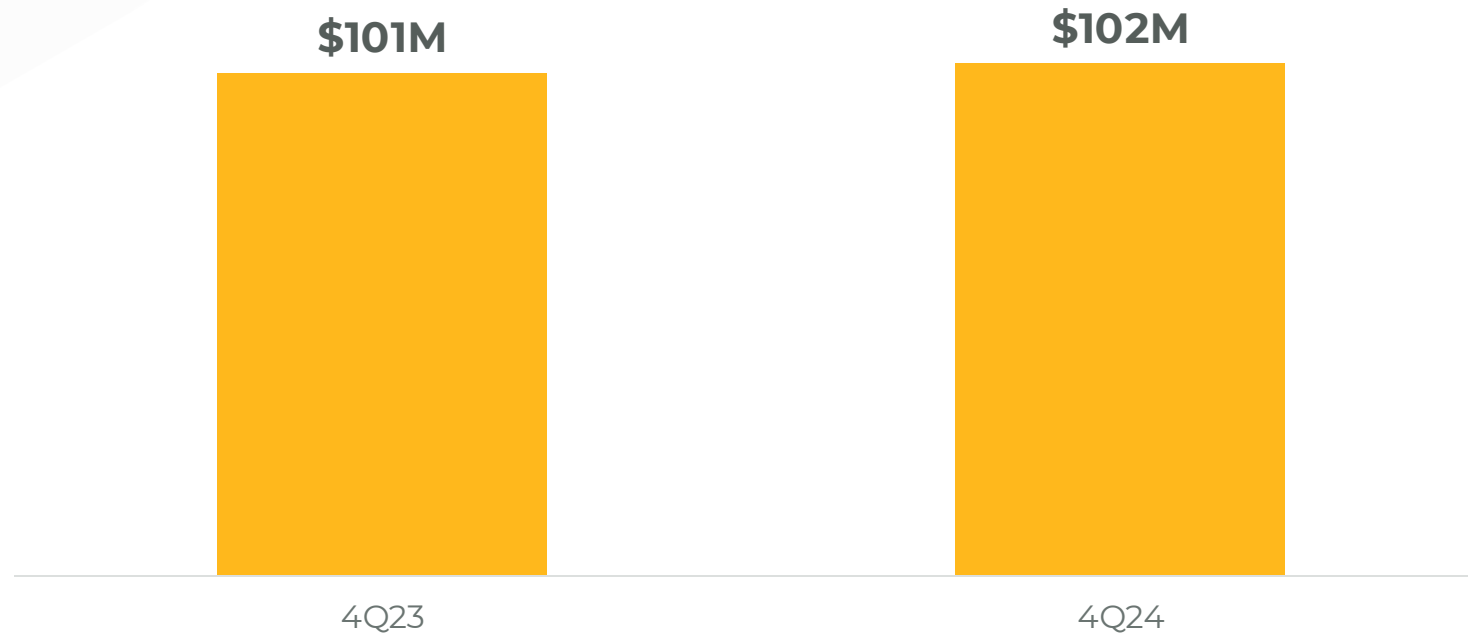
\$ in Millions

Available Liquidity *(as of 12/31/2024)*

Commitment Under Credit Facility	\$ 640
Drawn	264
Letters of Credit	15
Undrawn Commitments Under Facility	\$ 361
Total Cash & Cash Equivalents	131
Total Available Liquidity	\$ 492

MAINTAINING DISCIPLINE AROUND *Deferred Acquisition Costs*

DAC INCREASED BY \$1M
FROM FY23 YEAR-END BALANCE
AS STAGWELL CLOSED 10 ACQUISITIONS



ADJUSTED EARNINGS PER SHARE

Three Months Ended Dec 31, 2024

Twelve Months Ended Dec 31, 2024

<i>\$ and Shares in Thousands</i>	Three Months Ended Dec 31, 2024			Twelve Months Ended Dec 31, 2024		
	Reported (GAAP)	Adjustments	Non-GAAP	Reported (GAAP)	Adjustments	Non-GAAP
Net income attributable to Stagwell Inc. common shareholders	\$ 3,235	\$ 22,226	\$ 25,461	\$ 2,259	\$ 80,403	\$ 82,662
Net income attributable to Class C Shareholders	-	40,500	40,500	-	123,942	123,942
Net income – diluted EPS	\$ 3,235	\$ 62,726	\$ 65,961	\$ 2,259	\$ 204,345	\$ 206,604
Weighted average number of common shares outstanding (diluted)	115,147	2,567	117,714	115,752	2,234	117,986
Weighted average number of common class C shares outstanding (diluted)	-	151,649	151,649	-	151,649	151,649
Weighted average number of shares outstanding	115,147	154,216	269,363	115,752	153,883	269,635
Adjusted earnings per share (diluted)	\$ 0.03		\$ 0.24	\$ 0.02		\$ 0.77
<u>Adjustments to net income</u>						
Amortization expense		\$ 30,572			\$ 122,442	
Impairment and other losses		-			1,715	
Stock-based compensation		13,235			52,161	
Deferred acquisition consideration		15,045			22,995	
Other items, net		12,620			49,196	
Total add-backs		71,472			248,509	
Adjusted tax expense		(20,040)			(61,308)	
		\$ 51,432			\$ 187,201	
Net income attributable to Class C shareholders		11,294			17,144	
		\$ 62,726			\$ 204,345	

GAAP CONSOLIDATED OPERATING PERFORMANCE

	<i>Three Months Ended Dec 31,</i>		<i>Twelve Months Ended Dec 31,</i>	
	2024	2023	2024	2023
<i>\$ and Shares in Thousands</i>				
Revenue	\$ 788,708	\$ 654,895	\$ 2,841,216	\$ 2,527,177
Cost of services	502,522	419,865	1,842,978	1,621,174
Office & general expenses	203,887	179,871	711,803	661,250
Depreciation & amortization	38,771	35,036	151,652	142,831
Impairment & other losses	-	833	1,715	11,395
Total operating expenses	\$ 745,180	\$ 635,605	\$ 2,708,148	\$ 2,436,650
Operating income (Loss)	\$ 43,528	\$ 19,290	\$ 133,068	\$ 90,527
Interest expense, net	(24,038)	(22,889)	(92,317)	(90,644)
Foreign exchange, net	645	(672)	(1,656)	(2,960)
Gain on sale of business	-	94,505	-	94,505
Other, net	(547)	108	(1,372)	(359)
Other income (expenses)	\$ (23,940)	\$ 71,052	\$ (95,345)	\$ 5,442
Income before income taxes and equity in earnings of non-consolidated affiliates	19,588	90,342	37,723	91,069
Income tax expense (benefit)	3,741	35,560	13,182	40,557
Income (loss) before equity in earnings of non-consolidated affiliates	\$ 15,847	\$ 54,782	\$ 24,541	\$ 50,512
Equity in income (loss) of non-consolidated affiliates	-	(8,423)	503	(8,870)
Net income (loss)	\$ 15,847	46,359	\$ 25,044	\$ 41,642
Net income (loss) attributable to non-controlling & redeemable non-controlling interests	(12,612)	(45,073)	(22,785)	(41,508)
Net income (loss) attributable to Stagwell Inc. common shareholders	\$ 3,235	\$ 1,286	\$ 2,259	\$ 134
Earnings Per Share				
Basic	\$ 0.03	\$ 0.01	\$ 0.02	-
Diluted	\$ 0.03	-	\$ 0.02	-
Weighted Average Number of Shares Outstanding				
Basic	109,266	112,769	110,890	117,259
Diluted	115,147	119,621	115,752	122,170

CAPITAL STRUCTURE

Net Debt & Debt-Like (\$M, as of 12/31/2024)

Revolving Credit Facility	\$ 264
Bonds	1,100
NCI ¹	22
DAC ²	102
RNCI ³	27
Less: Investments ⁴	15
Less: Cash	131
TOTAL NET DEBT & DEBT-LIKE	\$ 1,369

Share Count⁵ (Thousands, as of 12/31/2024)

Class A	114,845
Class C (equal voting & economic rights to Class A)	151,649
Share-based awards ⁶	8,618
DILUTED	275,112

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 5.8m shares assuming conversion as of 12/31/24.

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 2/22/2025 would be 114.9m Class A shares, 151.6 Class C shares, 6.2m shares to settle DAC and 8.6m share-based awards, for a total of 281.4m 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

Performance Media & Data

Integrated Omnichannel Media, Data & E-Commerce

Consumer Insights & Strategy

Tracking Across the Consumer Journey

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

2

3

4



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



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





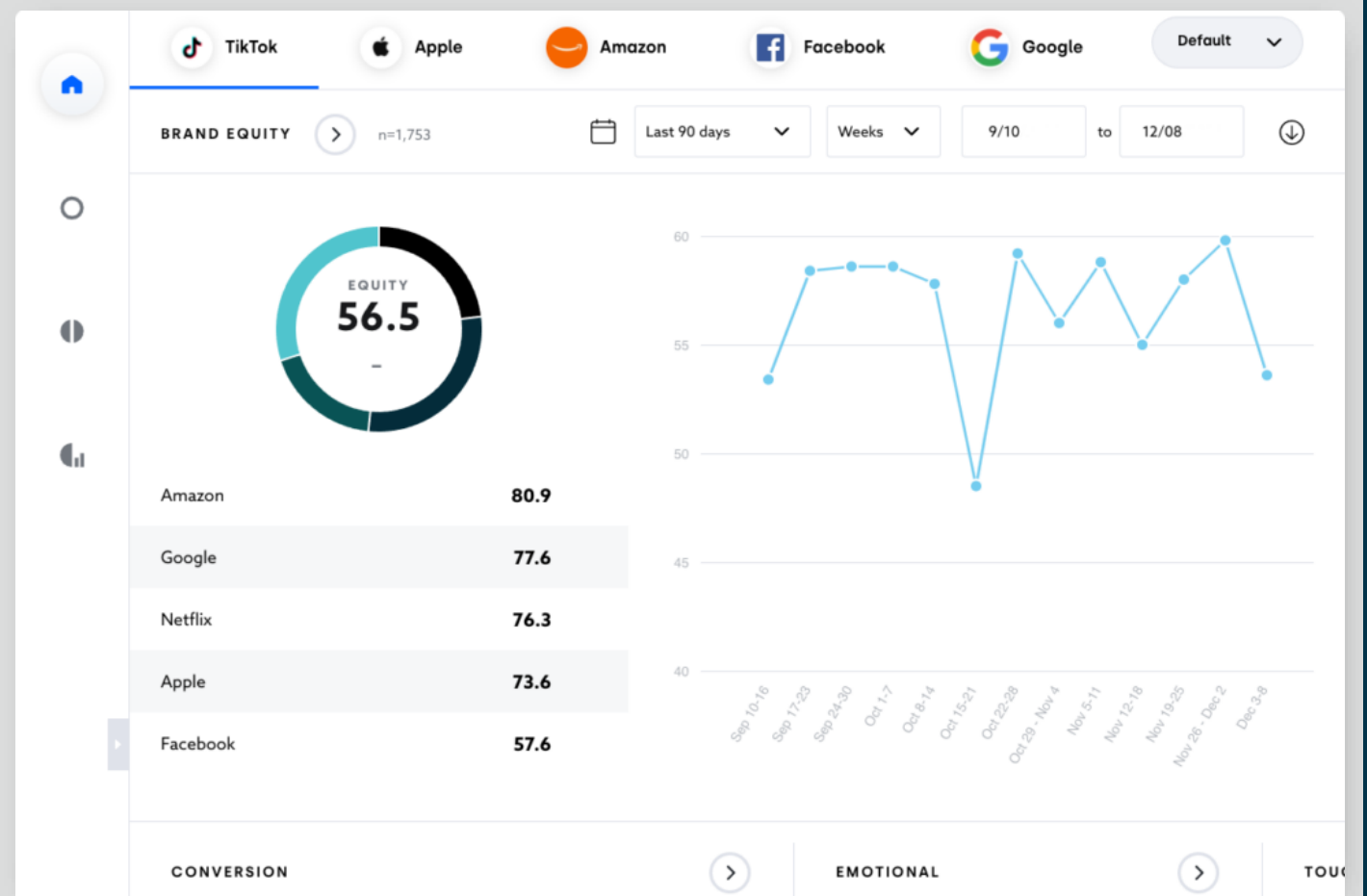
Harris QuestBrand

REAL-TIME INSIGHTS

Product Spotlight

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 shows 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 for '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 is labeled 'Original Content' and shows a headline 'NASA, Canadian Space Agency Artemis II Mission' and a subheadline. The text below reads: '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 is labeled 'Generated Content' and shows a headline 'The First Canadian to Voyage Around the Moon: Jeremy Hansen' and a subheadline 'A look into the intense training and preparation for NASA'. The text below reads: '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 selective crew and prepares vigorously for this monumental trip - one that brings us a giant leap for Mars and beyond. It's been over 50 years since humans last escaped Earth's orbit for 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. The stakes have never been higher. Artemis II will be the first crewed mission to the moon since Apollo 11.' The interface is clean and modern, with a dark blue header and white content area.



AUGMENTED REALITY *Product Spotlight*

Customer Benefit

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





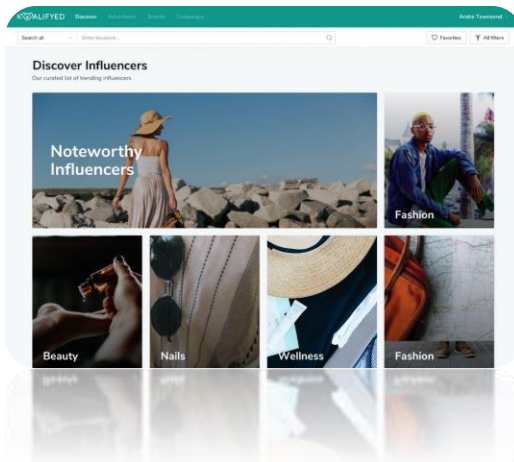
STAGWELL MARKETING CLOUD GROUP

Pricing Model

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

Subscription Pricing

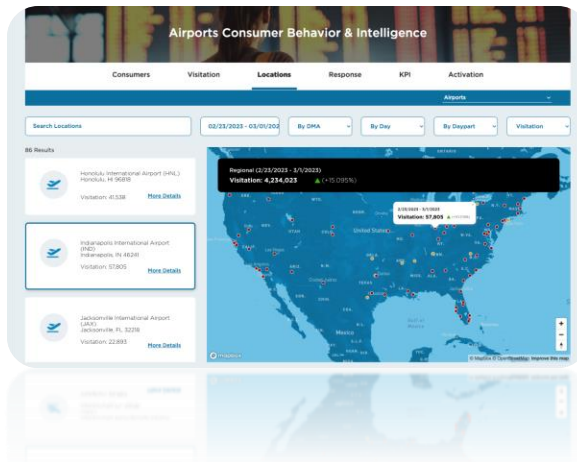
Annual SaaS contract



 PRophet Influence

Consumption Fee

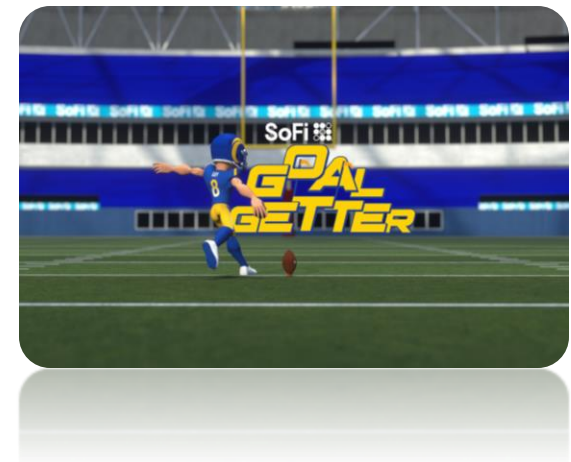
Data and media spend




THE PEOPLE PLATFORM™

Advertising-Based

Sponsorship fees



 around

Thank You

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