



# STAGWELL

TRANSFORMING MARKETING

*Second Quarter 2025*

EARNINGS PRESENTATION

July 31 | 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," "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 recent or future changes in tax laws, potential changes 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](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 2025 Outlook*

~ 8% Total Net Revenue Growth

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\$410M - \$460M Adjusted EBITDA

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> 45% EBITDA Conversion on Free Cash Flow

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

# SECOND QUARTER HIGHLIGHTS

NET REVENUE: \$598M | NET LEVERAGE RATIO: 3.18x | ADJ. EBITDA: \$93M

## Accelerating GROWTH

### Total Net Revenue growth of 8% year-over-year to \$598M

Total Net Revenue growth ex. Advocacy of **10%**, a major improvement versus the 0.1% growth in 2Q24, driven by continued strong Total Net Revenue ex. Advocacy growth of **12%** in Digital Transformation, **8%** in Creativity & Communications, and **38%** in The Marketing Cloud

1H25 Organic Net Revenue ex. Advocacy growth of **3%**, stronger than the 1% decline in the prior year period

## Improving CASH & COSTS

### 1H25 Cash Flow from Operations improved \$122M versus 1H24

Actioned **\$20M** of annualized cost savings YTD through Back-Office, Technology & Real Estate consolidation initiatives

Successfully implemented **Stagwell Content Supply Chain** technology at **six high priority agencies**, focus shifting to actioning cost savings with positive adjusted EBITDA impact expected to start in 3Q25

**Ahead of schedule** to deliver \$80-\$100M of cost savings by YE26 as announced at Investor Day



Note: Net Leverage Ratio defined as Net Debt divided by LTM Adjusted EBITDA.

## Record-Breaking NEW BUSINESS

### \$117M of net new business in 2Q25, bringing LTM to \$451M

Secured multiple high profile new customer wins and expansions with leading companies including **Samsung, New Balance, ServiceNow** and **Volkswagen**

The total number of wins increased **104%** YoY with **34** wins in excess of \$1M

Top 25 customers now average approximately **\$28M** in annual net revenue

## Advancing THE BUSINESS

### Deployed first versions of The Machine and Content Supply Chain

Centralized our media buy offering with **Stagwell Media Platform**, ensuring agencies across our network can take full advantage of global solutions

Launched **Unreasonable Studios**, our award-winning, in-house production and content creative company partnering with brands like Google, Starbucks, HOKA, and Marriott

Closed acquisitions of **ADK Global**, completing our APAC full-service offering, and **JetFuel**, an experiential marketing and retail shopper agency joining TEAM

Elevated **four senior leaders** to new positions, including Ryan Greene to Chief Financial Officer & Jason Reid to Chief Strategy Officer

# SUMMARY COMBINED FINANCIALS

	<i>Three Months Ended June 30,</i>		<i>Six Months Ended June 30,</i>	
<i>\$ in Thousands</i>	2025	2024	2025	2024
<b>Net Revenue</b>	<b>\$ 598,129</b>	<b>\$ 554,392</b>	<b>\$ 1,162,316</b>	<b>\$ 1,086,846</b>
Billable Costs	108,689	116,776	196,242	254,381
<b>Revenue</b>	<b>\$ 706,818</b>	<b>\$ 671,168</b>	<b>\$ 1,358,558</b>	<b>\$ 1,341,227</b>
Billable Costs	108,689	116,776	196,242	254,381
Staff costs	381,270	355,349	749,532	697,506
Administrative costs	75,874	69,534	150,983	136,697
Unbillable and other costs, net	48,130	43,406	88,364	76,224
<b>Adjusted EBITDA</b>	<b>\$ 92,855</b>	<b>\$ 86,103</b>	<b>\$ 173,437</b>	<b>\$ 176,419</b>
Stock-based compensation	19,954	5,875	31,497	21,991
Depreciation and amortization	41,369	42,001	83,375	76,837
Deferred acquisition consideration	(3,220)	7,236	3,437	7,390
Impairment and other losses	-	215	-	1,715
Other items, net	11,580	8,869	13,671	20,725
<b>Operating income</b>	<b>\$ 23,172</b>	<b>\$ 21,907</b>	<b>\$ 41,457</b>	<b>\$ 47,761</b>
<b>Adjusted EBITDA margin (on net revenue)</b>	<b>15.5%</b>	<b>15.5%</b>	<b>14.9%</b>	<b>16.2%</b>

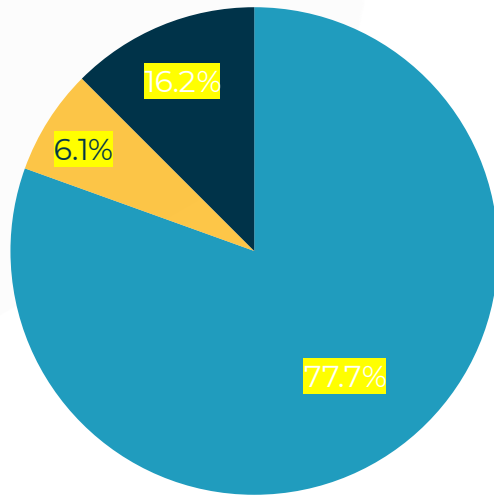
# 2Q25 NET REVENUE

	Three Months Ended June 30, 2025		Six Months Ended June 30, 2025	
<i>\$ in Thousands</i>	Net Revenue	Change	Net Revenue	Change
<b>June 30, 2024</b>	<b>\$ 554,392</b>		<b>\$ 1,086,846</b>	
Organic revenue	3,334	0.6%	5,947	0.5%
Acquisitions (divestitures), net	37,152	6.7%	68,689	6.3%
Foreign currency	3,251	0.6%	834	0.1%
<b>Total Change</b>	<b>\$ 43,737</b>	<b>7.9%</b>	<b>\$ 75,470</b>	<b>6.9%</b>
<b>Jun3 30, 2025</b>	<b>\$ 598,129</b>		<b>\$ 1,162,316</b>	

# 2Q25 NET REVENUE BY GEOGRAPHY

% OF NET  
REVENUE

2Q



## Organic Growth Y/Y

Geography	2Q25	1H25
United States	(0.2)%	(1.1)%
United Kingdom	(7.7)%	(5.4)%
Other	10.1%	14.9%
TOTAL	0.6%	0.5%
TOTAL EX-ADVOCACY	2.0%	2.6%



# 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

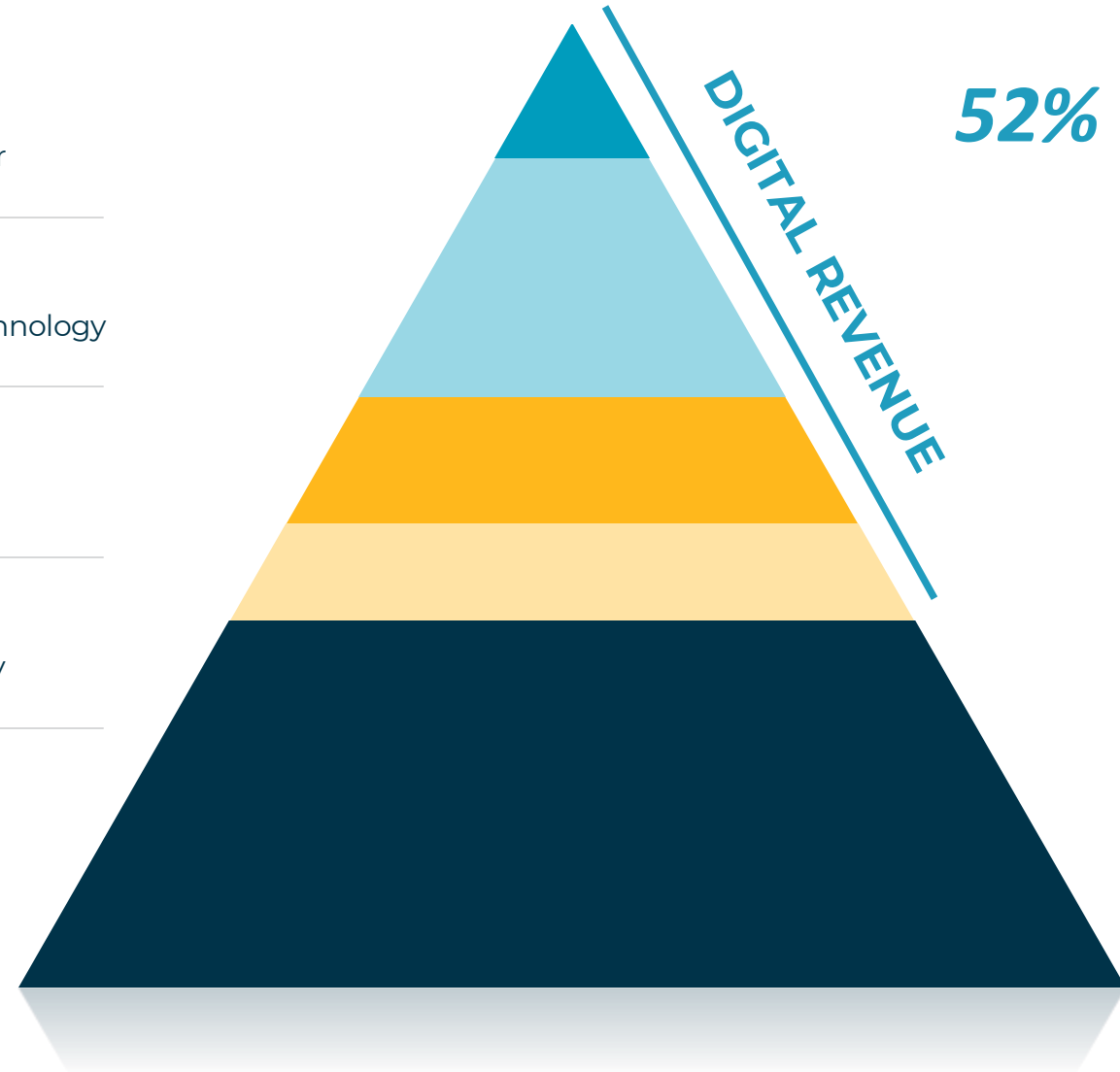
- Australia
- China
- Hong Kong
- India
- Indonesia
- Japan
- Malaysia
- Philippines
- Taiwan
- Thailand
- Singapore
- South Korea

	<i>Stagwell</i>	<i>Affiliates</i>
COUNTRIES	45+	50+
EMPLOYEES	11K+	17K+

Note: As of June 30, 2025. Countries listed represent a subset of locations.

# OUR PRINCIPAL CAPABILITIES

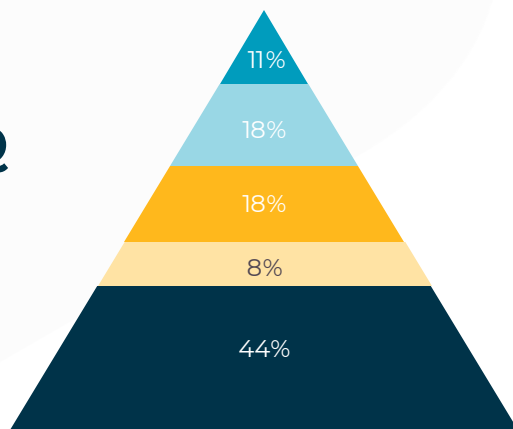
- 1 The Marketing Cloud Group**  
SaaS and DaaS Tools for the Modern Marketer
- 2 Digital Transformation**  
Building & Designing Digital Platforms & Technology
- 3 Performance Media & Data**  
Addressable on a Global Scale
- 4 Consumer Insights & Strategy**  
Tracking Across the Entire Consumer Journey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



# NET REVENUE GROWTH BY CAPABILITY

% OF NET REVENUE

2Q



## Principal Capability

2Q

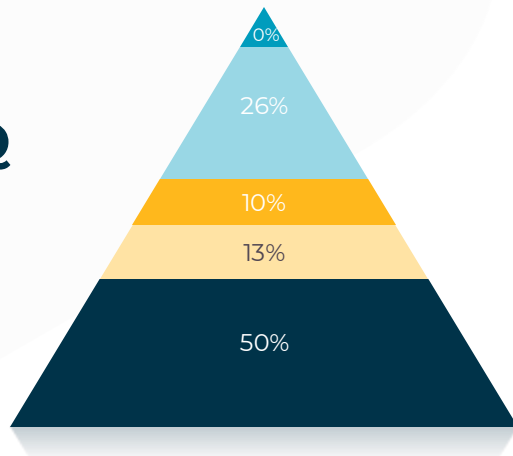
1H

	Organic Net Revenue Growth	Net Revenue Growth	Organic Net Revenue Growth	Net Revenue Growth
The Marketing Cloud Group	(6.1)%	28.0%	5.2%	41.4%
Digital Transformation	1.4%	5.7%	4.8%	6.8%
Performance Media & Data	(1.6)%	1.2%	(5.6)%	(4.5)%
Consumer Insights & Strategy	5.7%	6.0%	6.7%	6.8%
Creativity & Communications	1.6%	7.9%	1.0%	7.6%
<b>TOTAL</b>	<b>0.6%</b>	<b>7.9%</b>	<b>0.5%</b>	<b>6.9%</b>
PRIOR YEAR	1.2%	1.7%	1.5%	1.9%
<b>TOTAL EX-ADVOCACY</b>	<b>2.0%</b>	<b>9.9%</b>	<b>2.6%</b>	<b>9.5%</b>
PRIOR YEAR	(0.5)%	0.1%	(0.8)%	(0.4)%

# ADJ EBITDA GROWTH BY CAPABILITY

% OF ADJ.  
EBITDA\*

2Q



## Adj. EBITDA\* Growth Y/Y

Principal Capability	2Q25	1H25
The Marketing Cloud Group	(79.6)%	(205.9)%
Digital Transformation	10.3%	20.1%
Performance Media & Data	(15.9)%	(40.2)%
Consumer Insights & Strategy	26.9%	12.1%
Creativity & Communications	11.1%	10.0%
<b>TOTAL</b>	<b>7.8%</b>	<b>(1.7)%</b>
<b>TOTAL EX-ADVOCACY</b>	<b>23.3%</b>	<b>9.5%</b>
<b>TOTAL EX-ADVOCACY EX-TMC**</b>	<b>21.4%</b>	<b>8.8%</b>

# EX-ADVOCACY REVENUE, NET REVENUE & ADJUSTED EBITDA

## REVENUE

\$ in Millions

	Three Months Ended,			Six Months Ended,		
	June 30, 2025	June 30, 2024	% Change	June 30, 2025	June 30, 2024	% Change
<b>Total Revenue</b>	<b>\$707</b>	<b>\$671</b>	<b>5.3%</b>	<b>\$1,359</b>	<b>\$1,341</b>	<b>1.3%</b>
Advocacy Revenue	56	72	(22.2)%	98	137	(28.5)%
<b>Total Ex Advocacy</b>	<b>651</b>	<b>599</b>	<b>8.6%</b>	<b>1,261</b>	<b>1,204</b>	<b>4.7%</b>

## NET REVENUE

	Three Months Ended,			Six Months Ended,		
	June 30, 2025	June 30, 2024	% Change	June 30, 2025	June 30, 2024	% Change
<b>Total Net Revenue</b>	<b>\$598</b>	<b>\$554</b>	<b>7.9%</b>	<b>\$1,162</b>	<b>\$1,087</b>	<b>6.9%</b>
Advocacy Net Revenue	38	44	(13.6)%	67	87	(23.0)%
<b>Total Ex Advocacy</b>	<b>560</b>	<b>510</b>	<b>9.9%</b>	<b>1,095</b>	<b>1,000</b>	<b>9.5%</b>

## ADJ. EBITDA

	Three Months Ended,			Six Months Ended,		
	June 30, 2025	June 30, 2024	% Change	June 30, 2025	June 30, 2024	% Change
<b>Total Adj. EBITDA</b>	<b>\$93</b>	<b>\$86</b>	<b>7.8%</b>	<b>\$173</b>	<b>\$176</b>	<b>(1.7)%</b>
Advocacy Adj. EBITDA	13	21	(38.1)%	18	34	(47.1)%
<b>Total Ex Advocacy</b>	<b>80</b>	<b>65</b>	<b>23.3%</b>	<b>156</b>	<b>142</b>	<b>9.5%</b>

## *Net New Business*

2Q25	<b>\$117M</b>
LTM	<b>\$451M</b>

## *Avg. Net Revenue*

2Q25	<b>\$7.1M</b> PER CLIENT AT TOP 25
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## Notable Business **WINS & EXPANSIONS**

**SAMSUNG**      Google

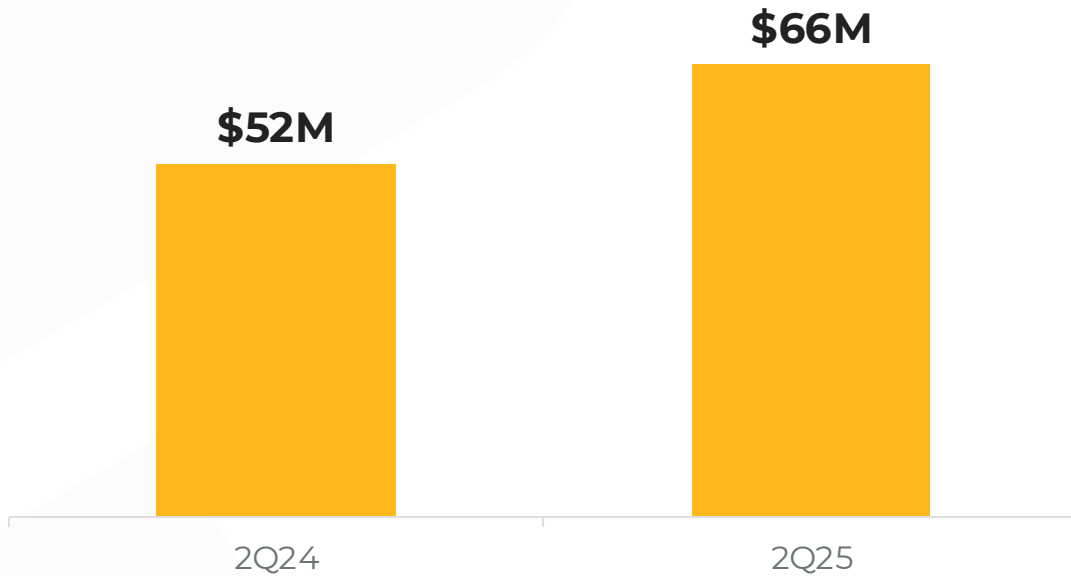
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INTERNATIONAL®

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## Net Revenue<sup>1</sup>



\$ in Millions

	Net Revenue	Adj. EBITDA Margin
Advanced Media Platforms	\$36.3	7.0%
Stagwell Marketing Cloud	\$29.9	(7.5)%
<b>TOTAL</b>	<b>\$66.3</b>	<b>0.4%</b>
<b>GROWTH (y/y)</b>	<b>28.0%</b>	

\$ in Millions

## LIQUIDITY

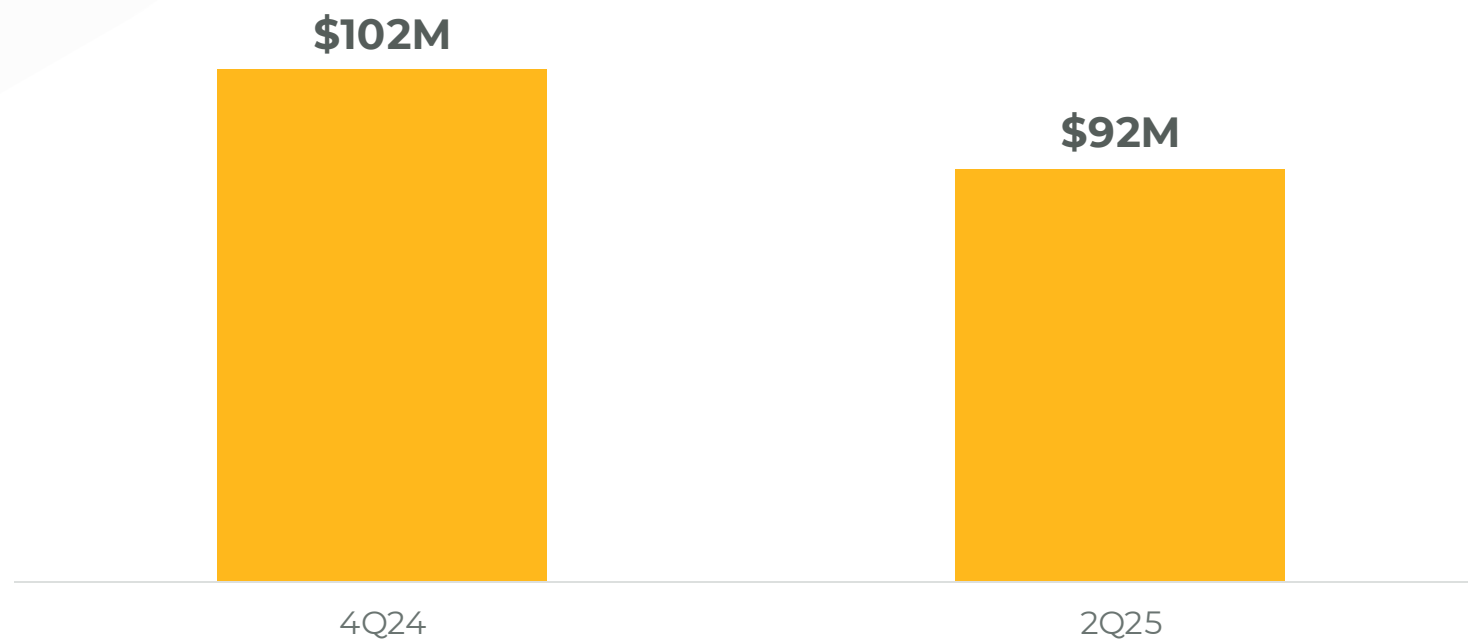
### **Available Liquidity** *(as of 06/30/2025)*

Commitment Under Credit Facility	\$ 750
Drawn	377
Letters of Credit	15
Undrawn Commitments Under Facility	\$ 358
Total Cash & Cash Equivalents	181
<b>Total Available Liquidity</b>	<b>\$ 539</b>



## MAINTAINING DISCIPLINE AROUND *Deferred Acquisition Costs*

DAC DECREASED BY \$10M  
FROM FY24 YEAR-END BALANCE



# ADJUSTED EARNINGS PER SHARE

## Three Months Ended June 30, 2025

## Six Months Ended June 30, 2025

\$ and Shares in Thousands	Three Months Ended June 30, 2025			Six Months Ended June 30, 2025		
	Reported (GAAP)	Adjustments	Non-GAAP	Reported (GAAP)	Adjustments	Non-GAAP
Net income (loss) attributable to Stagwell Inc. common shareholders	\$ (5,261)	\$ 50,331	\$ 45,070	\$ (8,178)	\$ 93,283	\$ 85,105
Net loss attributable to Class C Shareholders	-	-	-	(6,637)	-	(6,637)
Net income (loss) – diluted EPS	\$ (5,261)	\$ 50,331	\$ 45,070	\$ (14,815)	\$ 93,283	\$ 78,468
Weighted average number of common shares outstanding (diluted)	260,774	7,550	268,324	186,843	8,506	195,349
Weighted average number of common class C shares outstanding (diluted)	-	-	-	78,757	-	78,757
Weighted average number of shares outstanding	260,774	7,550	268,324	265,600	8,506	274,106
<b>Adjusted earnings per share (diluted)</b>	<b>\$ (0.02)</b>		<b>\$ 0.17</b>	<b>\$ (0.06)</b>		<b>\$ 0.29</b>
<b><u>Adjustments to net income (loss)</u></b>						
Amortization expense		\$ 35,593			\$ 68,574	
Impairment and other losses		-			-	
Stock-based compensation		19,954			31,497	
Deferred acquisition consideration		(3,220)			3,437	
Other items, net		11,580			13,671	
Total add-backs		63,907			117,179	
Adjusted tax expense		(13,576)			(23,896)	
		<b>\$ 50,331</b>			<b>\$ 93,283</b>	

# GAAP CONSOLIDATED OPERATING PERFORMANCE

	Three Months Ended June 30,		Six Months Ended June 30,	
	2025	2024	2025	2024
\$ and Shares in Thousands				
<b>Revenue</b>	\$ 706,818	\$ 671,168	\$ 1,358,558	\$ 1,341,227
Cost of services	459,216	438,912	871,303	883,438
Office & general expenses	183,061	168,133	362,423	331,476
Depreciation & amortization	41,369	42,001	83,375	76,837
Impairment & other losses	-	215	-	1,715
<b>Total operating expenses</b>	\$ 683,646	\$ 649,261	\$ 1,371,101	\$ 1,293,466
<b>Operating income (Loss)</b>	\$ 23,172	\$ 21,907	\$ 41,457	\$ 47,761
Interest expense, net	(23,455)	(23,533)	(46,811)	(44,498)
Foreign exchange, net	(1,338)	(1,355)	(118)	(3,613)
Other, net	(360)	193	(111)	(1,074)
<b>Other income (expenses)</b>	\$ (25,153)	\$ (24,695)	\$ (47,040)	\$ (49,185)
Loss before income taxes and equity in earnings of non-consolidated affiliates	(1,981)	(2,788)	(5,583)	(1,424)
Income tax expense	2,673	1,165	4,395	3,750
<b>Loss before equity in earnings of non-consolidated affiliates</b>	\$ (4,654)	\$ (3,953)	\$ (9,978)	\$ (5,174)
Equity in income (loss) of non-consolidated affiliates	20	(1)	19	507
<b>Net loss</b>	\$ (4,634)	(3,954)	\$ (9,959)	\$ (4,667)
Net (income) loss attributable to non-controlling & redeemable non-controlling interests	(627)	989	1,781	420
<b>Net loss attributable to Stagwell Inc. common shareholders</b>	\$ (5,261)	\$ (2,965)	\$ (8,178)	\$ (4,247)
<b><u>Loss Per Share</u></b>				
Basic	\$ (0.02)	\$ (0.03)	\$ (0.04)	\$ (0.04)
Diluted	\$ (0.02)	\$ (0.03)	\$ (0.06)	\$ (0.04)
<b><u>Weighted Average Number of Shares Outstanding</u></b>				
Basic	260,774	113,484	186,843	113,059
Diluted	260,774	113,484	265,600	113,059

# CAPITAL STRUCTURE

## **Net Debt & Debt-Like** (\$M, as of 6/30/2025)

Revolving Credit Facility	\$ 377
Bonds	1,100
NCI <sup>1</sup>	22
DAC <sup>2</sup>	92
RNCI <sup>3</sup>	30
Less: Investments <sup>4</sup>	16
Less: Cash	181
<b>TOTAL NET DEBT &amp; DEBT-LIKE</b>	<b>\$ 1,424</b>

## **Share Count<sup>5</sup>** (Thousands, as of 7/24/2025)

Class A	258,703
Class C (equal voting & economic rights to Class A)	-
Share-based awards <sup>6</sup>	12,316
<b>DILUTED</b>	<b>271,019</b>

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 7.5m shares assuming conversion as of 6/30/25.

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 7/24/2025 would be 258.7m Class A shares, 7.5m shares to settle DAC and 12.3m share-based awards, for a total of 278.5m shares outstanding.

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



# APPLYING A PROVEN PLAYBOOK *to scale The 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



## THE 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

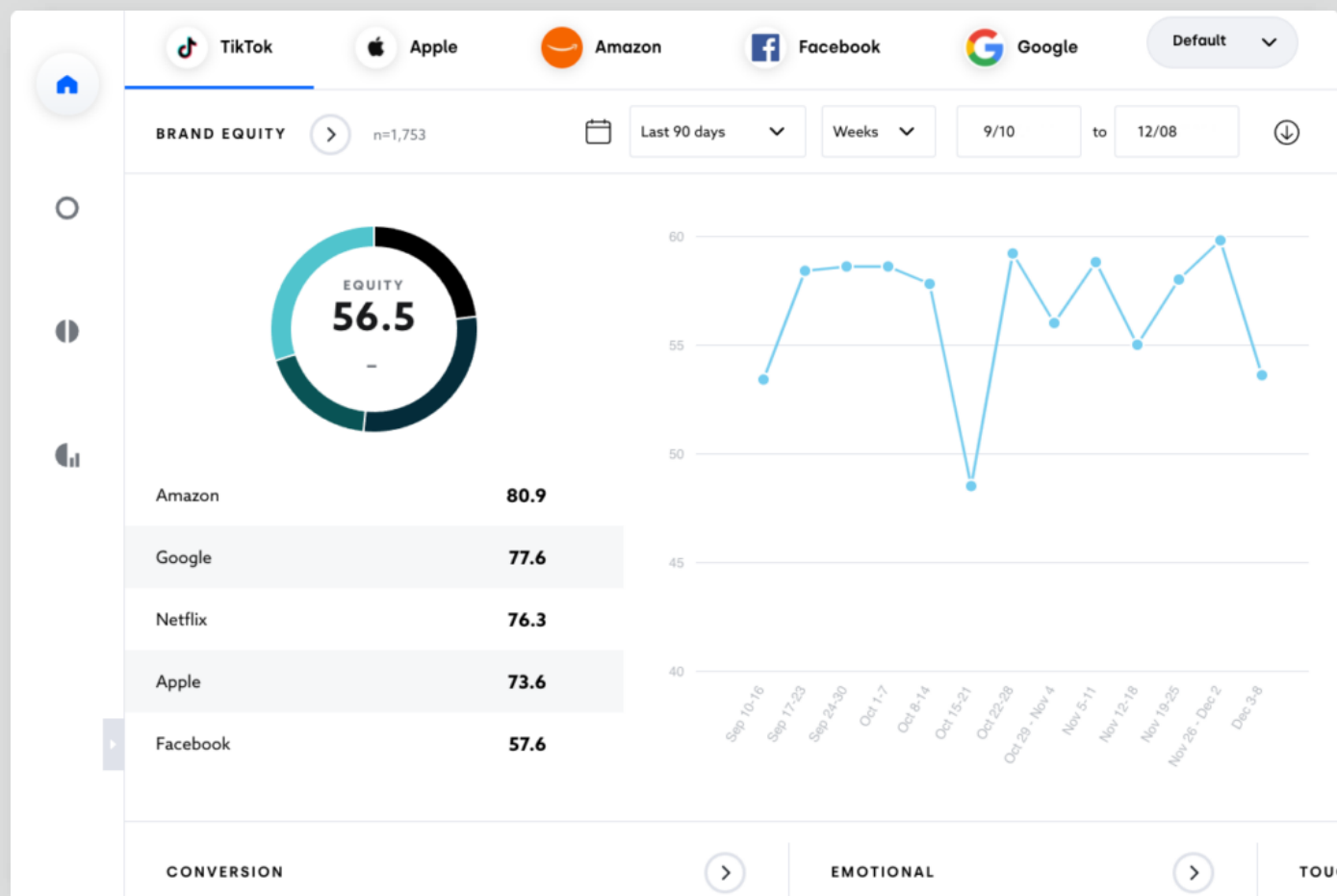


**LOWER GO-TO-MARKET COSTS**



### *Customer Benefit*

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





# PRophet 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 status message reads: '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 the 'Original Content' tab, 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 the 'Generated Content' tab, 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's Artemis II mission', 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 Apollo 11.' On the far right, there is a vertical logo for 'STAGWELL'.





## AUGMENTED REALITY *Product Spotlight*

### *Customer Benefit*

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





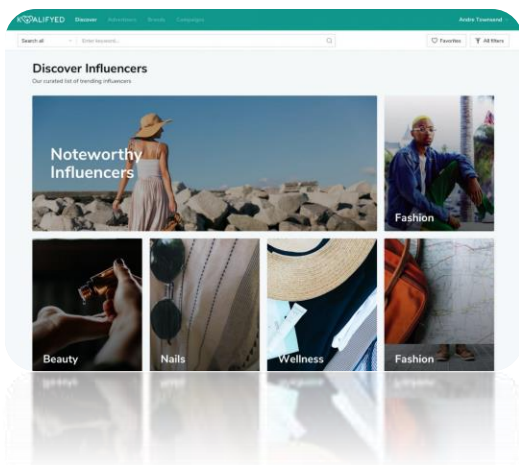
# THE MARKETING CLOUD GROUP

## *Pricing Model*

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

### Subscription Pricing

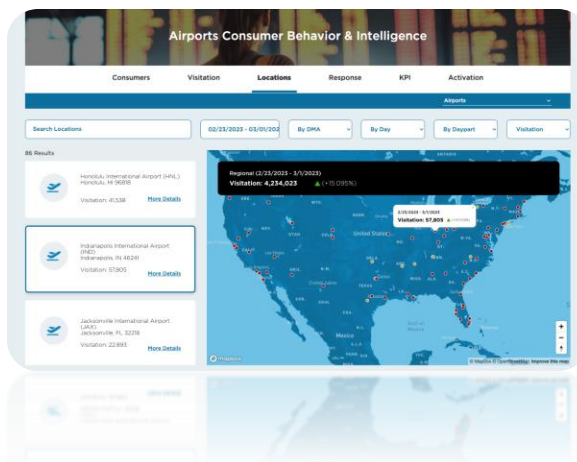
*Annual SaaS contract*



 PProphet Influence

### Consumption Fee

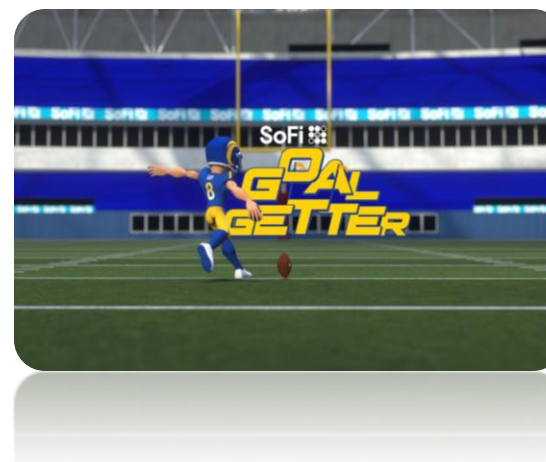
*Data and media spend*



  
THE PEOPLE PLATFORM™

### Advertising-Based

*Sponsorship fees*



 around

# Thank You

*Contact Us:*

[IR@StagwellGlobal.com](mailto:IR@StagwellGlobal.com)