

Q2 2025 *Financial Highlights*

ACCELERATING GROWTH

Total Net Revenue Growth of 8% Year-Over-Year (YoY) to \$598M

- Total Net Revenue Growth ex. Advocacy of 10% (+0.1% in 2Q24)
 - › Digital Transformation grew 12%, Creativity & Communications grew 8% and The Marketing Cloud grew 38%, all ex. Advocacy YoY in the quarter
- 1H25 Organic Net Revenue ex. Advocacy grew 3% YoY after a decline in the prior year period

RECORD-BREAKING NEW BUSINESS

\$117M of Net New Business (NNB) in 2Q25, bringing LTM to record \$451M

- 104% YoY increase in total number of wins, with 34 wins in excess of \$1M in the quarter
- Secured multiple new customer wins with companies including Samsung, New Balance, ServiceNow, and Volkswagen
- Top 25 clients average \$28 million in annualized net revenue

IMPROVING CASH & COSTS

\$122M Improvement in 1H25 Cash Flow from Operations vs. 1H24

- Actioned \$20M of annualized cost-savings YTD through Back-Office, Technology & Real Estate consolidation initiatives
- Successfully implemented Stagwell Content Supply Chain technology at 6 high priority agencies
- Ahead of schedule to deliver \$80-\$100M of cost savings by YE26 as announced at Investor Day

ADVANCING THE BUSINESS

Deployed first versions of The Machine and Content Supply Chain

- Centralized media buy offering with Stagwell Media Platform for more synchronized global solutions
- Launched Unreasonable Studios, our in-house production and content creative company with clients Google, Starbucks, HOKA, and Marriott
- Elevated 4 senior leaders to new positions, including Ryan Greene to Chief Financial Officer and Jason Reid to Chief Strategy Officer

Re-iterating 2025 *Outlook*

~8%

TOTAL NET REVENUE GROWTH

\$410M - \$460M

ADJUSTED EBITDA

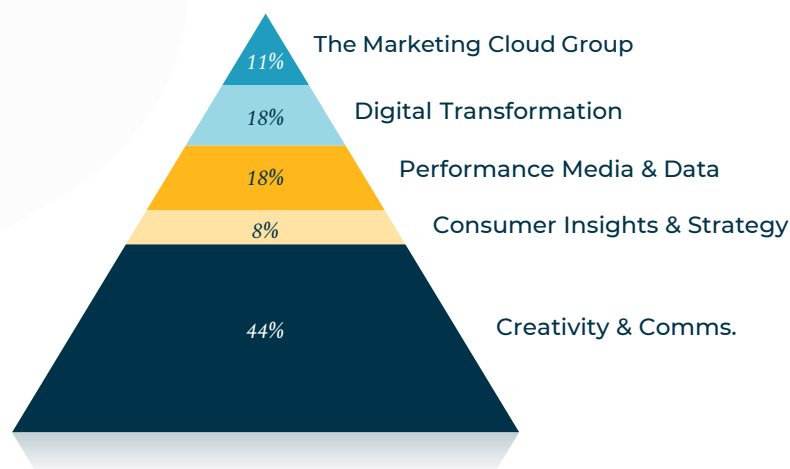
>45%

EBITDA CONVERSION ON FREE CASH FLOW

\$0.75 - \$0.88

IN ADJUSTED EPS

Q2 25 Net Revenue *by Principal Capability*



Acquiring *Capabilities & Reach*

ADK GLOBAL



Closed **ADK** Global in Q2, completing our APAC full-service offering and adding 10 new offices in the region

Acquired experiential agency **JetFuel** into TEAM, adding expertise in retail and shopper marketing, live brand experiences, and digital activations