



# STAGWELL

TRANSFORMING MARKETING

## FY 2025 *Financial Highlights*

### STRONG NET REVENUE GROWTH

**Net revenue of \$2.4B with 9% YoY growth ex. Advocacy**

- 230% net revenue growth in The Marketing Cloud
- 13% net revenue growth in Digital Transformation
- 6% net revenue growth in Marketing Services

### RECORD-BREAKING NEW BUSINESS

**\$476M in net new business in FY 2025, a 25% increase YoY**

- Grew top 25 client relationship size by 20% to >\$28M on average

### SIGNIFICANT PROGRESS ON CASH & COSTS

**Adjusted EBITDA of \$422M in FY 2025**

- 16% increase in non-advocacy adjusted EBITDA to \$377M
- More than doubled free cash flow in 2025 to \$187M versus 2024

## Q4 2025 *Financial Highlights*

### ACCELERATING GROWTH

**Net revenue of \$651M represents highest-ever quarter**

- Organic Net Revenue growth ex. Advocacy of 4% represents 80bps sequential improvement and highest growth rate of FY25
- Digital Transformation grew 9%, Media & Commerce grew 10%, and The Marketing Cloud grew 111% in the quarter
- Communications ex. Advocacy inflected positive in 4Q25

### CONTINUING NEW BUSINESS MOMENTUM

**\$106M of net new business in 4Q25**

- Secured multiple high profile new customer wins and expansions with leading companies including Target, Microsoft, GrubHub, and Venmo
- Top 25 customers grew 14% YoY in 4Q25, now average >\$28M in annualized net revenue

### IMPROVING CASH & COSTS

**Ex. Advocacy adjusted EBITDA grew 20% to \$114, representing a 19% margin, 181bps higher than 4Q24**

- Labor Ratio ex. Advocacy in FY25 stands at 61.9%, the lowest full-year ratio in three years
- Actioned \$51 million of the \$80-\$100M of cost savings by YE26 announced at Investor Day
- Nearly 45% free cash flow conversion YTD from adjusted EBITDA

## 2026 *Outlook*

**8% - 12%**

TOTAL NET REVENUE GROWTH

**\$475M - \$525M**

ADJUSTED EBITDA

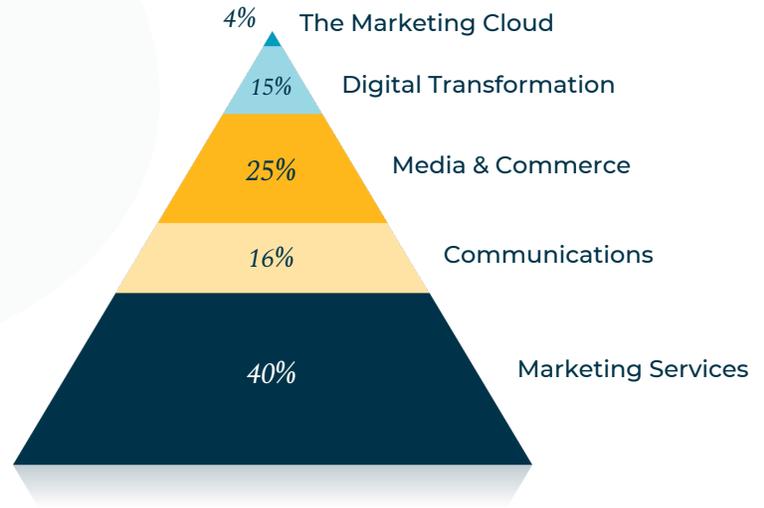
**50% - 60%**

FREE CASH FLOW CONVERSION

**\$0.98 - \$1.12**

ADJUSTED EPS

## FY 25 Net Revenue *by Operating Segment*



## Investments *in Our Tech Stack*

### THE MACHINE

Officially debuted **The Machine**, marketing's first agentic operating system connecting proprietary Stagwell data and tools (incl. The Marketing Cloud products and integrations with partners like Palantir and Adobe) to clients' existing tech stacks

### NewVoices<sup>AI</sup>

Unveiled **NewVoices.ai**, an autonomous AI sales agent that drives conversion and provides end-to-end, instantaneous customer support around the world

### STAGWELL search+

Launched **Stagwell Search+**, an industry-first agentic platform that helps brands assess visibility and optimize for discovery in AI search experiences, built in partnership with Emberos

### APPLOVIN

Partnered with **AppLovin** to bring advanced AI-powered mobile advertising platform Axon and its over one billion daily users to Stagwell's media offering

For full financial results, reconciliations and definitions of Non-GAAP Financial Measures please refer to our Earnings Release dated March 10, 2026.