



STAGWELL

TRANSFORMING MARKETING

Q1 2026 *Financial Highlights*

ACCELERATING MOMENTUM

Revenue growth of 8% YoY to \$704M,

Net revenue growth of 4% YoY to \$585M

- Performance driven by net revenue growth of 9% in Digital Transformation; Organic two-year stack of more than 22% continues improving trend and demonstrates accelerating momentum
- Communications returned to 6% growth in 1Q26 ahead of political super-cycle kicking off mid-year

CONTINUING NEW BUSINESS MOMENTUM

Record-breaking \$141M of net new business in 1Q26, bringing LTM net new business to \$486M

- Secured multiple high profile new customer wins and expansions with leading companies including Adobe, Google, and Indeed
- Commitments from 3 customers for The Machine including Con Edison, Microsoft and a global spirits brand
- Top 100 customers grew 15% YoY in 1Q26
- Post 1Q close, won largest ever government mandate

IMPROVING CASH & COSTS

1Q26 adjusted EPS grew 31% to \$0.17

- Adjusted EBITDA grew 9% to \$90M, a 15% margin, 75bps higher than 1Q25
- Cash Flow from Operations improved \$34M YoY
- Labor Ratio in 1Q26 stands at 63.9%, an improvement of 110bps versus the prior year period
- Actioned \$54 million to date of the \$80-\$100M of cost savings by YE26 announced in April 2025

INVESTING IN THE BUSINESS

Expanded relationship with The Trade Desk

to adopt agentic Koa agents aiding in programmatic media buy

- Instituted client accountability program powered by AI, decreasing client churn across the business by more than 10% YoY
- Repurchased 7.3M shares in 1Q26 bringing share count down to 246M at quarter close, approximately 19M lower than in April 2025
- Strengthened GTM team, appointing Michael Twedell as SVP, Enterprise AI Solutions and Nicole Souza as Chief Growth Officer for North America

2026 *Financial Outlook*

8% - 12%

TOTAL NET REVENUE GROWTH

\$475M - \$525M

ADJUSTED EBITDA

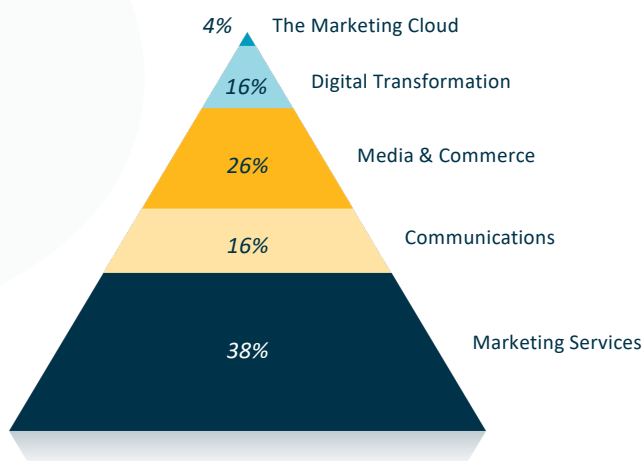
50% - 60%

FREE CASH FLOW CONVERSION

\$0.98 - \$1.12

ADJUSTED EPS

Q1 26 Net Revenue *by Operating Segment*



Advancing *Our Agentic Tech Solutions*



Three active client engagements signed on to our agentic marketing operations system.



Expanded partnership with The Trade Desk to adopt Koa Agents for agentic programmatic media buy.



Launched Creative Intelligence System at Adobe Summit — a joint initiative leveraging Adobe's Experience Platform to generate AI consumer personas and serve marketers in the financial services sector.



Added key features to Stagwell Agentic Targeting System in partnership with Palantir, in testing with multiple client engagements including a Fortune 500 client and global lifestyle accessories brand.

For full financial results, reconciliations and definitions of Non-GAAP Financial Measures please refer to our Earnings Release dated April 30, 2026

www.stagwellglobal.com