



STAGWELL

TRANSFORMING MARKETING

EARNINGS PRESENTATION

Second Quarter 2026

JULY 30 | 2026

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 and actual 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 “ability,” “aim,” “anticipate,” “assume,” “believe,” “better,” “build,” “consider,” “continue,” “could,” “develop,” “drive,” “enhance,” “estimate,” “expect,” “focus,” “forecast,” “future,” “grow,” “guidance,” “improve,” “intend,” “likely,” “maintain,” “may,” “ongoing,” “outlook,” “plan,” “position,” “possible,” “potential,” “probable,” “project,” “seek,” “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, including the effect of changing tariffs and other trade policies, inflation and other macroeconomic factors 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, deferred acquisition consideration and profit interests;
- the Company’s ability to manage its growth effectively;
- the Company’s ability to identify and complete acquisitions or other strategic transactions that complement and expand the Company’s business capabilities and successfully integrate newly acquired businesses into the Company’s operations, retain key employees, and realize cost savings, synergies and other related anticipated benefits within the expected time period;
- 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 business combination that formed the Company in August 2021, including the incurrence of material Canadian federal income tax (including material “emigration tax”);
- the Company’s ability to 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 economic and geopolitical tensions (such as the ongoing military conflicts in Iran and the Middle East, and between Russia and Ukraine), terrorist activities, natural disasters, public health events, and tariff and trade policies;
- 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 2025 Form 10-K, filed with the Securities and Exchange Commission (the “SEC”) on March 13, 2026, 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 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 Net Revenue:** "Organic net revenue growth" and "Organic net revenue decline" reflects the year-over-year change in the Company's reported net revenue attributable to the Company's management of the entities it owns. We calculate organic net revenue growth (decline) by subtracting the net impact of acquisitions (divestitures) and the impact of foreign currency exchange fluctuations from the aggregate year-over-year increase or decrease in the Company's reported net revenue. The net impact of acquisitions (divestitures) reflects the year-over-year change in the Company's reported net revenue attributable to the impact of all individual entities that were acquired or divested in the current and prior year. We calculate impact of an acquisition as follows: (a) for an entity acquired during the current year, we present the entity's current period reported revenue as the impact of the acquisition in the current year; and (b) for an entity acquired in the prior year, we present an amount equal to the entity's current year net revenue for the same period during which we didn't own the entity in the prior year as the impact of the acquisition in the current year. We calculate impact of a divestiture as follows: (a) for a divestiture in the current year, we present the entity's prior year net revenue for the same period during which we no longer owned it in the current year as impact of the divestiture in the current year; and (b) for a divestiture in the prior year, we present the entity's prior year net revenue for the period during which we owned it in the prior year as impact of the divestiture in the current year. We calculate the impact of any acquisition or divestiture without adjusting for foreign currency exchange fluctuations. The impact of foreign currency exchange fluctuations reflects the year-over-year change in the Company's reported net revenue attributable to changes in foreign currency exchange rates. We calculate the impact of foreign currency exchange fluctuations for the portion of the reporting period in which we recognized revenue from a foreign entity in both the current year and the prior year. The impact is calculated as the difference between (1) reported prior period net revenue (converted to U.S. dollars at historical foreign currency exchange rates) and (2) prior period net revenue converted to U.S. dollars at current period foreign exchange rates.
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 (loss) attributable to Stagwell Inc. common shareholders excluding non-operating income or expense, income tax expense or benefit, equity in income or loss of non-consolidated entities and net income or loss attributable to noncontrolling and redeemable noncontrolling interest holders to achieve Operating income (loss), plus depreciation and amortization, stock-based compensation, deferred acquisition consideration adjustments, impairment and other losses, and other items. Other items primarily includes restructuring, certain system implementation costs, working capital administrative fees and acquisition-related expenses. Adjusted EBITDA for our reportable segments is reconciled to Operating income (loss), as Net income (loss) is not relevant for reportable segment financial metric
4. **Adjusted Diluted EPS:** defined as Adjusted Net Income (loss) attributable to Stagwell Inc. common and Class C shareholders, divided by the diluted weighted average shares outstanding. Adjusted Net Income represents net income (loss) attributable to Stagwell Inc. common and Class C shareholders, excluding amortization, impairment and other losses, stock-based compensation, deferred acquisition consideration adjustments, discrete tax items, and other items (as defined above), allocated between the two share classes based on their respective income allocation percentages using a normalized effective tax rate. The diluted weighted average shares outstanding includes the diluted weighted average common shares outstanding plus Class C common stock, par value \$0.00001 per share (the "Class C Common Stock") as if converted to shares of Class A Common Stock if not included because they were anti-dilutive
5. **Free Cash Flow:** defined as consolidated net cash flow from operations less cash outflow from capital expenditures and capitalized software, excluding material nonrecurring capital purchases. Free Cash Flow Conversion is the percentage of adjusted EBITDA.
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

Raise

\$1.03 - \$1.17

IN ADJUSTED
EARNINGS PER SHARE

Reiterate

8% - 12%

TOTAL NET
REVENUE GROWTH

\$475M - \$525M

ADJUSTED EBITDA

50% - 60%

EBITDA CONVERSION
ON FREE CASH FLOW

Note: Guidance as of 07/30/2026. The Company has excluded a quantitative reconciliation with respect to the Company's 2026 guidance under the "unreasonable efforts" exception in Item 10(e)(1)(i)(B) of Regulation S-K. See "Non-GAAP Financial Measures" on previous slide for additional information on definitions for Total Net Revenue, Adjusted EBITDA, Adjusted Diluted Earnings Per Share, and Free Cash Flow. Please refer to our investor website at stagwellglobal.com/investors for information on Forward Looking Statements and risk factors outlined in our 2025 Form 10-K, filed with the Securities and Exchange Commission (the "SEC") on March 13 2026, and accessible on the SEC's website at www.sec.gov, under the caption "Risk Factors," and in the Company's other SEC filings.

OUR OPERATING *Segments*

1 The Marketing Cloud

SaaS & DaaS Tools for the Modern Marketer

2 Digital Transformation

Building & Designing Digital Platforms & Technology

3 Media & Commerce

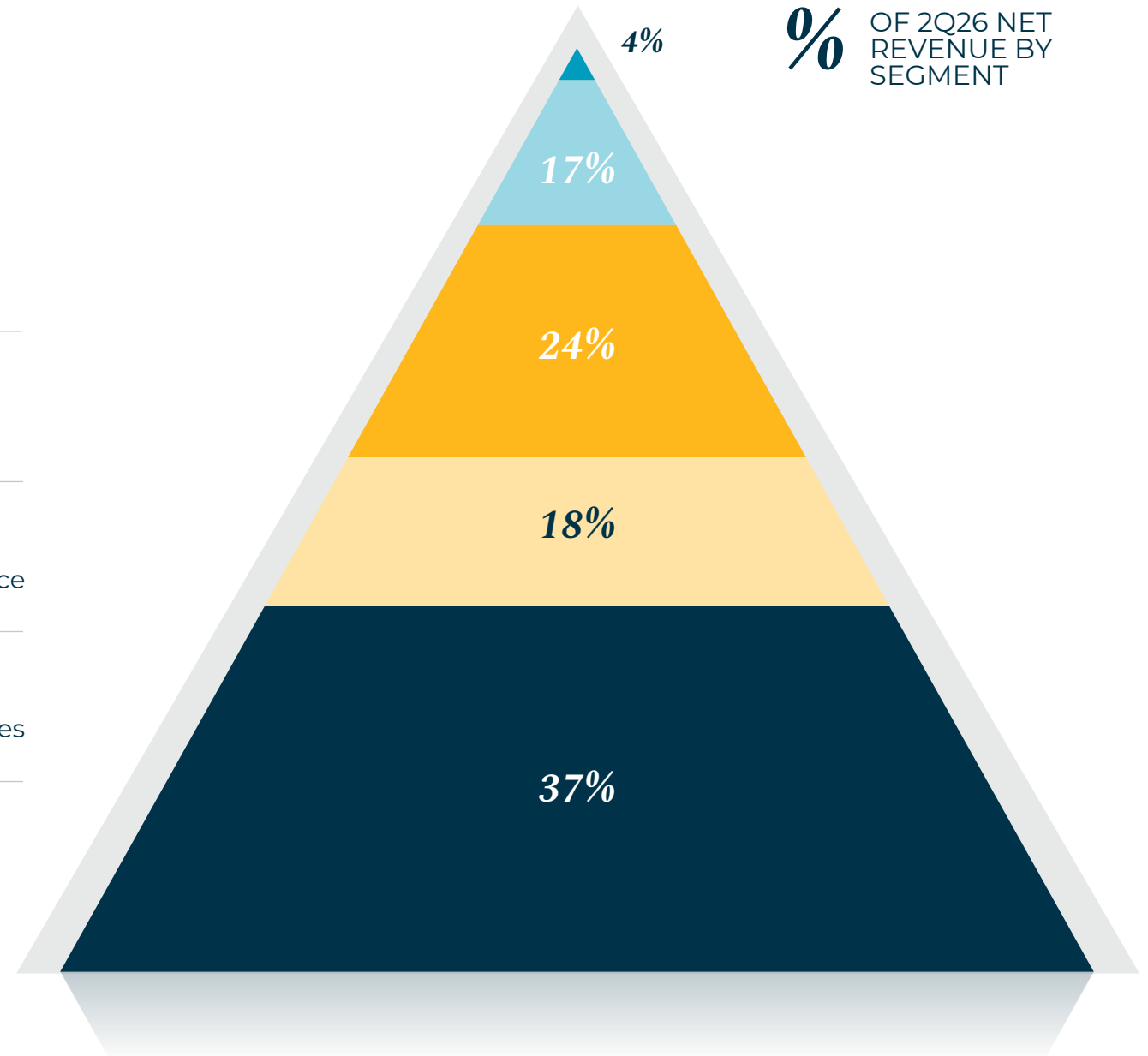
Delivering Data-Driven Outcomes for Brand Performance

4 Communications

Intelligent & Highly-Targeted Communications Strategies

5 Marketing Services

Scaling Brand Reach with AI-Powered Creativity



SECOND QUARTER

Highlights

NET
REVENUE

\$632M

NET LEVERAGE
RATIO

3.0x

ADJ.
EBITDA

\$109M

ACCELERATING MOMENTUM

Organic Revenue growth of 10% YoY to \$786M, Organic Net revenue growth of 5% YoY to \$632M

- Performance driven by organic net revenue growth of **18%** in Digital Transformation; Organic two-year stack of **more than 29%** continues improving trend and demonstrates accelerating momentum
- Communications saw sequential improvement in organic net revenue growth to **12%** in 2Q26 ahead of political super-cycle kicking off mid-year

CONTINUING NEW BUSINESS MOMENTUM

Record \$171M of net new business, Bringing LTM NNB to \$540M

- Secured multiple high profile new customer wins and expansions with leading companies including **Adobe, IBM, Mondelēz, Visit California, Heineken, Hershey and Haier**
- **\$16M** of committed revenue in 1H26 for Enterprise Tech Solutions, including The Machine and SATS
- Top 100 customers grew **16%** YoY in 2Q26

IMPROVING CASH & COSTS

2Q26 adjusted EPS grew 39% to \$0.25

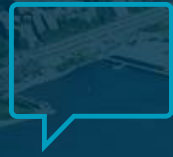
- Adjusted EBITDA grew **15%** to \$109M, a **17%** margin, **140bps** higher than 2Q25
- Cash Flow from Operations improved **\$9M** YoY
- Labor Ratio in 2Q26 stands at **60.9%**, an improvement of **280bps** versus the prior year period
- Actioned **\$70 million** to date of the \$80-\$100M of cost savings by YE26 announced in April 2025

INVESTING IN THE BUSINESS

Launched The Media Machine, an AI-native operating system built to automate end-to-end media workflow

- Announced agreement to acquire **QStrauss Consulting**, a Colombia-based leading Adobe implementation and consulting firm, into the Code and Theory Network
- Launched **Stagwell Curate**, our new AI-powered marketplace and platform that curates ad inventory in-house
- Repurchased **6M shares** in 2Q26 bringing share count down to 244M at quarter close, approximately 17M lower than in June 2025

Growth Drivers



Mark Penn
CHAIRMAN & CEO

“ Digital Transformation is increasingly moving away from commoditized IT services with thousands of low-cost engineers towards **higher value work that combines business strategy, technology, creativity and AI transformation.**

This intersection is **exactly where Stagwell’s Digital Transformation agencies operate,** powered by cutting-edge software and forward-deployed specialists.”

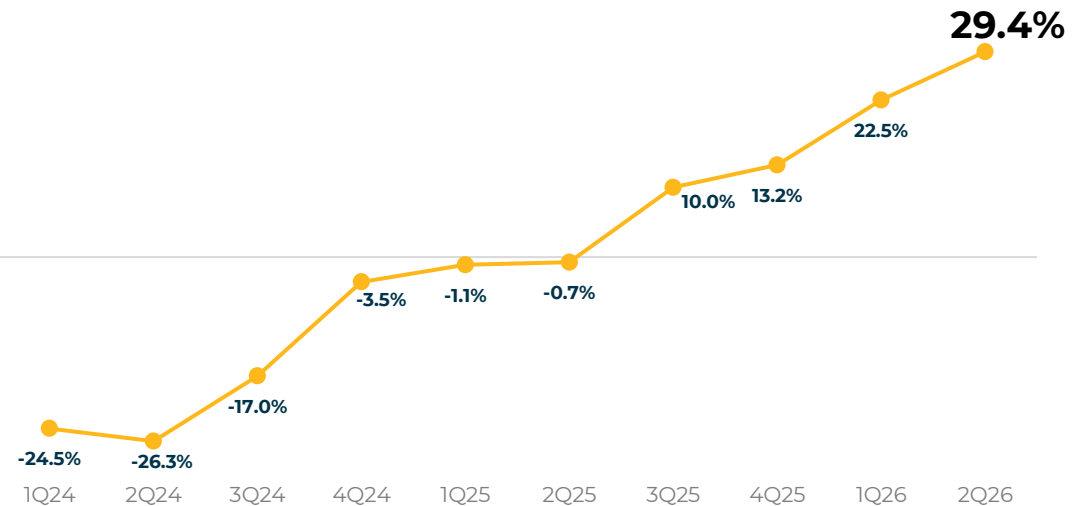
18%

ORGANIC
NET REVENUE
GROWTH
VERSUS 2Q25

8

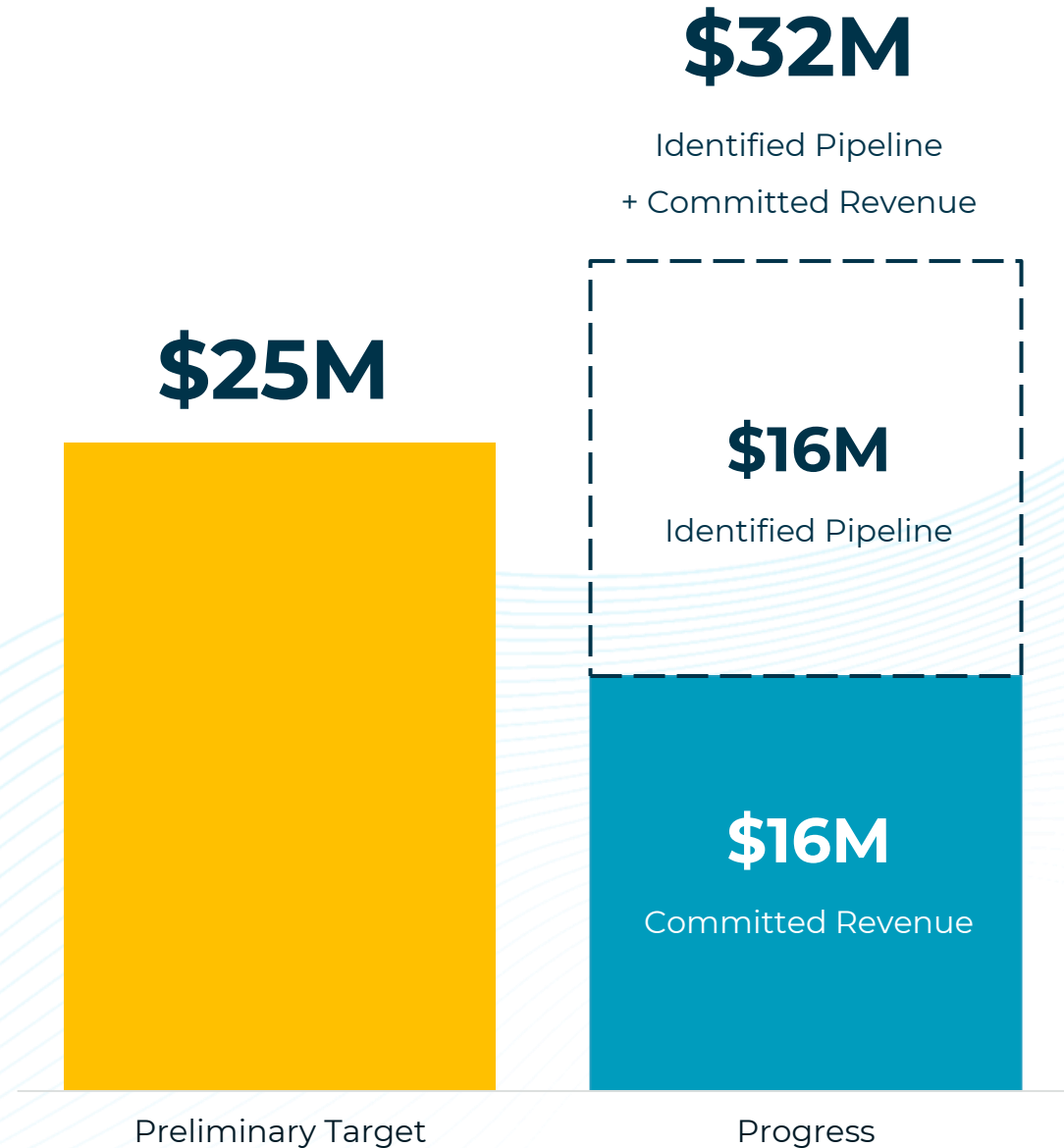
CONSECUTIVE
QUARTERS OF
2-YEAR STACK
IMPROVEMENT

TWO-YEAR ORGANIC NET REVENUE GROWTH STACK



Note: Two-Year Stack calculated as current period growth plus prior year same period growth. Chart represents Organic Net Revenue Growth for the Digital Transformation segment. Refer to “Definitions of Non-GAAP Financial Measures” on Slide 3 of this presentation for definition of “Organic Net Revenue”.

PROGRESS TOWARDS ENTERPRISE SOFTWARE *Target*



NEW BUSINESS *Momentum*

NET NEW BUSINESS

2Q26

\$171M

LTM

\$540M

ANNUALIZED NET REVENUE

2Q26

\$28.6M

AVG. PER TOP 25 CLIENT

NOTABLE BUSINESS WINS & EXPANSIONS



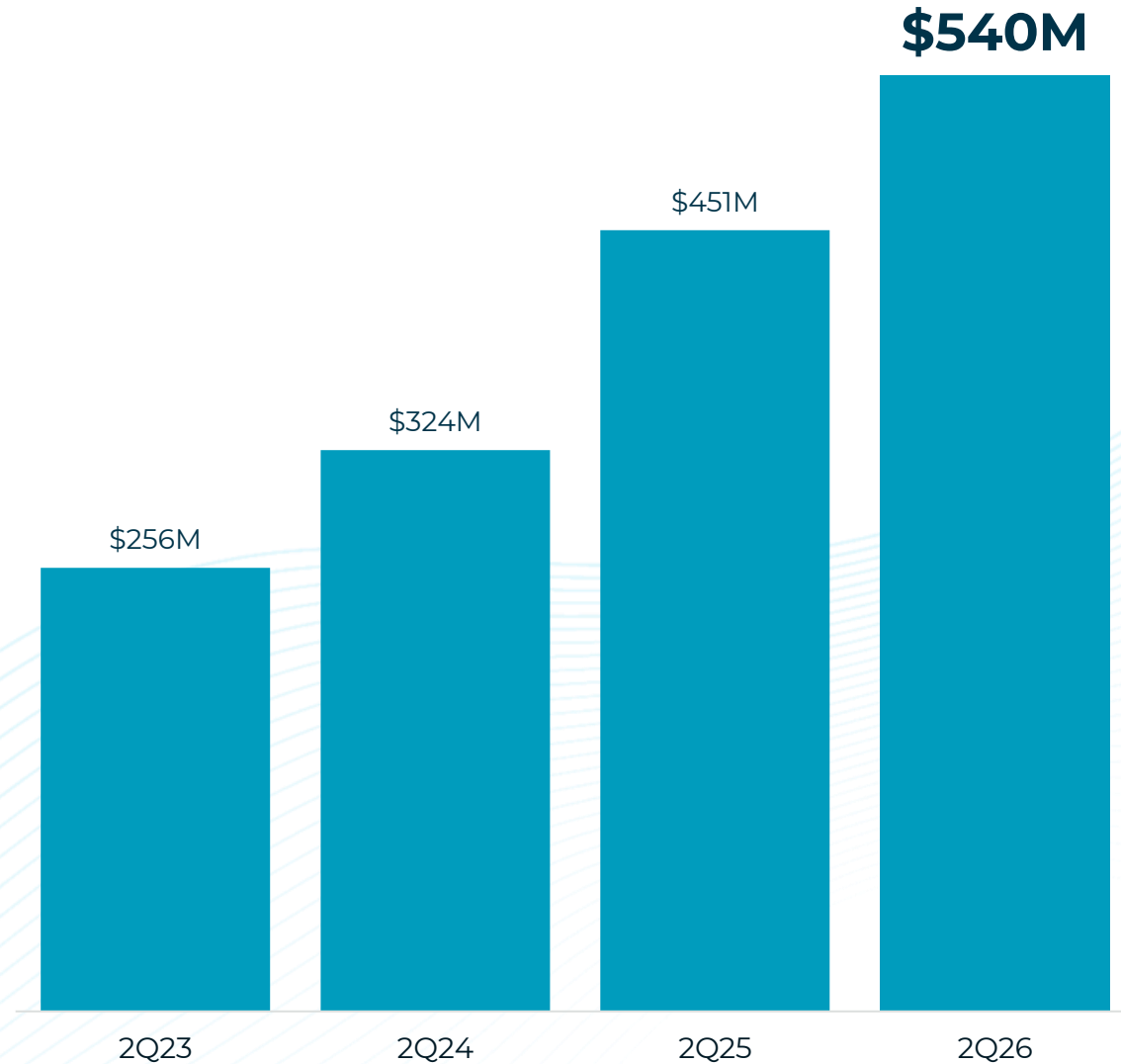
NEW BUSINESS *Momentum*

16%

GROWTH
FROM TOP 100
CUSTOMERS
(VERSUS 2Q25)

\$89M

INCREASE
IN NET NEW
BUSINESS
(VERSUS 2Q25)



Note: Net New Business defined as estimate of annualized revenue for new wins less annualized revenue for losses incurred in the period.

2026 Financials

2Q26 & 1H26

Summary Combined Financials

Three Months Ended June 30

	2026	2025
Revenue	\$786,307	\$706,818
Billable Costs	154,724	108,689
Net Revenue	631,583	598,129
Staff costs	384,382	381,270
Administrative costs	82,353	74,438
Unbillable and other costs, net	56,161	48,130
Adjusted EBITDA	108,687	94,291
Stock-based compensation	18,567	19,954
Depreciation and amortization	43,955	41,369
Deferred acquisition consideration	8,837	(3,220)
Other items, net	25,782	13,016
Operating income	\$11,546	\$23,172

Six Months Ended June 30

	2026	2025
Revenue	\$1,490,450	\$1,358,558
Billable Costs	274,243	196,242
Net Revenue	1,216,207	1,162,316
Staff costs	764,568	749,532
Administrative costs	156,715	147,836
Unbillable and other costs, net	96,552	88,364
Adjusted EBITDA	198,372	176,584
Stock-based compensation	32,815	31,497
Depreciation and amortization	88,286	83,375
Deferred acquisition consideration	19,091	3,437
Other items, net	36,992	16,818
Operating income	\$21,188	\$41,457

Adjusted EBITDA margin
(on net revenue)

17.2%

15.8%

16.3%

15.2%

2Q26 & 1H26

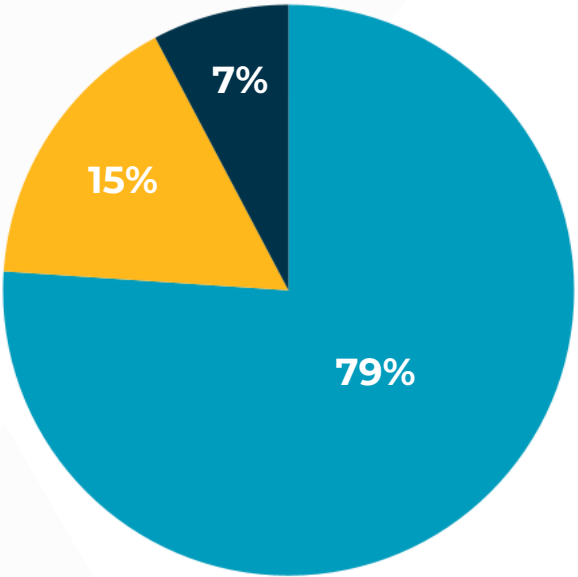
Net Revenue

	<i>Three Months Ended June 30, 2026</i>		<i>Six Months Ended June 30, 2026</i>	
	Net Revenue	Change	Net Revenue	Change
June 30, 2025	\$598,129		\$1,162,316	
Organic net revenue	30,124	5.0%	38,936	3.3%
Acquisitions (divestitures), net	1,726	0.3%	6,281	0.5%
Foreign currency	1,604	0.3%	8,674	0.7%
Total Change	\$33,454	5.6%	\$53,891	4.6%
June 30, 2026	\$631,583		\$1,216,207	

2Q26 & 1H26 NET REVENUE by Geography

% OF NET
REVENUE

2Q

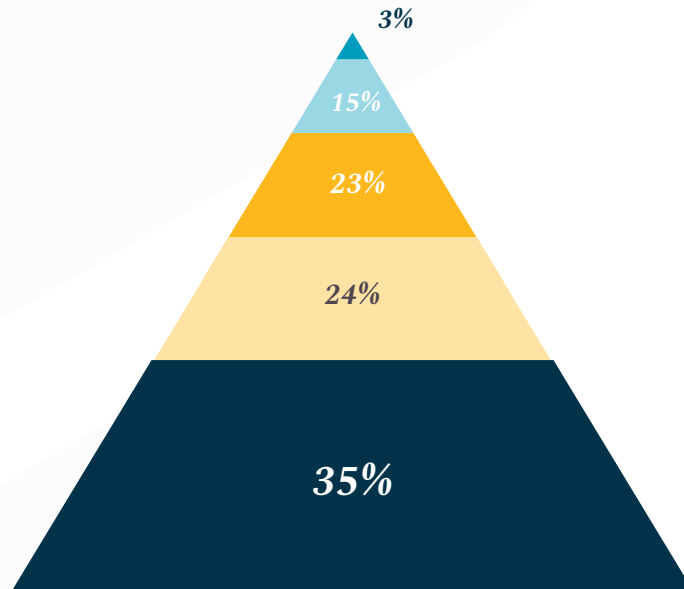


	2Q26		YTD	
	Organic Net Revenue Growth	Net Revenue Growth	Organic Net Revenue Growth	Net Revenue Growth
United States	7.1%	7.0%	5.2%	5.1%
United Kingdom	13.4%	13.8%	10.7%	12.1%
Rest of World	(7.9%)	(4.1%)	(8.7%)	(0.6%)
TOTAL	5.0%	5.6%	3.3%	4.6%

2Q26 & 1H26 REVENUE GROWTH by Segment

% OF REVENUE

2Q

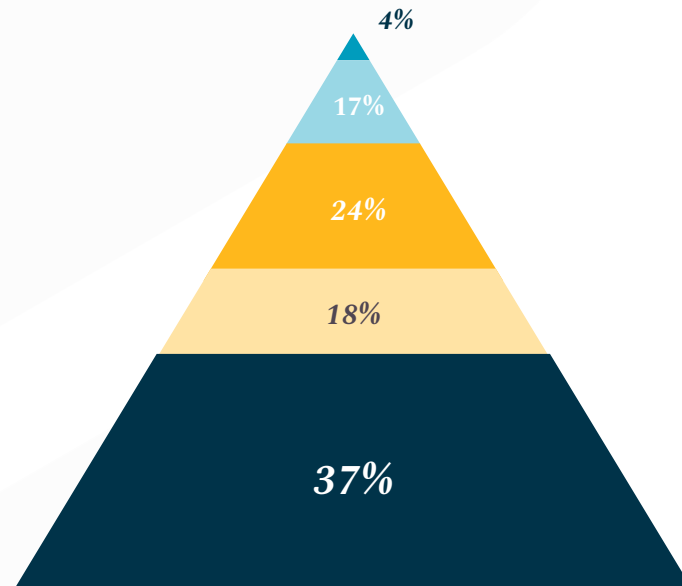


OPERATING SEGMENT	2Q26		YTD	
	Organic Revenue Growth	Revenue Growth	Organic Revenue Growth	Revenue Growth
The Marketing Cloud	4.1%	8.3%	4.0%	9.1%
Digital Transformation	20.8%	20.6%	13.8%	16.3%
Media & Commerce	3.6%	9.7%	1.1%	9.2%
Communications	27.0%	28.9%	22.6%	24.1%
Marketing Services	3.1%	0.5%	2.7%	0.6%
TOTAL	10.3%	11.2%	7.8%	9.7%

2Q26 & 1H26 NET REVENUE GROWTH by Segment

% OF NET
REVENUE

2Q

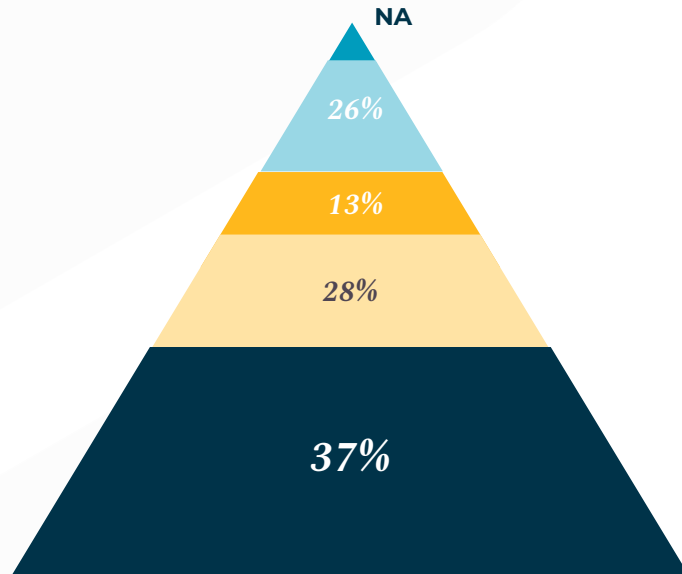


OPERATING SEGMENT	2Q26		YTD	
	Organic Net Revenue Growth	Net Revenue Growth	Organic Net Revenue Growth	Net Revenue Growth
The Marketing Cloud	4.1%	8.3%	4.0%	9.1%
Digital Transformation	18.2%	17.9%	12.0%	13.5%
Media & Commerce	1.0%	2.5%	0.2%	2.4%
Communications	12.1%	14.8%	8.8%	10.7%
Marketing Services	0.5%	(0.5)%	0.2%	0.1%
TOTAL	5.0%	5.6%	3.3%	4.6%

2Q26 & 1H26 ADJ. EBITDA GROWTH by Segment

% OF NET
REVENUE

2Q



Adj. EBITDA Growth Y/Y*

OPERATING SEGMENT	2Q26	YTD
The Marketing Cloud	N/A	N/A
Digital Transformation	58.1%	32.7%
Media & Commerce	5.8%	10.4%
Communications	33.1%	36.9%
Marketing Services	1.0%	1.6%
TOTAL	15.3%	12.3%

LIQUIDITY

\$ in Millions

AVAILABLE LIQUIDITY (AS OF 06/30/2026)

Commitment Under Credit Facility	\$750
Drawn	360
Letters of Credit	16
Undrawn Commitments Under Facility	\$374
Total Cash & Cash Equivalents	109
TOTAL AVAILABLE LIQUIDITY	\$483

Note: Figures may not foot due to rounding.

MAINTAINING *Discipline*

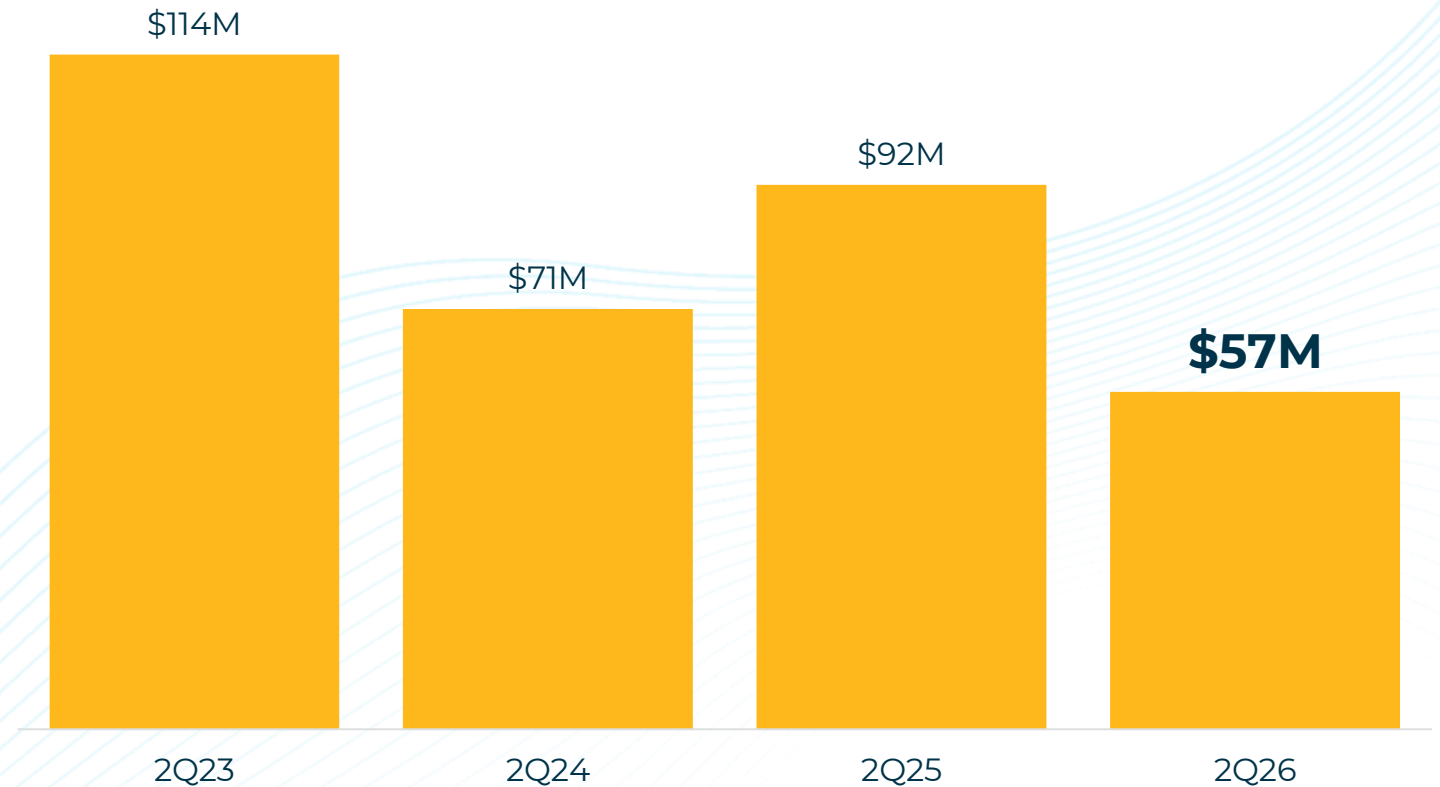
AROUND DEFERRED
ACQUISITION COSTS

DAC DECREASED BY

\$35M FROM 2Q25 QUARTER-END BALANCE

\$14M FROM 2Q24 QUARTER-END BALANCE

\$57M FROM 2Q23 QUARTER-END BALANCE



Note: Figures may not foot due to rounding.

2Q26 & 1H26

Adjusted Earnings Per Share

\$ and Shares in Thousands

	Three Months Ended June 30, 2026			Six Months Ended June 30, 2026		
	REPORTED (GAAP)	ADJUSTMENTS	NON-GAAP	REPORTED (GAAP)	ADJUSTMENTS	NON-GAAP
Net income (loss) attributable to Stagwell Inc. common shareholders	\$ (8,116)	\$69,381	\$ 61,265	\$ (21,089)	\$125,775	\$ 104,686
Diluted - Weighted average number of common shares outstanding	245,908	—	245,908	248,328	—	248,328
Adjusted earnings per share (diluted)	\$ (0.03)		\$ 0.25	\$ (0.08)		\$ 0.42
ADJUSTMENTS TO NET INCOME						
Amortization expense		\$ 38,352			\$ 77,270	
Stock-based compensation		18,567			32,815	
Deferred acquisition consideration		8,837			19,091	
Other items, net		25,782			36,992	
Total add-backs		91,538			166,168	
Adjusted tax expense		(22,157)			(40,393)	
		\$69,381			\$125,775	

2Q26 & 1H26

GAAP Consolidated Operating Performance

\$ and Shares in Thousands

	Three Months Ended June 30		Six Months Ended June 30	
	2026	2025	2026	2025
Revenue	\$786,307	\$706,818	\$1,490,450	\$1,358,558
Cost of services	517,064	459,216	976,595	871,303
Office & general expenses	213,742	183,061	404,381	362,423
Depreciation & amortization	43,955	41,369	88,286	83,375
Operating income	11,546	23,172	21,188	41,457
Interest expense, net	(22,328)	(23,455)	(45,594)	(46,811)
Foreign exchange, net	605	(1,338)	(2,416)	(118)
Other, net	937	(360)	868	(111)
Other income (expenses)	(20,786)	(25,153)	(47,142)	(47,040)
Loss before income taxes and equity in earnings of non-consolidated affiliates	(9,240)	(1,981)	(25,954)	(5,583)
Income tax (benefit) expense	(348)	2,673	(3,236)	4,395
Loss before equity in earnings of non-consolidated affiliates	(8,892)	(4,654)	(22,718)	(9,978)
Equity in income of non-consolidated affiliates	191	20	70	19
Net loss	(8,701)	(4,634)	(22,648)	(9,959)
Net loss attributable to non-controlling & redeemable non-controlling interests	585	(627)	1,559	1,781
Net loss attributable to Stagwell Inc. common shareholders	\$(8,116)	\$(5,261)	\$(21,089)	\$(8,178)
LOSS PER SHARE				
Basic	\$(0.03)	\$(0.02)	\$(0.08)	\$(0.04)
Diluted	\$(0.03)	\$(0.02)	\$(0.08)	\$(0.06)
WEIGHTED AVERAGE NUMBER OF SHARES OUTSTANDING				
Basic	245,908	260,774	248,328	186,843
Diluted	245,908	260,774	248,328	265,600

CAPITAL Structure

NET DEBT & DEBT-LIKE (\$M, AS OF 06/30/2026)

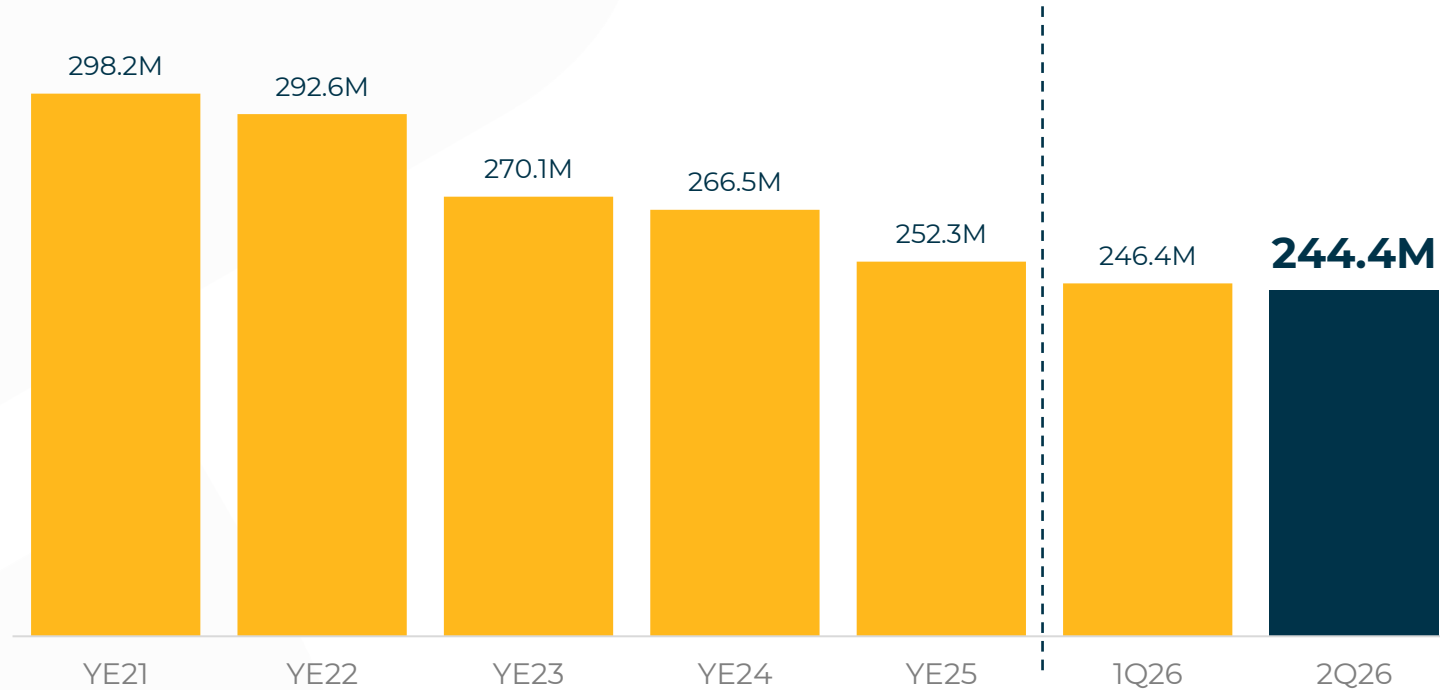
Revolving Credit Facility	\$ 360
Bonds	1,100
NCI	17
DAC ¹	57
RNCI ²	27
Less: Investments ³	(22)
Less: Cash	(109)
TOTAL NET DEBT & DEBT-LIKE	\$ 1,430

SHARE COUNT⁴ (THOUSANDS, AS OF 7/22/2026)

Class A	244,475
Share-based awards	22,346
DILUTED	266,821

SHARE COUNT *Trajectory*

SHARES OUTSTANDING



17M

REDUCTION IN
SHARE COUNT
(VERSUS 2Q25)

54M

REDUCTION IN
SHARE COUNT
(VERSUS YEAR-END 2021)

\$328M

AVAILABLE TO
REPURCHASE
SHARES UNDER
CURRENT PLAN

Thank You

CONTACT US: IR@STAGWELLGLOBAL.COM