



STAGWELL

TRANSFORMING MARKETING

Investor Presentation

MAY | 2025

DISCLAIMER

Forward-Looking Statements

This presentation 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 that are not historical facts, including, but not limited to, statements about the Company’s beliefs and expectations, future financial performance, growth targets, market opportunity and future prospects, business and economic trends, potential acquisitions, 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 “anticipate,” “assume,” “believe,” “continue,” “could,” “create,” “estimate,” “expect,” “focus,” “forecast,” “foresee,” “future,” “guidance,” “intend,” “look,” “may,” “opportunity,” “outlook,” “plan,” “possible,” “potential,” “predict,” “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 presentation 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.

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DISCLAIMER

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 future changes in tax laws, potential increases 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 and the additional risk factors outlined in more detail in the Company's filings with the SEC, including the Company's Annual Report on Form 10-K for the year ended December 31, 2023.



STAGWELL

at a Glance

\$2.8B

FY24 GAAP REVENUE

57%

DIGITAL IN FY24

\$411M

FY24 ADJ. EBITDA

~\$380M

FY24 NET NEW BUSINESS

4,000+

BLUE-CHIP CUSTOMERS

\$1.3T

ADDRESSABLE MARKET



Mark Penn
CHAIRMAN & CEO

“Stagwell is a holistic, technology-first enterprise services company, owing to its combination of ad agency creative and technology enterprise.”

We differentiate ourselves in the marketplace through synergistic integration of technology and data with creative ad solutions to drive out-sized market share growth.”



INTRODUCTION TO STAGWELL

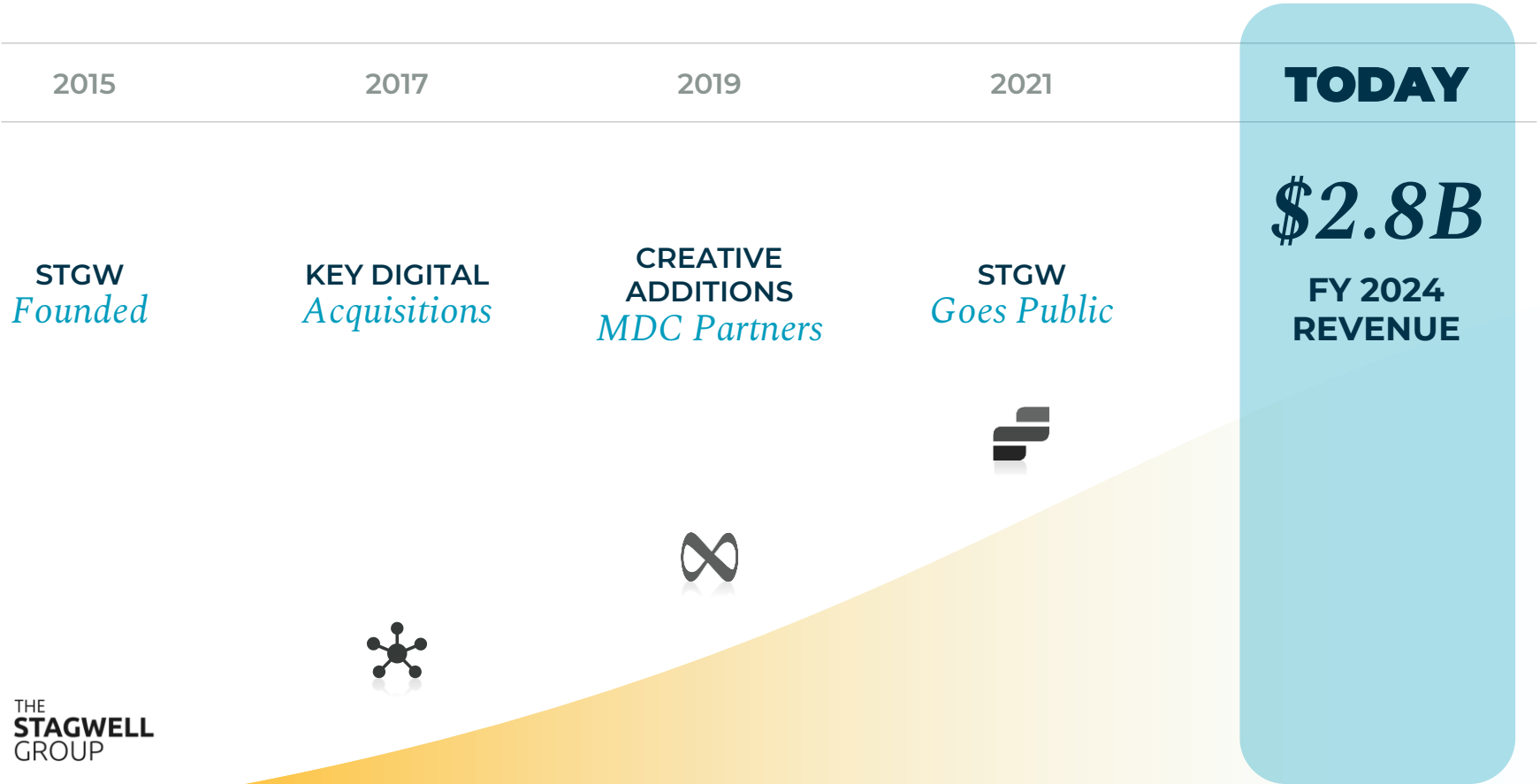
THE STAGWELL STORY

From Zero to Market Hero

Founded in late 2015 with a vision for a new digital-first marketing company, Stagwell has grown to become the first Marketing Services company in 40+ years to reach competitive scale

Stagwell is driven by visionary leadership from **Mark Penn**, a committed partner in **Steve Ballmer**, a best-in-class accretive acquisition approach, and renowned capabilities in Creative & Digital services.

WE ARE JUST GETTING STARTED!



THE
STAGWELL
GROUP



STAGWELL OPPORTUNITY

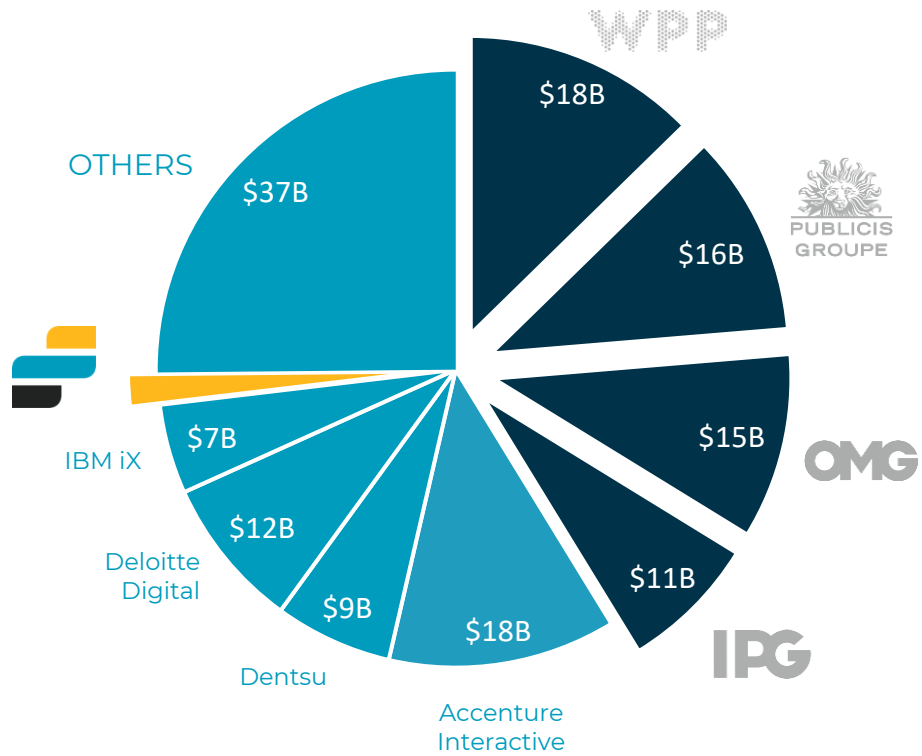
THE LEGACY ADVERTISING MARKET

Is Ripe For Disruption

\$2.5B

Stagwell represented only
2% of the global advertising
and marketing services
market in FY23

Ample room to continue
taking market share



~\$60B

spent with the
top 4 legacy holding
companies¹

~\$145B

spent on advertising
& marketing services
with the Top 25 industry
providers in 2023

¹ Top 4 legacy holding companies: WPP, Omnicom, Publicis, IPG in 2023
Source: Company filings and AdAge Agency Report 2024



STAGWELL OPPORTUNITY

STAGWELL IS UNIQUELY POSITIONED

To Deliver Outsized Growth



Industry Recognition Driving Increase in Opportunities & Size of Wins



M&A Engine Growing Digital & Geographical Footprint



Geographical Diversification Expanding Global Client Remit



Digital Transformation Leading Growth Driven By Emerging Technology



Stagwell Marketing Cloud Transforming Marketing Through Technology



STAGWELL OPPORTUNITY

VISIONARY LEADERSHIP

From An Industry Veteran



Mark Penn

CHAIRMAN & CEO

*A Record of Vision
& Accomplishment*



In 2015, Mark believed that the marketing industry was ripe for disruption, needing a new kind of marketing company

FOUNDED an innovative polling company in 1975

SERVED as an advisor to multiple world leaders, including Bill Clinton & Prime Minister Tony Blair

TURNED AROUND Burson-Marsteller, a global PR and public affairs firm, tripling profits

ADVISED major global companies from Ford to Intel

IDENTIFIED Soccer Moms, and wrote two best-selling books (*Microtrends*)

LED strategy and advertising at Microsoft as EVP & Chief Strategy Officer

FOUNDED Stagwell with Steve Ballmer



Steve Ballmer

FORMER CEO, MICROSOFT
FIRST INVESTOR, STAGWELL

"I have known Mark for many, many years. At Microsoft, he did some critical work for us, and worked directly for me on some path-breaking advertising and other campaigns.



A lot of people make a lot of promises, but Mark is someone who just gets things done, it's just the kind of person that he is."



STAGWELL OPPORTUNITY

EXPERIENCED LEADERSHIP TEAM

With A Proven Record Of Success



Mark Penn
Chairman
& CEO

FOUNDER & POLLSTER Founded **Penn and Schoen** in 1975 with his Harvard roommate Doug Schoen
GROWER Under Penn's leadership, firm expanded to 200+ people with offices around the world.
ADVISOR Served key **corporate** (Texaco, AT&T, Microsoft, Ford, Merck, etc.) & **political** (President Clinton's pollster for six years, advisor to Hillary Clinton & Tony Blair) clients
SELLER Penn & his partners sold PSB to WPP in November 2001 after growing it from a mom-and-pop political polling firm to \$80M+ in revenue
GLOBAL CEO Served as CEO of **Burson-Marsteller** from 2006 – 2012, running a global PR and public affairs firm with an 80+ market footprint and tripling profits
CLIENT & CREATOR Asked by Steve Ballmer to join **Microsoft** & revitalize Bing in 2012; rose to EVP & Chief Strategy Officer running Microsoft's \$2 billion advertising budget
PORTFOLIO BUILDER & PUBLIC COMPANY CEO Launched **Stagwell** Group in 2015; invested in **MDC** in 2019 & assumed role of Chairman & CEO

CORPORATE
LEADERSHIP



Jay Leveton
President
22 Yrs Industry
Experience
8 Yrs at Stagwell

Frank Lanuto
CFO
30 Yrs Industry
Experience
4 Yrs at Stagwell

Jason Reid
CIO
18 Yrs Industry
Experience
8 Yrs at Stagwell

Beth Sidhu
Chief Brand &
Communications
Officer
18 Yrs Industry
Experience
8 Yrs at Stagwell

Ryan Linder
CMO
23 Yrs Industry
Experience
5 Yrs at Stagwell

Stephanie Howley
CPO
14 Yrs Industry
Experience
2 Yrs at Stagwell

Ryan Greene
COO
19 Yrs Industry
Experience
8 Yrs at Stagwell

Julia Hammond
President
Stagwell Global
21 Yrs Industry
Experience
3 Yrs at Stagwell

Ray Day
Vice Chair
35 Yrs Industry
Experience
4 Yrs at Stagwell

BUSINESS
LEADERSHIP



Carl Johnson
Anomaly

Laurel Burton
Instrument

Brad Simms
GALE

Maggie Malek
Crispin

James Townsend
Brand
Performance
Network

David DeMuth
Doner Partners
Network

Evin Shutt
72andSunny

Christine Fruechte
Colle McVoy

Dan Gardner
Code and
Theory

Toby Southgate
F&B

Krista Webster
Veritas



STAGWELL TODAY

INTEGRATED PLATFORM

For The Modern Marketer

Stagwell Marketing Cloud Group

SaaS and DaaS Tools for the In-House Marketer

Digital Transformation

Building Digital Platforms & Consumer Experiences

Performance Media & Data

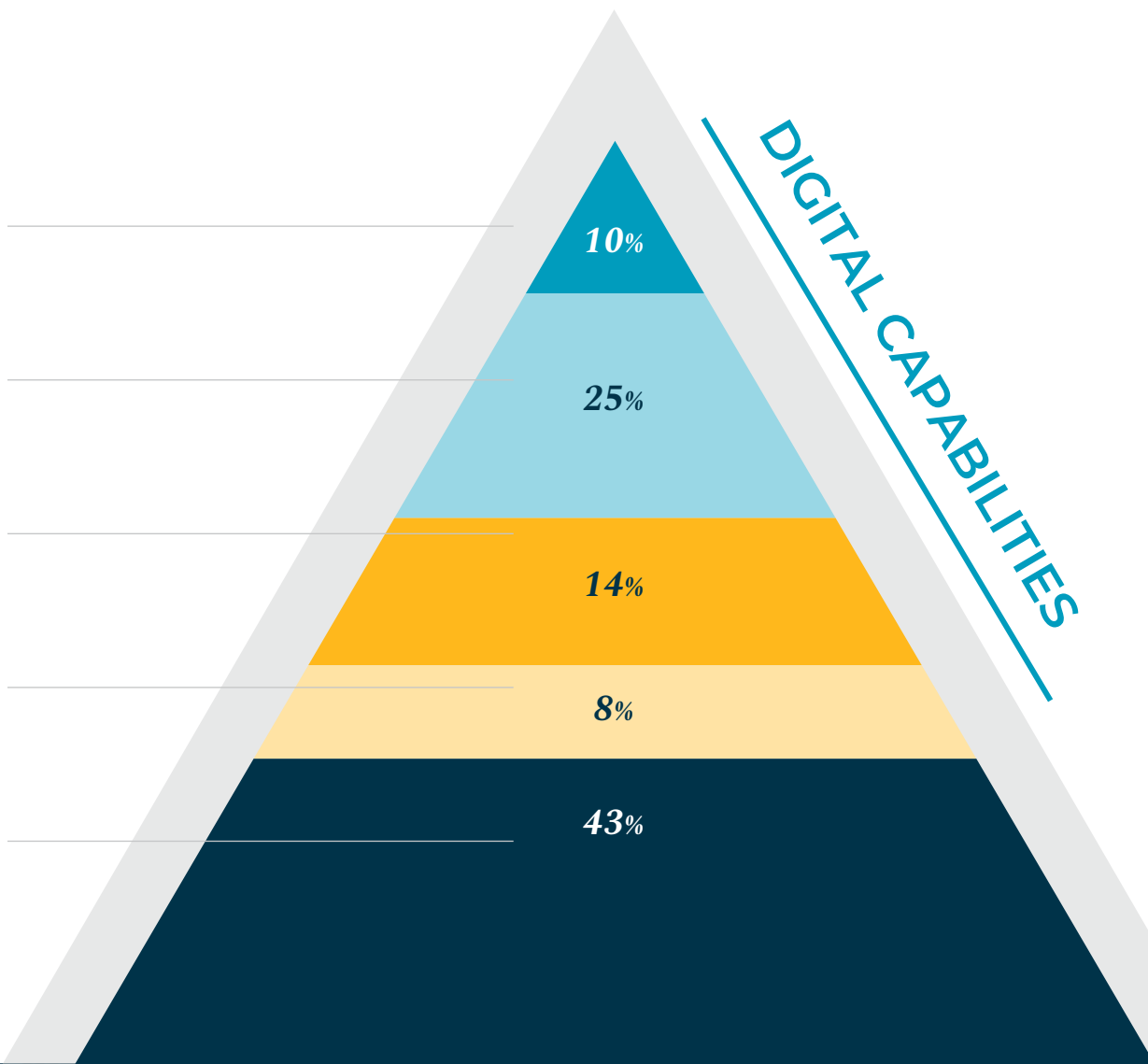
Integrated Omnichannel Media, Data & E-Commerce

Consumer Insights & Strategy

Tracking Across the Consumer Journey

Creativity & Communications

Blue-Chip Customer Base



Percentages represent Percentage of FY 2024 Company Net Revenue derived from each Capability



STAGWELL TODAY

BLUE-CHIP CUSTOMER BASE

Demonstrated Ability To Land & Expand

\$400M+

REVENUE FROM TOP 10 CUSTOMERS¹



80% CLIENT RETENTION YEAR-OVER-YEAR²

8% GROWTH IN AVERAGE RELATIONSHIP TOP 10 CUSTOMERS³

4K+ BLUE CHIP CUSTOMERS

¹ FY24 net revenue from 10 largest customers by 2024 net revenue
² Client relationships over \$100K in revenue (representing 95% of revenue), over past two years
³ Year over Year growth of revenue for Top 10 customers by net revenue for 2024, for the same group of customers in 2023



STAGWELL TODAY

STRATEGIC VALUE-ADDED

Investment Platform

Unified & engaged corporate
team delivering value-added
shared services driving both
revenue & cost synergies

Incentives to collaborate and
drive overall network growth



Global
Marketing



Media
Network



Affiliate
Reach



Central M&A



Innovation Group



Finance



Admin & Operations

*Client
Services*

*Growth
Investment*

*Shared
Services*

INCREASING INDUSTRY RECOGNITION

Driving Significant Growth In Opportunities & Wins

\$382M

TRAILING TWELVE MONTH
NET NEW BUSINESS¹

~20%

GROWTH IN VALUE OF
RFP'S IN FY24

85%

INCREASE IN NUMBER OF
WINS²

72%

INCREASE IN BUSINESS
DEALS GREATER THAN \$1M²

Largest

NEW BUSINESS WIN
IN COMPANY HISTORY
WITH ADOBE



VOGUE
BUSINESS

"Stagwell's Sport Beach was
the highlight of the festival"



"Sport Beach was a **masterclass**
in how to **stand out** from the sea of
sails, with amazing curated content"

25+
A-LIST
ATHLETES

110+
BRANDS
ON STAGE

300+

TOP AWARDS
YTD ACROSS THE
STAGWELL GLOBAL NETWORK

- › 10+ "Agency of the Year" Distinctions
- › 50+ Technology, Product and Innovation Awards
- › Award Winner at Ceremonies including:



¹ LTM NNB as of end of 4Q24
² In 4Q24 relative to 4Q23



STAGWELL GROWTH ACCELERATORS

ACQUISITION STRATEGY

Systematically Expanding Our Digital & Global Footprint

INCREASING OUR
DIGITAL REVENUE MIX

57% → 65%



GROWING OUR REVENUE FROM
OUTSIDE OF NORTH AMERICA

20% → 40%

FOCUS AREAS

Digital Transformation: Platform design, optimization, and analytics with a focus on cloud, AI, and Web3 technologies

Digital Media: Leveraging emerging media trends and production capabilities to engage tomorrow's consumer

Increasing our global footprint
to win the largest \$25M+ global contracts





STAGWELL GROWTH ACCELERATORS

GLOBAL DIVERSIFICATION

To Service Widening Global Client Remits

\$504M

FY24 INTERNATIONAL REVENUE¹

12%

FY24 INTERNATIONAL REVENUE GROWTH¹

\$5.1M

INCREMENTAL REVENUE DRIVEN BY EMEA "ONE MORE THING" INITIATIVE

5

GLOBAL HUBS IN U.S., CANADA, LONDON, BRAZIL, AND SINGAPORE

9

INTERNATIONAL ACQUISITIONS TO GROW FOUNDATIONAL SERVICES IN KEY REGIONS²



Adds digital creative capabilities in **France**.



Adds social and PR capabilities in **Brazil**.



Adds media monitoring capabilities in **Germany**.



Adds Government Advisory in the **Middle East**.



Adds global influencer management technology and social capabilities in the **Middle East**.

80+

GLOBAL AFFILIATES EXTENDING OPERATIONAL RESEARCH FOR THE COMPANY

- › Affiliates partner with Stagwell firms to help clients activate locally.
- › Potential acquisition targets if synergies identified (see: Brand New Galaxy Acquisition, 2021)



¹ All non-North America Revenue for FY24
² Completed in the period from 1/1/2024 to 12/31/2024

STAGWELL GROWTH ACCELERATORS

DIGITAL TRANSFORMATION

Leading Growth Driven By Emerging Tech

EXPERIENCE CHANGE

THIS REQUIRES TECHNOLOGY & CREATIVITY TO CONVERGE

Emerging technologies, like AI and AR, are driving monumental shifts in the way consumers interact with the world around them.

The C-Suite are focused on accelerating growth by harnessing these technologies to revolutionize the way Customers interact with Brands

CODE AND THEORY

UNIQUELY BALANCED BETWEEN TECHNOLOGY & CREATIVITY TO DELIVER END-TO-END CX NEEDS



Stagwell has brought its Best-in-Class Digital Transformation agencies under the C&T banner

23

YEARS AS INDUSTRY-LEADING CHANGE AGENTS

50/50

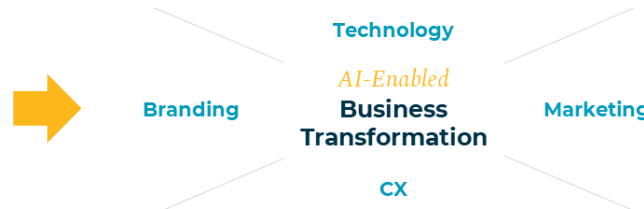
BALANCE BETWEEN CREATIVE & ENGINEERING TALENT

10+

YEARS OF AI EXPERIENCE ACROSS STRATEGY & IMPLEMENTATION

25

FORTUNE 100 COMPANIES IN THE CODE & THEORY PORTFOLIO



How does **CNN** transform election coverage to an industry leading data storytelling platform?

Not just the design system, but the technical infrastructure, a data cloud, and producer tools that unlock the ability to tell stories on any touchpoint, driving monetization and lowering operational burden.

10M+ data points available in four seconds. Anywhere. That is... Experience **Change**

How does **MARS** transform its global website strategy to control costs and move quicker?

C&T rebuilt a technology stack from the ground up and changed the org structure to power a newly created design system to scale its owned platforms across its entire portfolio.

Saving millions and increasing speed. That is... Experience **Change**

How does **YETI** transform its brand from transactional to habitual?

It started with an ecomm redesign, but moved to create industry-defining lifestyle experiences that created habits and daily brand interactions.

Impact: +14% sales on yeti.com. That is... Experience **Change**

STAGWELL GROWTH ACCELERATORS

STAGWELL MARKETING CLOUD

SaaS & DaaS Tools For The In-House Marketer

Building complementary software solutions leveraging the domain expertise and distribution channels already in place at Stagwell

DIGITAL SERVICES

Digital Transformation

Building Digital Platforms &
Consumer Experiences

Consumer Insights & Strategy

Tracking Across the Consumer Journey

Creativity & Communications

Blue-Chip Customer Base

Performance Media & Data

Integrated Omnichannel Media,
Data & E-Commerce

TECHNOLOGY

SMC Advanced Media Platforms

Proprietary & Premium
Owned Media Channels

SMC Media Studio

Platform for In-House Media
Planners & Buyers

SMC Real-Time Research

Suite of Solutions for Market Researchers

SMC Comms Tech

AI-Driven Platform for
Modern Communicators



STAGWELL
Marketing Cloud

\$198M

NET REVENUE

from SMC Group in FY23

31%

Y/Y GROWTH

in SMC Group net
revenue in FY23



AR PLATFORM

integrated into native
ballpark app at the MLB



SCALING ACCESS

To SMC influencer and
content tools to MNTN clients



Google Cloud

CO-DEVELOPMENT

of GenAI marketing use-cases
and cross selling opportunities



STAGWELL GROWTH ACCELERATORS

STAGWELL 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

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



**WE BUILD
ADVANCED
PRODUCTS**
MORE EFFICIENTLY
than the rest

STAGWELL GROWTH ACCELERATORS

STAGWELL MARKETING CLOUD GROUP

Product Spotlight



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



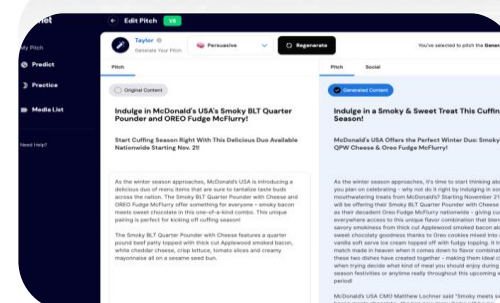
INTEGRATION
WITH MLB'S NATIVE
BALLPARK APP



PProphet Earn

Revolutionizing the PR process
through AI, saving the PR professionals
from millions of tedious working hours

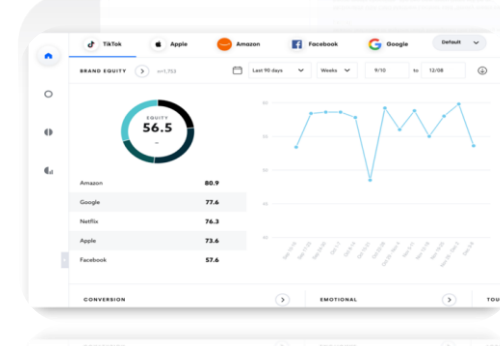
12 MINS
AVG. DAILY
TIME ON PROPHET



Harris QuestBrand

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

150+
ENTERPRISE CUSTOMERS
SIGNED SINCE LAUNCH



STAGWELL FINANCIAL MODEL

ADDING *It All Up*

OPPORTUNITY TO GROW TO **\$5 BILLION**

OF GAAP REVENUE THROUGH
COMBINATION OF ORGANIC, NEW
REVENUE STREAMS & ACQUISITIONS
BY YEAR-END 2029

Potential Equation for Success* (\$M)

~12% Total Revenue CAGR driven by:

- ▶ Marketing Services (~5%)
- ▶ Media & Commerce (~10%)
- ▶ Digital Transformation (~15%)
- ▶ Advocacy (~10%)
- ▶ Stagwell Marketing Cloud (~25%)

+ M&A Growth (~\$100M annually)

TARGET FY29 REVENUE \$5,000

STAGWELL is UNDER- APPRECIATED

Stock price doesn't reflect
how Stagwell is disrupting
marketing landscape

UNDER-VALUED

On Virtually All Metrics

(P/S, EV/EBITDA, P/E)



STAGWELL



Industry-leading

NET REVENUE GROWTH



Best-in-Class

ADJ. EBITDA MARGIN



Efficient

CONVERSION OF EBITDA TO FCF



Sustainable

LEVERAGE POSITION

Appendix

GAAP CONSOLIDATED OPERATING PERFORMANCE

	Three Months Ended March 31,		Twelve Months Ended Dec 31,	
	2025	2024	2024	2023
\$ and Shares in Thousands				
Revenue	\$ 651,740	\$ 670,059	\$ 2,841,216	\$ 2,527,177
Cost of services	412,087	444,526	1,842,978	1,621,174
Office & general expenses	179,362	163,343	711,803	661,250
Depreciation & amortization	42,006	34,836	151,652	142,831
Impairment & other losses	-	1,500	1,715	11,395
Total operating expenses	\$ 633,455	\$ 644,205	\$ 2,708,148	\$ 2,436,650
Operating income (Loss)	\$ 18,285	\$ 25,854	\$ 133,068	\$ 90,527
Interest expense, net	(23,356)	(20,965)	(92,317)	(90,644)
Foreign exchange, net	1,220	(2,258)	(1,656)	(2,960)
Gain on sale of business	-	-	-	94,505
Other, net	249	(1,267)	(1,372)	(359)
Other income (expenses)	\$ (21,887)	\$ (24,490)	\$ (95,345)	\$ 542
Income before income taxes and equity in earnings of non-consolidated affiliates	(3,602)	1,364	37,723	91,069
Income tax expense (benefit)	1,722	2,585	13,182	40,557
Income (loss) before equity in earnings of non-consolidated affiliates	\$ (5,324)	\$ (1,221)	\$ 24,541	\$ 50,512
Equity in income (loss) of non-consolidated affiliates	(1)	508	503	(8,870)
Net income (loss)	\$ (5,325)	(713)	\$ 25,044	\$ 41,642
Net income (loss) attributable to non-controlling & redeemable non-controlling interests	2,408	(569)	(22,785)	(41,508)
Net income (loss) attributable to Stagwell Inc. common shareholders	\$ (2,917)	\$ (1,282)	\$ 2,259	\$ 134
Earnings Per Share				
Basic	\$ (0.03)	\$ (0.01)	\$ 0.02	-
Diluted	\$ (0.04)	\$ (0.01)	\$ 0.02	-
Weighted Average Number of Shares Outstanding				
Basic	112,088	112,633	110,890	117,259
Diluted	263,737	116,405	115,752	122,170

1Q25 RESULTS

We believe that total net revenue growth is one of the best ways to measure the progress of Stagwell as it goes from zero to nearly \$3 billion in revenue and beyond, especially when looking at quarterly numbers which can be affected by the tax season, the political season, the Super Bowl, the different blends of pass-through expenses of different services that affect GAAP revenue, and, of course, the holiday season.

However, in response to those who wondered, "Who moved my cheese?" we are adding back the full panoply of numbers even on a quarterly basis to assure investors that there is strong underlying organic growth here and full transparency.

The numbers show that four of five capabilities had organic growth last quarter led by over 15% organic growth in Digital Transformation and The Stagwell marketing Cloud, the two segments least affected by marketing cycles and most important to both valuations and long-term growth. Performance Media and Data had a single tax-season client reduction that was all squeezed into 1Q, and offsetting new clients will come in later in the year, turning organic growth for the capability to positive by 4Q. When you reverse for the effect of the 1Q seasonal client, the net ex-advocacy revenue organic growth was 5.1% (as opposed to 3.2%), in line with 4.6% in 3Q24 and 6.3% in 4Q24.

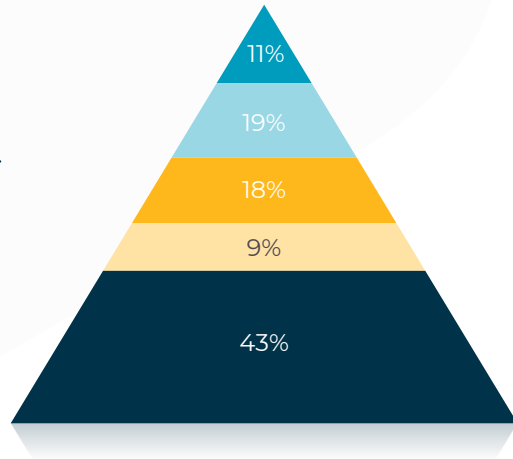
As to advocacy, the proper comparison is not to 1Q24 but to 1Q23, the last non-election year, and that shows 7.6% net revenue organic growth, even during the lowest part of the political cycle, and we are seeing over 23.2% growth on the R-side of the aisle. So it is not just cycling but growing.

On top of this, our net new business number almost doubled year-over-year this quarter with new revenue to be reflected primarily in the second half of the year when these new marketing clients hit their peak. This is an unprecedented level of advance bookings.

1Q25 NET REVENUE GROWTH BY CAPABILITY

% OF NET REVENUE

1Q



Principal Capability

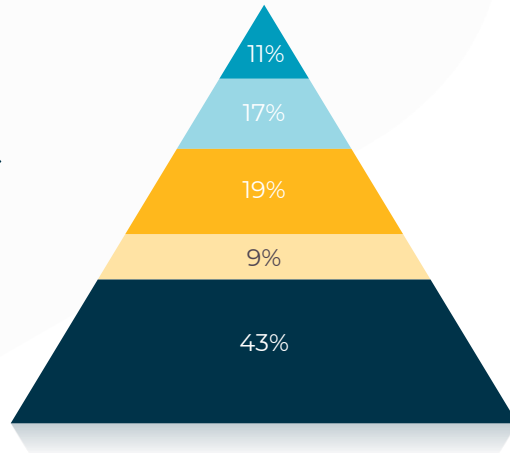
Total

	Organic Net Revenue Growth	Net Revenue Growth
Stagwell Marketing Cloud Group	6.0%	32.0%
Digital Transformation	8.3%	7.9%
Performance Media & Data	(9.3)%	(9.8)%
Consumer Insights & Strategy	3.6%	7.6%
Creativity & Communications	0.5%	7.3%
TOTAL	0.6%	6.0%

1Q25 NET REVENUE EX. ADVOCACY GROWTH BY CAPABILITY

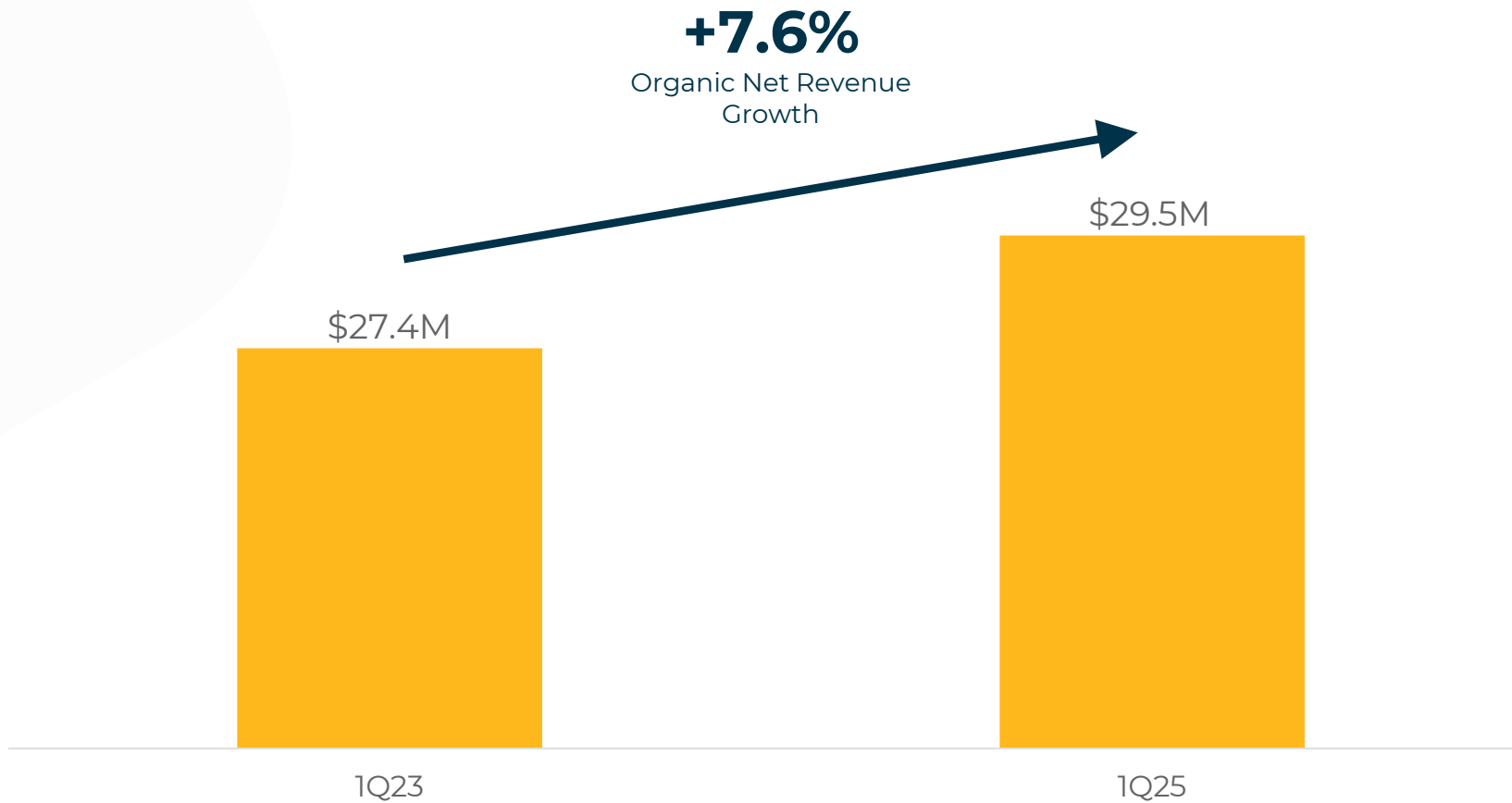
% OF NET REVENUE
EX. ADVOCACY

1Q



Principal Capability	Ex. Advocacy		Ex. Advocacy Ex. Customer	
	Organic Net Revenue Growth	Net Revenue Growth	Organic Net Revenue Growth	Net Revenue Growth
Stagwell Marketing Cloud Group	15.4%	44.8%	15.4%	44.8%
Digital Transformation	15.9%	15.4%	15.9%	15.4%
Performance Media & Data	(9.3)%	(9.8)%	(2.2)%	(2.7)%
Consumer Insights & Strategy	3.6%	7.6%	3.6%	7.6%
Creativity & Communications	2.7%	10.1%	2.7%	10.1%
TOTAL	3.2%	9.1%	5.1%	11.1%

1Q25 ADVOCACY NET REVENUE



CAPITAL STRUCTURE

Net Debt & Debt-Like (\$M, as of 3/31/2025)

Revolving Credit Facility	\$ 375
Bonds	1,100
NCI ¹	21
DAC ²	93
RNCI ³	29
Less: Investments ⁴	16
Less: Cash	138
TOTAL NET DEBT & DEBT-LIKE	\$ 1,464

*Share Count*⁵ (Thousands, as of 4/30/2025)

Class A	265,765
Class C ⁶ (equal voting & economic rights to Class A)	-
Share-based awards ⁷	7,881
DILUTED	273,646

Note: Share count assumes full conversion of Class C shares to Class A on a one-to-one basis. Numbers may not foot due to rounding.

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 7.0m shares assuming conversion as of 3/31/25.

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 4/30/2025 would be 267.7m Class A shares, 7.1m shares to settle DAC and 7.8m share-based awards, for a total of 280.8m shares outstanding. In addition, the share count does not reflect the 2.0m Class A shares issued on 5/1/2025 in conjunction with the close of the JetFuel acquisition.

6. Effective April 2, 2025, all outstanding shares of Class C Common Stock were converted to shares of Class A Common Stock in connection with the Class C Exchange

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

Thank You