



STAGWELL

TRANSFORMING MARKETING

Second Quarter 2024

EARNINGS PRESENTATION

August 1 | 2024

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 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 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 that could affect the Company or its clients;*
- *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, including the successful completion and integration of acquisitions that complement and expand the Company's business capabilities;*
- *the Company's ability to develop products incorporating new technologies, including augmented reality, artificial intelligence, and virtual reality, and realize benefits from such products;*
- *an inability to realize expected benefits of the combination of the Company's business with the business of MDC Partners Inc. (the "Transactions") and other completed, pending, or contemplated acquisitions;*
- *adverse tax consequences in connection with the Transactions for the Company, its operations and its shareholders, that may differ from the expectations of the Company, including that future changes in tax law, potential increases to corporate tax rates in the United States and disagreements with the tax authorities on the Company's determination of value and computations of its attributes may result in increased tax costs;*
- *the occurrence of material Canadian federal income tax (including material "emigration tax") as a result of the Transactions;*
- *the Company's unremediated material weaknesses in internal control over financial reporting and its ability to establish and maintain an effective system of internal control over financial reporting;*
- *the Company's ability to protect client data from security incidents or cyberattacks;*
- *economic disruptions resulting from war and other geopolitical tensions, terrorist activities and natural disasters;*
- *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 2023 Form 10-K, filed with the Securities and Exchange Commission (the "SEC") on March 11, 2024, 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 Revenue: "Organic revenue growth" and "organic revenue decline" refer to the positive or negative results, respectively, of subtracting both the foreign exchange and acquisition (disposition) components from total revenue growth. The acquisition (disposition) component is calculated by aggregating prior period revenue for any acquired businesses, less the prior period revenue of any businesses that were disposed of during the current period. The organic revenue growth (decline) component reflects the constant currency impact of (a) the change in revenue of the partner firms that the Company has held throughout each of the comparable periods presented, and (b) "non-GAAP acquisitions (dispositions), net". Non-GAAP acquisitions (dispositions), net consists of (i) for acquisitions during the current year, the revenue effect from such acquisition as if the acquisition had been owned during the equivalent period in the prior year and (ii) for acquisitions during the previous year, the revenue effect from such acquisitions as if they had been owned during that entire year (or same period as the current reportable period), taking into account their respective pre-acquisition revenues for the applicable periods, and (iii) for dispositions, the revenue effect from such disposition as if they had been disposed of during the equivalent period in the prior year.*
- 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 excluding non-operating income or expense to achieve operating income, plus depreciation and amortization, stock-based compensation, deferred acquisition consideration adjustments, and other items. Other items include restructuring costs, acquisition-related expenses, and nonrecurring items.*
- 4) Adjusted Diluted EPS is defined as (i) Net income (loss) attributable to Stagwell Inc. common shareholders, plus net income attributable to Class C shareholders, excluding amortization expense, impairment and other losses, stock-based compensation, deferred acquisition consideration adjustments, discrete tax items, and other items, divided by (ii) (a) the per weighted average number of common shares outstanding plus (b) the weighted average number of Class C shares outstanding (if dilutive). Other items includes restructuring costs, acquisition-related expenses, and non-recurring items, and subject to the anti-dilution rules.*
- 5) Free Cash Flow: defined as Adjusted EBITDA less capital expenditures, change in net working capital, cash taxes, interest, and distributions to minority interests, but excludes contingent M&A payments.*
- 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*

Reiterating Full-Year 2024 Outlook

5% - 7% Organic Net Revenue Growth

4% - 5% Organic Net Revenue Growth ex. Advocacy

\$400M - \$450M Adjusted EBITDA

~ 50% EBITDA Conversion on Free Cash Flow

\$0.75 - \$0.88 In Adjusted Earnings Per Share

SECOND QUARTER HIGHLIGHTS

NET REVENUE: \$554M | NET LEVERAGE RATIO: 3.48x | ADJ. EBITDA: \$86M

Continuing TO GROW

Revenue growth of 6% year-over-year to \$671 million

Creativity & Communications grew 9% over the prior period; Performance Media & Data grew 5%

US posted 7% growth year-over-year

Advocacy revenue grew 42% YoY; Stagwell Marketing Cloud grew 13% YoY

Investing IN TECHNOLOGY

Launched AI-powered features with Google Cloud across four of our digital marketing products.

Launched partnership with Nexxen to enhance Stagwell ID Graph data solution; and with Anzu to bring immersive in-game advertising capabilities to global clients

Wondercave, our innovative text messaging-based marketing platform, saw remarkable growth of 145% year over year

Accelerating NEW BUSINESS

Record \$113M of net new business wins in 2Q24, bringing LTM to \$324M

Secured largest new business win in the company's history with GM at 72andSunny and Anomaly

Average size of new business wins increased 65% YoY; 57% increase in deals exceeding \$1M

Investments in SPORT BEACH at Cannes Lions unlocking unprecedented NB opportunities

Growing GLOBAL CAPABILITIES

Closed 3 acquisitions in 2Q to expand global reach and digital capabilities

WNP adds digital creative capabilities in France

Luxine Publique Relations adds scale in Canada and luxury PR expertise

PROS adds social and influencer capabilities in Brazil

Additionally, 3Q24 acquisitions of **BERA** adds AI-powered brand management technology; **LEADERS** adds social capabilities and global influencer tech platform; and **Business Traveler** enhances travel media offerings globally

SUMMARY COMBINED FINANCIALS

<i>\$ in Thousands</i>	<i>Three Months Ended June 30,</i>		<i>Six Months Ended June 30,</i>	
	2024	2023	2024	2023
Net Revenue	\$ 554,392	\$ 544,861	\$ 1,086,846	\$ 1,066,523
Billable Costs	116,776	87,404	254,381	188,186
Revenue	\$ 671,168	\$ 632,265	\$ 1,341,227	\$ 1,254,709
Billable Costs	116,776	87,404	254,381	188,186
Staff costs	355,349	346,118	697,506	695,731
Administrative costs	69,534	66,267	136,697	134,507
Unbillable and other costs, net	43,406	41,308	76,224	72,895
Adjusted EBITDA	\$ 86,103	\$ 91,168	\$ 176,419	\$ 163,390
Stock-based compensation	5,875	10,546	21,991	22,550
Depreciation and amortization	42,001	35,488	76,837	68,965
Deferred acquisition consideration	7,236	392	7,390	4,480
Impairment and other losses	215	10,562	1,715	10,562
Other items, net	8,869	12,918	20,725	19,338
Operating income (loss)	\$ 21,907	\$ 21,262	\$ 47,761	\$ 37,495
<i>Adjusted EBITDA margin (on net revenue)</i>	15.5%	16.7%	16.2%	15.3%

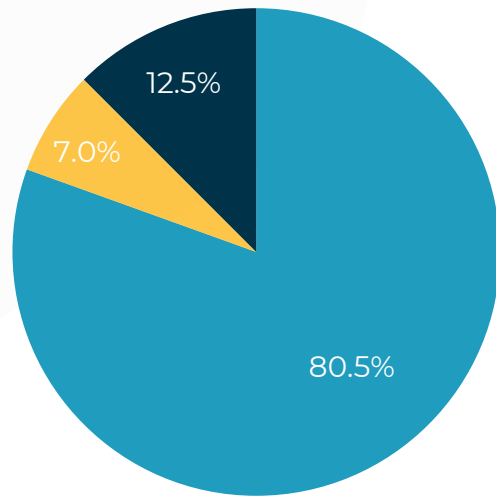
2Q24 NET REVENUE

	<i>Three Months Ended June 30, 2024</i>		<i>Six Months Ended June 30, 2024</i>	
<i>\$ in Thousands</i>	Net Revenue	Change	Net Revenue	Change
June 30, 2023	\$ 544,861		\$ 1,066,523	
Organic revenue	6,603	1.2%	15,771	1.5%
Acquisitions (divestitures), net	3,977	0.7%	3,909	0.4%
Foreign currency	(1,049)	(0.2)%	643	0.1%
Total Change	\$ 9,531	1.7%	\$ 20,323	1.9%
June 30, 2024	\$ 554,392		\$ 1,086,846	

2Q24 NET REVENUE BY GEOGRAPHY

% OF NET REVENUE

2Q

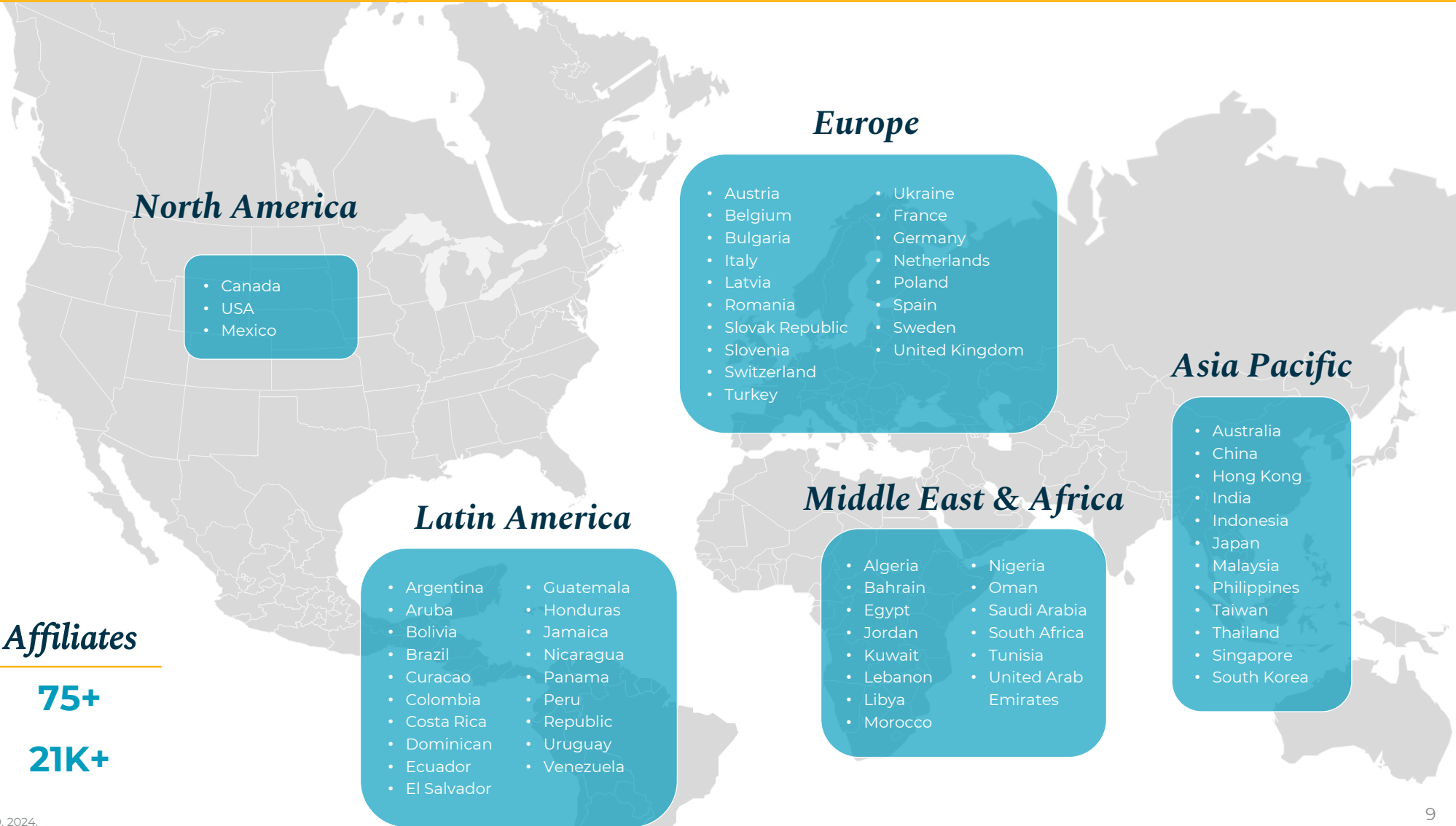


Organic Growth Y/Y

<i>Geography</i>	<i>2Q24</i>	<i>YTD</i>
United States	2.4%	2.1%
United Kingdom	(6.5)%	2.0%
Other	(1.5)%	(2.7)%
TOTAL	1.2%	1.5%
TOTAL EX-ADVOCACY	(0.5)%	(0.8)%

GLOBAL NETWORK

Stagwell's Affiliate Network Significantly Expands Our Global Footprint

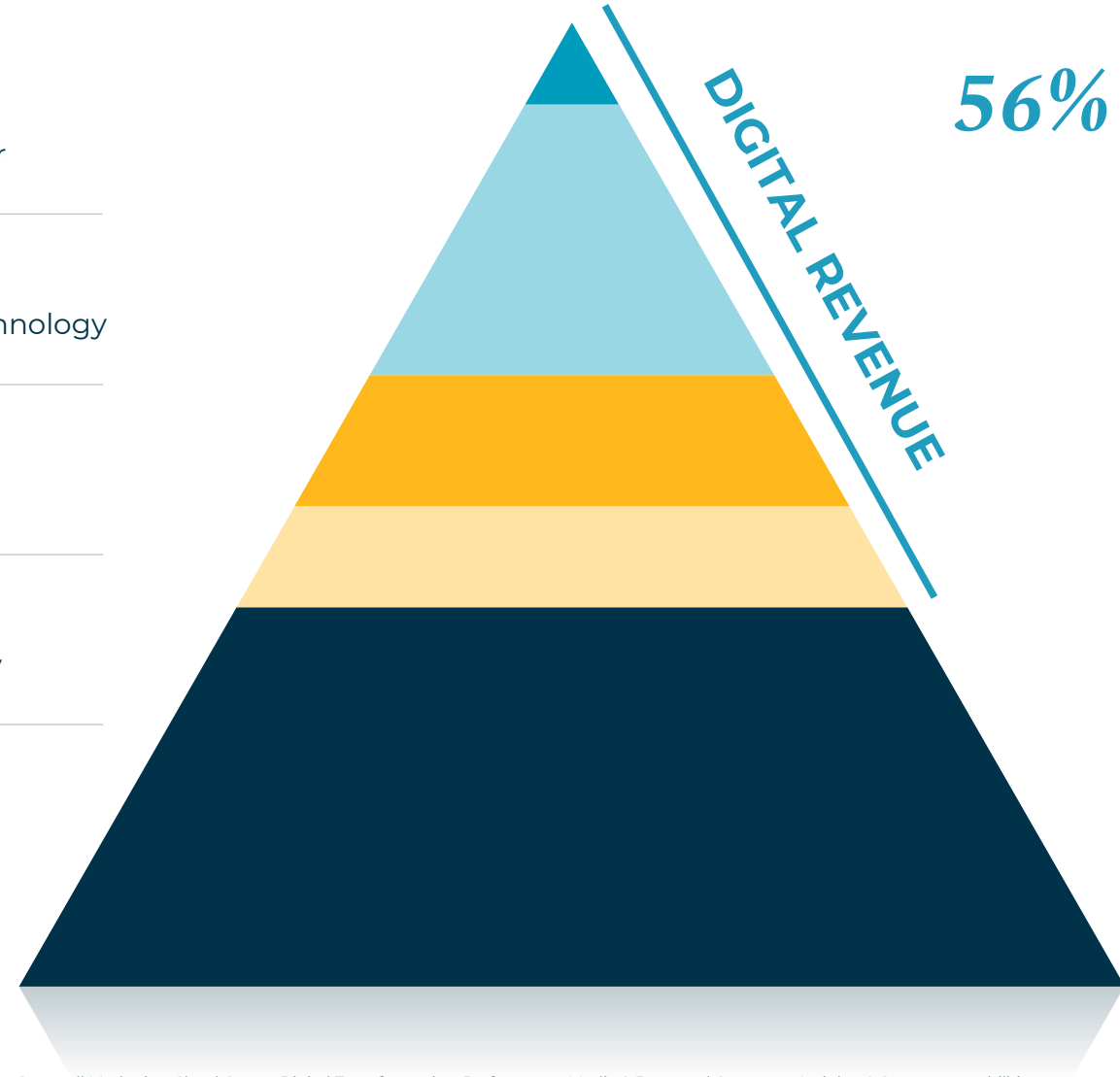


	Stagwell	Affiliates
COUNTRIES	34+	75+
EMPLOYEES	12K+	21K+

Note: As of June 30, 2024.

OUR PRINCIPAL CAPABILITIES

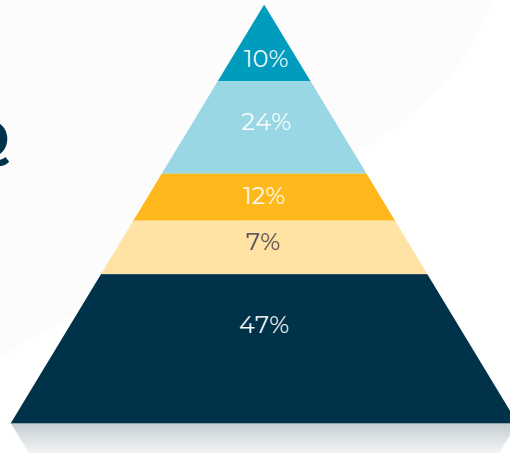
- 1 Stagwell Marketing Cloud Group**
SaaS and DaaS Tools for the Modern Marketer
- 2 Digital Transformation**
Building & Designing Digital Platforms & Technology
- 3 Performance Media & Data**
Addressable on a Global Scale
- 4 Consumer Insights & Strategy**
Tracking Across the Entire Consumer Journey
- 5 Creativity & Communications**
Blue-Chip Customer Base



REVENUE GROWTH BY CAPABILITY

% OF REVENUE

2Q



Principal Capability

2Q24

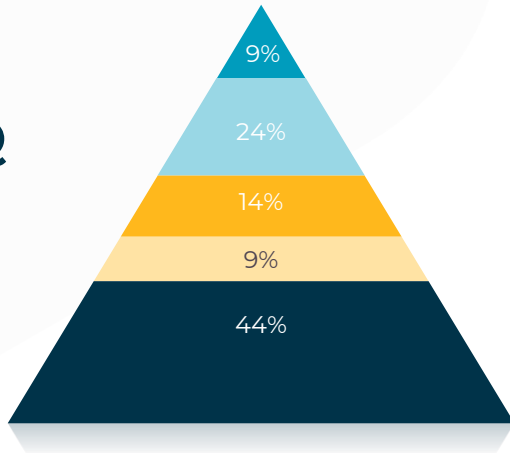
YTD

Principal Capability	2Q24		YTD	
	Organic Revenue Growth	Revenue Growth	Organic Revenue Growth	Revenue Growth
Stagwell Marketing Cloud Group	14.0%	13.4%	10.3%	10.3%
Digital Transformation	0.3%	2.1%	1.9%	4.0%
Performance Media & Data	4.4%	4.6%	8.0%	8.7%
Consumer Insights & Strategy	(2.2)%	(2.1)%	(4.7)%	(4.6)%
Creativity & Communications	5.8%	8.7%	7.4%	9.6%
TOTAL	4.3%	6.2%	5.3%	6.9%
TOTAL EX-ADVOCACY	1.1%	3.0%	1.4%	3.1%

NET REVENUE GROWTH BY CAPABILITY

% OF NET REVENUE

2Q



Principal Capability

2Q24

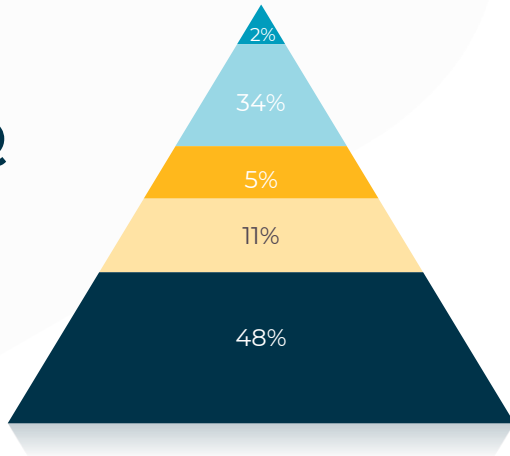
YTD

Principal Capability	2Q24		YTD	
	Organic Net Revenue Growth	Net Revenue Growth	Organic Net Revenue Growth	Net Revenue Growth
Stagwell Marketing Cloud Group	8.5%	7.8%	5.0%	5.0%
Digital Transformation	(1.2)%	1.0%	(1.2)%	1.4%
Performance Media & Data	5.5%	5.7%	8.1%	8.8%
Consumer Insights & Strategy	(0.1)%	(0.1)%	(4.3)%	(4.2)%
Creativity & Communications	0.1%	0.2%	1.6%	0.8%
TOTAL	1.2%	1.7%	1.5%	1.9%
TOTAL EX-ADVOCACY	(0.5)%	0.1%	(0.8)%	(0.4)%

ADJ EBITDA GROWTH BY CAPABILITY

% OF ADJ. EBITDA*

2Q



Adj. EBITDA* Growth Y/Y

<i>Principal Capability</i>	<i>2Q24</i>	<i>YTD</i>
Stagwell Marketing Cloud Group	(57.9)%	(38.4)%
Digital Transformation	7.5%	5.9%
Performance Media & Data	(52.9)%	8.9%
Consumer Insights & Strategy	0.7%	4.4%
Creativity & Communications	(2.0)%	14.4%
TOTAL	(5.6)%	8.0%
TOTAL EX-ADVOCACY	(19.8)%	(6.7)%

EX-ADVOCACY REVENUE, NET REVENUE & ADJUSTED EBITDA

REVENUE

\$ in Millions

	Three Months Ended,			Six Months Ended,		
	June 30, 2024	June 30, 2023	% Change	June 30, 2024	June 30, 2023	% Change
Total Revenue	\$671	\$632	6.2%	\$1,341	\$1,255	6.9%
Advocacy Revenue	72	51	41.6%	137	87	57.6%
Total Ex Advocacy	599	581	3.0%	1,204	1,168	3.1%

NET REVENUE

	Three Months Ended,			Six Months Ended,		
	June 30, 2024	June 30, 2023	% Change	June 30, 2024	June 30, 2023	% Change
Total Net Revenue	\$554	\$545	1.7%	\$1,087	\$1,067	1.9%
Advocacy Net Revenue	45	36	25.9%	87	63	25.9%
Total Ex Advocacy	510	509	0.1%	1,000	1,004	(0.4)%

ADJ. EBITDA

	Three Months Ended,			Six Months Ended,		
	June 30, 2024	June 30, 2023	% Change	June 30, 2024	June 30, 2023	% Change
Total Adj. EBITDA	\$86	\$91	(5.6)%	\$176	\$163	8.0%
Advocacy Adj. EBITDA	21	10	110.8%	34	11	211.1%
Total Ex Advocacy	65	81	(19.8)%	142	152	(6.7)%

Net New Business

2Q24	\$113M
LTM	\$324M

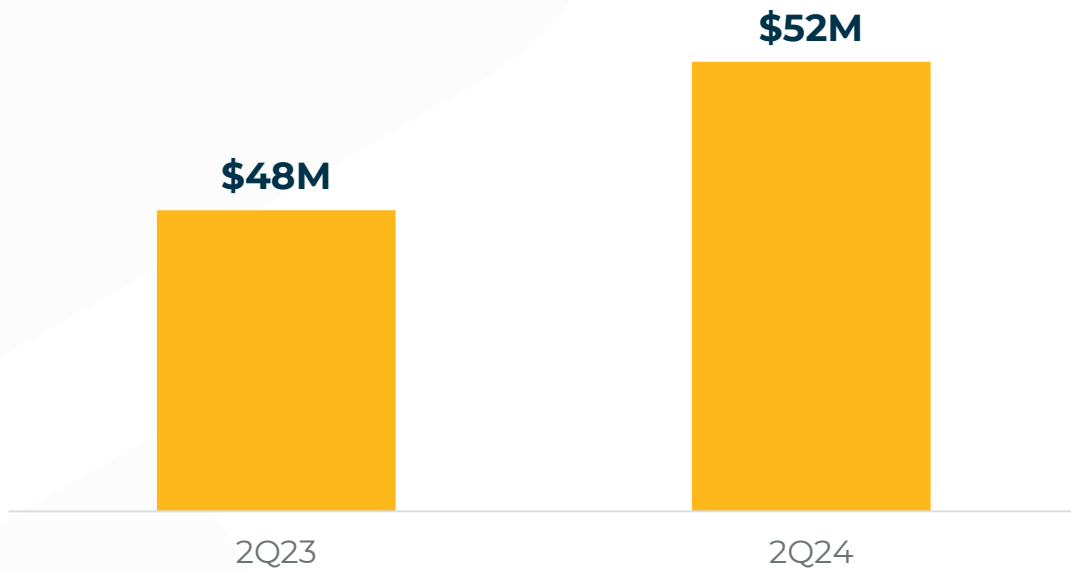
Avg. Net Revenue

2Q24	\$6.0M
	PER CLIENT AT TOP 25

Notable Business **WINS & EXPANSIONS**



Net Revenue¹



\$ in Millions

	<i>Net Revenue</i>	<i>Adj. EBITDA Margin</i>
Advanced Media Platforms	\$41.9	13.1%
Stagwell Marketing Cloud	\$9.9	(38.4)%
TOTAL	\$51.8	3.3%
GROWTH (y/y)	7.8%	

LIQUIDITY

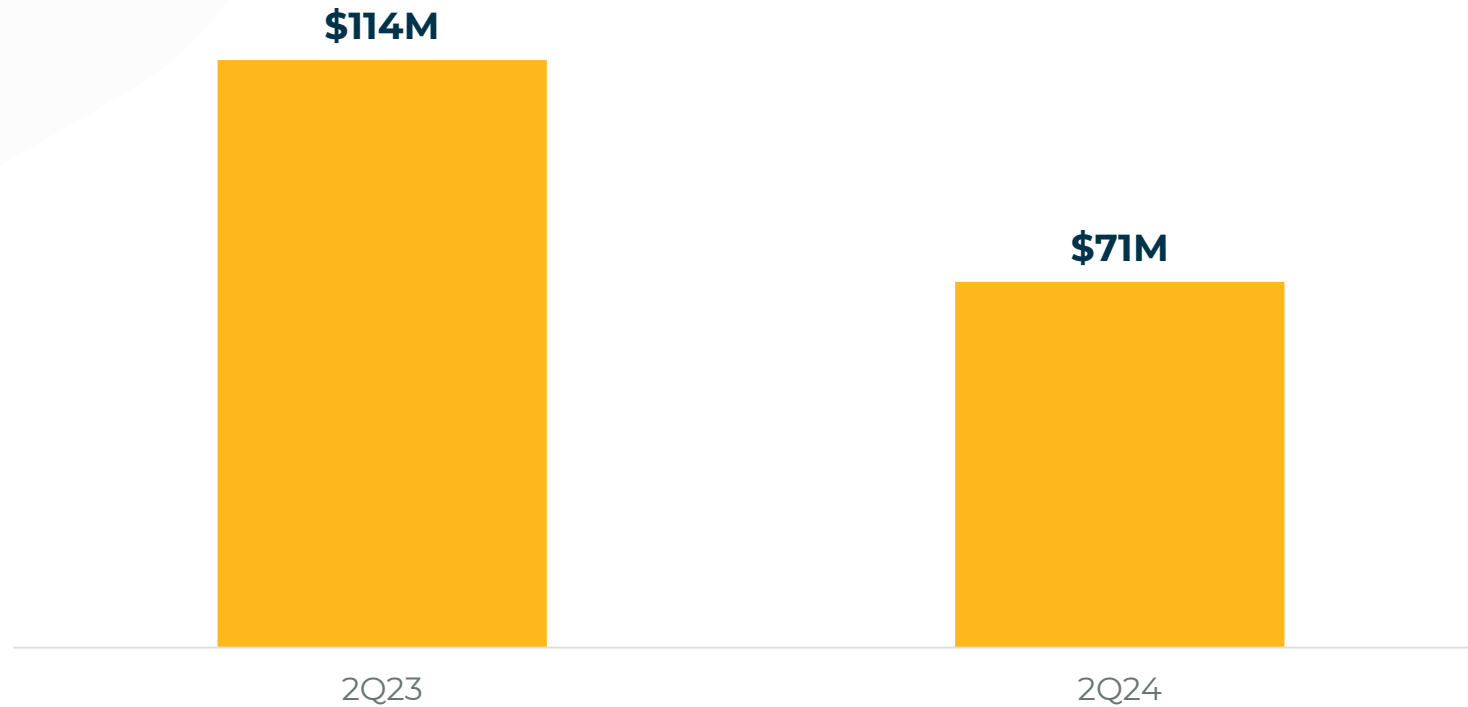
\$ in Millions

Available Liquidity (as of 6/30/2024)

Commitment Under Credit Facility	\$ 640
Drawn	334
Letters of Credit	16
Undrawn Commitments Under Facility	\$ 291
Total Cash & Cash Equivalents	136
Total Available Liquidity	\$ 427

MAINTAINING DISCIPLINE AROUND *Deferred Acquisition Costs*

REDUCED DAC BY \$43M
FROM 1Q23 QUARTER-END BALANCE



ADJUSTED EARNINGS PER SHARE

Three Months Ended June 30, 2024

Six Months Ended June 30, 2024

<i>\$ and Shares in Thousands</i>	Three Months Ended June 30, 2024			Six Months Ended June 30, 2024		
	Reported (GAAP)	Adjustments	Non-GAAP	Reported (GAAP)	Adjustments	Non-GAAP
Net income attributable to Stagwell Inc. common shareholders	(2,965)	\$ 18,935	\$ 15,970	(4,247)	\$ 38,415	\$ 34,168
Net income attributable to Class C Shareholders	-	22,828	22,828	-	47,382	47,382
Net income – diluted EPS	\$ (2,965)	\$ 41,763	\$ 38,798	\$ (4,247)	\$ 85,797	\$ 81,550
Weighted average number of common shares outstanding (diluted)	113,484	5,281	118,765	113,059	4,760	117,819
Weighted average number of common class C shares outstanding (diluted)	-	151,649	151,649	-	151,649	151,649
Weighted average number of shares outstanding	113,484	156,930	270,414	113,059	156,409	269,468
Adjusted earnings per share (diluted)	\$ (0.03)		\$ 0.14	\$ (0.04)		\$ 0.30
<u>Adjustments to net income (loss)</u>						
Amortization expense		\$ 35,008			\$ 63,211	
Impairment and other losses		215			1,715	
Stock-based compensation		5,875			21,991	
Deferred acquisition consideration		7,236			7,390	
Other items, net		8,869			20,725	
Total add-backs		57,203			115,032	
Adjusted tax expense		(12,905)			(25,653)	
		\$ 44,298			89,379	
Net loss attributable to Class C shareholders		(2,535)			(3,582)	
		\$ 41,763			\$ 85,797	

GAAP CONSOLIDATED OPERATING PERFORMANCE

	<i>Three Months Ended June 30,</i>		<i>Six Months Ended June 30,</i>	
	2024	2023	2024	2023
<i>\$ and Shares in Thousands</i>				
Revenue	\$ 671,168	\$ 632,265	\$ 1,341,227	\$ 1,254,709
Cost of services	438,912	402,431	883,438	816,329
Office & general expenses	168,133	162,522	331,476	321,358
Depreciation & amortization	42,001	35,488	76,837	68,965
Impairment & other losses	215	10,562	1,715	10,562
Total operating expenses	\$ 649,261	\$ 611,003	\$ 1,293,466	\$ 1,217,214
Operating income (Loss)	\$ 21,907	\$ 21,262	\$ 47,761	\$ 37,495
Interest expense, net	(23,533)	(23,680)	(44,498)	(41,869)
Foreign exchange, net	(1,355)	(1,478)	(3,613)	(2,148)
Other, net	193	(416)	(1,074)	(196)
Other income (expenses)	\$ (24,695)	\$ (25,574)	\$ (49,185)	\$ (44,213)
Income tax expense (benefit)	1,165	437	3,750	673
Income (loss) before equity in earnings of non-consolidated affiliates	\$ (3,953)	\$ (4,749)	\$ (5,174)	\$ (7,391)
Equity in income (loss) of non-consolidated affiliates	(1)	(216)	507	(443)
Net income (loss)	\$ (3,954)	\$ (4,965)	\$ (4,667)	\$ (7,834)
Net income (loss) attributable to non-controlling & redeemable non-controlling interests	989	1,771	420	6,029
Net income (loss) attributable to Stagwell Inc. common shareholders	\$ (2,965)	\$ (3,194)	\$ (4,247)	\$ (1,805)
Earnings Per Share				
Basic	\$ (0.03)	\$ (0.03)	\$ (0.04)	\$ (0.01)
Diluted	\$ (0.03)	\$ (0.03)	\$ (0.04)	\$ (0.01)
Weighted Average Number of Shares Outstanding				
Basic	113,484	115,400	113,059	120,272
Diluted	113,484	115,400	113,059	120,272

CAPITAL STRUCTURE

Net Debt & Debt-Like (\$M, as of 6/30/2024)

Revolving Credit Facility	\$ 334
Bonds	1,100
NCI ¹	22
DAC ²	71
RNCI ³	23
Less: Investments ⁴	15
Less: Cash	136
TOTAL NET DEBT & DEBT-LIKE	\$ 1,399

*Share Count*⁵ (Thousands, as of 7/25/2024)

Class A	111,731
Class C (equal voting & economic rights to Class A)	151,649
Share-based awards ⁶	8,699
DILUTED	272,079

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 2.4m shares assuming conversion as of 6/30/24.

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 7/25/2024 would be 111.7m Class A shares, 151.6 Class C shares, 2.9m shares to settle DAC and 8.7m share-based awards, for a total of 274.9m shares outstanding.

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



APPLYING A PROVEN PLAYBOOK *to scale Stagwell Marketing Cloud Group*

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

1

Digital Services

Digital Transformation

Building Digital Platforms & Consumer Experiences

2

Performance Media & Data

Integrated Omnichannel Media, Data & E-Commerce

3

Consumer Insights & Strategy

Tracking Across the Consumer Journey

4

Creativity & Communications

Blue-Chip Customer Base

Technology

Advanced Media Platforms

Proprietary & Premium Owned Media Channels

Media Studio

Solution for Modern Media Planners and Buyers

Harris Quest Research

Market Research Products by The Harris Poll

PRophet Comms Tech

AI-Driven Platform for Modern Communicators



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

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

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**



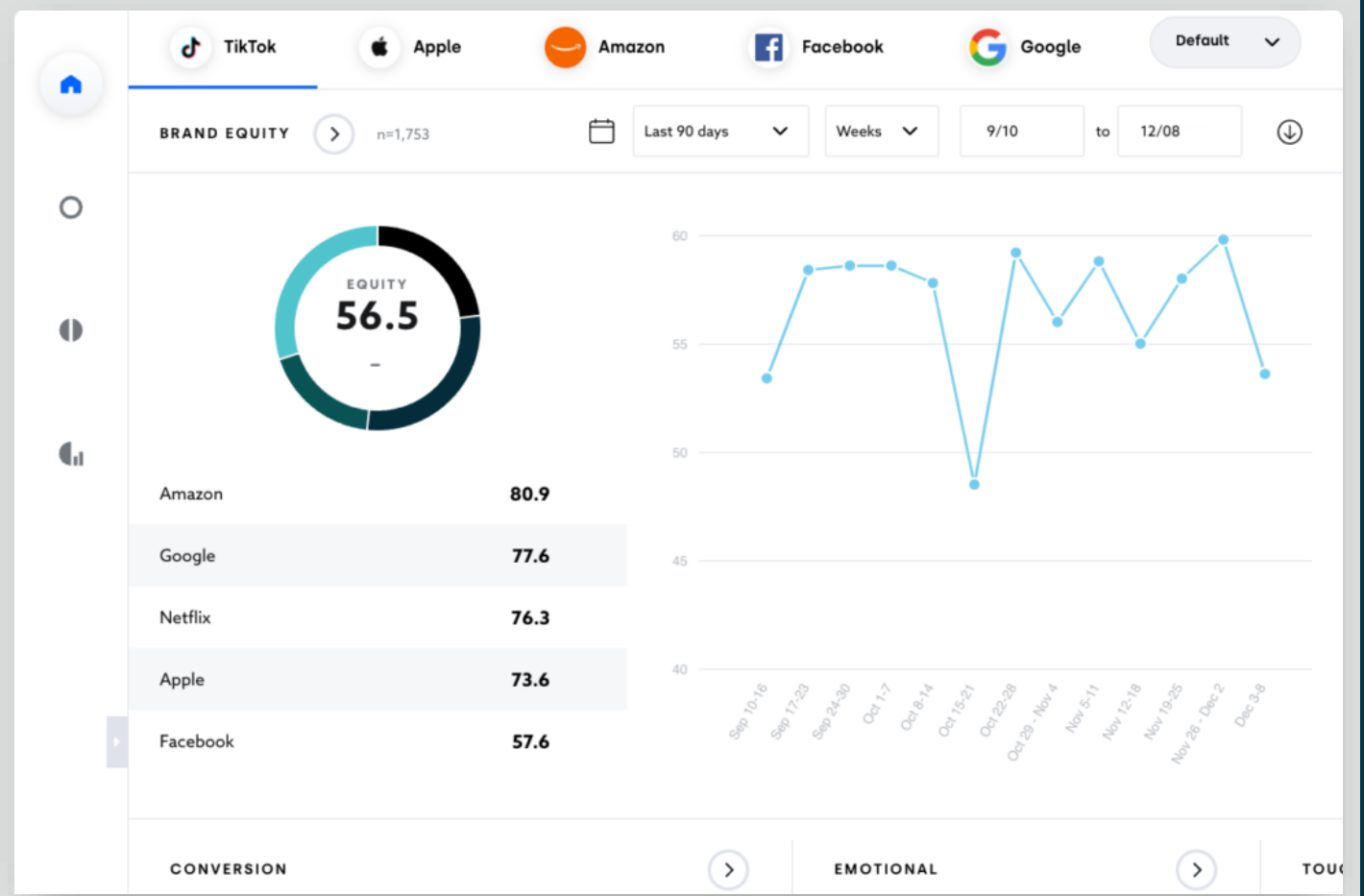


Harris QuestBrand

REAL-TIME INSIGHTS *Product Spotlight*

Customer Benefit

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





PRophet Earn

ARTIFICIAL INTELLIGENCE *Product Spotlight*

Customer Benefit

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

PRophet

← Edit Pitch v5

My Pitch

Predict

Practice

Media List

Need Help?

Taylor Generate Your Pitch

Persuasive

Regenerate

You've selected to pitch the Generated Co

Pitch Social

Original Content

Generated Content

Indulge in McDonald's USA's Smoky BLT Quarter Pounder and OREO Fudge McFlurry!

Start Cuffing Season Right With This Delicious Duo Available Nationwide Starting Nov. 21!

As the winter season approaches, McDonald's USA is introducing a delicious duo of menu items that are sure to tantalize taste buds across the nation. The Smoky BLT Quarter Pounder with Cheese and OREO Fudge McFlurry offer something for everyone – smoky bacon meets sweet chocolate in this one-of-a-kind combo. This unique pairing is perfect for kicking off cuffing season!

The Smoky BLT Quarter Pounder with Cheese features a quarter pound beef patty topped with thick cut Applewood smoked bacon, white cheddar cheese, crisp lettuce, tomato slices and creamy mayonnaise all on a sesame seed bun.

Indulge in a Smoky & Sweet Treat This Cuffing Season!

McDonald's USA Offers the Perfect Winter Duo: Smoky BLT QPW Cheese & Oreo Fudge McFlurry!

As the winter season approaches, it's time to start thinking about how you plan on celebrating – why not do it right by indulging in some mouthwatering treats from McDonald's? Starting November 21st they will be offering their Smoky BLT Quarter Pounder with Cheese as well as their decadent Oreo Fudge McFlurry nationwide - giving customer everywhere access to this unique flavor combination that blends savory smokiness from thick cut Applewood smoked bacon along side sweet chocolaty goodness thanks to Oreo cookies mixed into creamy vanilla soft serve ice cream topped off with fudgy topping. It truly is a match made in heaven when it comes down to flavor combinations like these two dishes have created together - making them ideal choices when trying to decide what kind of meal you should enjoy during cuffing season festivities or anytime really throughout this upcoming winter period!

McDonald's USA CMO Matthew Lochner said "Smoky meets sweet; bacon meets chocolate...the two new menu items will be available



AUGMENTED REALITY *Product Spotlight*

Customer Benefit

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



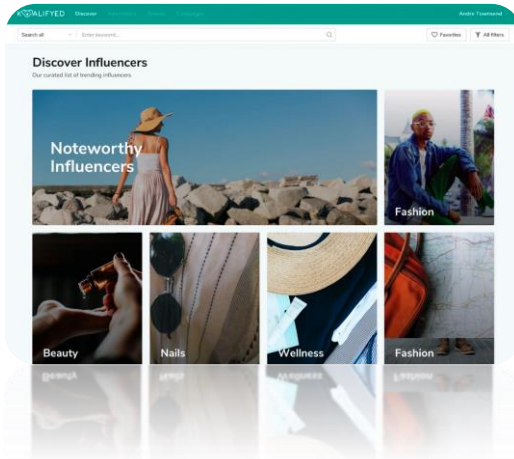


STAGWELL MARKETING CLOUD GROUP

Pricing Model

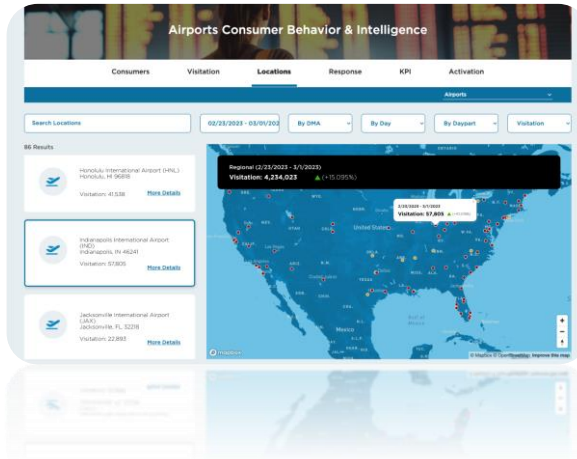
Modern, flexible pricing models that fit the needs and budgets for the modern marketer

Subscription Pricing
Annual SaaS contract



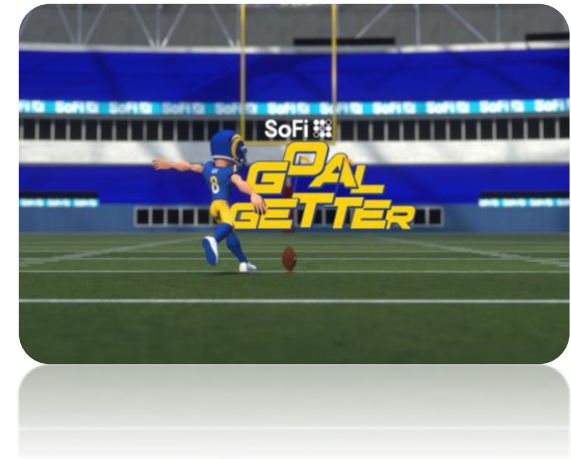
 PRophet Influence

Consumption Fee
Data and media spend




THE PEOPLE PLATFORM™

Advertising-Based
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Thank You

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