



STAGWELL

TRANSFORMING MARKETING

Q2 2024 *Financial Highlights*

CONTINUING TO GROW

Revenue growth of 6% YOY 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

ACCELERATING NEW BUSINESS

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

- Won largest new business win in the company's history with GM at 72andSunny and Anomaly
- Average size of new business wins has increased 65% YoY; 57% increase in deals exceeding \$1M
- Investments in SPORT BEACH at Cannes Lions unlocking unprecedented NB opportunities

INVESTING IN TECHNOLOGY

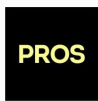
Growing capabilities in AI and immersive marketing technology

- 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

Q2 Acquisitions: *Growing Business Portfolio*



Adds digital creative capabilities in **France**.



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

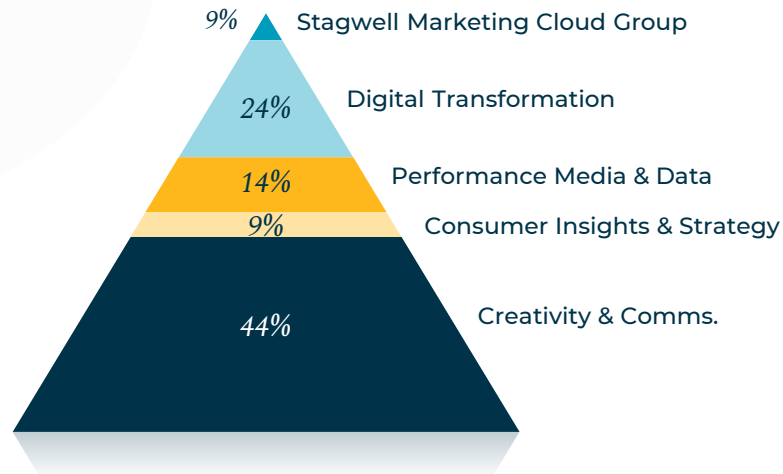


Adds scale in **Canada** and luxury PR expertise.

2024 *Outlook*

5% - 7%	ORGANIC NET REVENUE GROWTH
4% - 5%	ORGANIC NET REV GROWTH EX. ADVOCACY
\$400M - \$450M	ADJUSTED EBITDA
~ 50%	FREE CASH FLOW CONVERSION
\$0.75 - \$0.88	ADJUSTED EPS

Q2 24 Net Revenue *by Principal Capability*



Q3 Acquisitions *So Far*



Adds **global** AI-powered brand management technology.



Adds **global** travel media to Ink's portfolio.



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

For full financial results, reconciliations and definitions of Non-GAAP Financial Measures please refer to our Earnings Release dated August 1, 2024.