



STAGWELL

TRANSFORMING MARKETING

Third Quarter 2023

EARNINGS PRESENTATION

NOVEMBER 2 | 2023

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 2022 Form 10-K, filed with the Securities and Exchange Commission (the "SEC") on March 6, 2023, 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*

Adjusting Full-Year 2023 Outlook

~(4%) Organic Net Revenue Growth

~(2.5%) Organic Net Revenue Growth ex. Advocacy

\$390M - \$410M In Adjusted EBITDA

40% - 50% EBITDA Conversion on Free Cash Flow

\$0.73 - \$0.78 In Adjusted Earnings Per Share

THIRD QUARTER HIGHLIGHTS

NET REVENUE: \$535M | NET LEVERAGE RATIO: 3.64x | ADJ. EBITDA: \$102M

Winning RECORD NEW BUSINESS

\$81 million in net new business secured in Q3

Outstanding LTM net new business of \$251 million

\$1 billion of pitches participated in, on track to exceed \$1.2 billion in FY23.

Optimizing BUSINESS PORTFOLIO

Completed divestment of ConcentricLife to Accenture for \$245M

Portion of proceeds to be invested into key growth areas including emerging media, geographic expansion, digital transformation & Artificial Intelligence

Completed acquisition of Left Field Labs, a cutting-edge transformation agency revolutionizing digital customer experiences

Continuing to evaluate options for both acquisition and divestments

Managing COSTS

Proactive management of staffing levels & costs

\$82M of annualized staff cost savings actioned and realized year-to-date

On track to realize \$30M of operational efficiencies announced at merger by YE 23

Executing GLOBAL STRATEGY

International net revenue grew 25% in Q3 2023.

Performance led by strong growth in EMEA of 30%, 18% in LATAM and 12% in APAC

Stagwell Europe regional headquarters to launch in 2024

Global affiliate program has grown to over 70+ partners worldwide, with new affiliate partnerships with Markus Agency in Vietnam and Clarita in Brazil

SUMMARY COMBINED FINANCIALS

	<i>Three Months Ended Sept 30,</i>		<i>Nine Months Ended Sept 30,</i>	
<i>\$ in Thousands</i>	2023	2022	2023	2022
Net Revenue	\$ 534,864	\$ 555,754	\$ 1,595,586	\$ 1,638,707
Billable Costs	82,709	108,037	276,696	340,900
Revenue	\$ 617,573	\$ 663,791	\$ 1,872,282	\$ 1,979,607
Billable Costs	82,709	108,037	276,696	340,900
Staff costs	338,914	349,127	1,034,645	1,040,117
Administrative costs	62,339	61,600	196,846	183,359
Unbillable and other costs, net	31,842	29,935	98,936	87,408
Adjusted EBITDA	\$ 101,769	\$ 115,092	\$ 265,159	\$ 327,823
Stock-based compensation	12,065	12,258	34,615	33,410
Depreciation and amortization	38,830	32,207	107,795	95,642
Deferred acquisition consideration	6,401	(29,789)	10,881	(14,420)
Impairment and other losses	-	25,211	10,562	28,034
Other items, net	10,731	5,152	30,069	12,112
Operating income (loss)	\$ 33,742	\$ 70,053	\$ 71,237	\$ 173,045
<i>Adjusted EBITDA margin (on net revenue)</i>	19.0%	20.7%	16.6%	20.0%

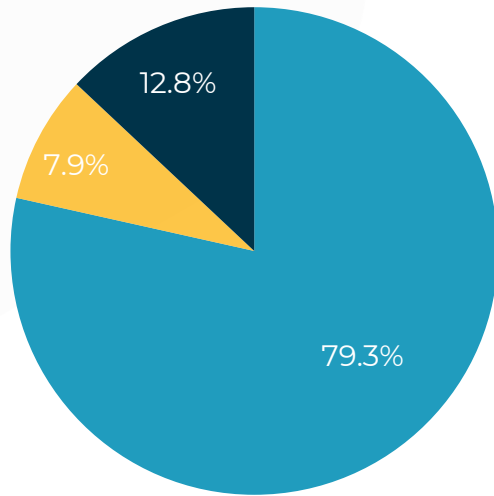
3 Q 23 NET REVENUE

	<i>Three Months Ended Sept 30, 2023</i>		<i>Nine Months Ended Sept 30, 2023</i>	
<i>\$ in Thousands</i>	Net Revenue	Change	Net Revenue	Change
Sept 30, 2022	\$ 555,754		\$ 1,638,707	
Organic revenue	(37,686)	(6.8%)	(91,650)	(5.6%)
Acquisitions (divestitures), net	13,429	2.4%	54,619	3.3%
Foreign currency	3,367	0.6%	(6,090)	(0.4%)
Total Change	\$ (20,890)	(3.8%)	\$ (43,121)	(2.6%)
Sept 30, 2023	\$ 534,864		\$ 1,595,586	

3Q NET REVENUE BY GEOGRAPHY

% OF NET REVENUE

3Q



Organic Growth Y/Y

<i>Geography</i>	<i>3Q23</i>	<i>YTD</i>
United States	(9.9)%	(8.0)%
United Kingdom	12.2%	10.9%
Other	6.6%	3.0%
TOTAL	(6.8)%	(5.6)%
TOTAL EX-ADVOCACY	(4.6)%	(4.0)%

GLOBAL NETWORK

Stagwell's Affiliate Network Significantly Expands Our Global Footprint

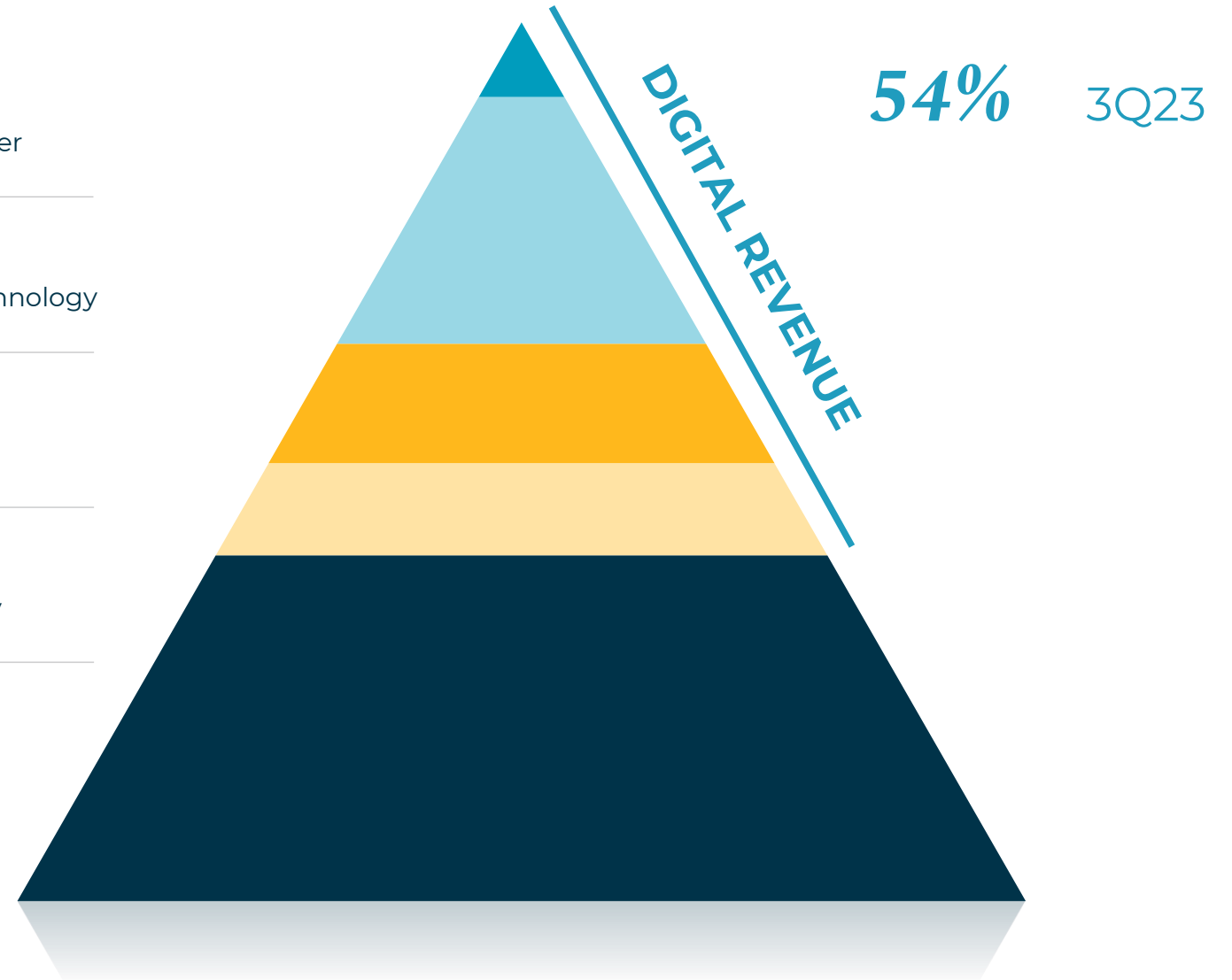


	Stagwell	+Affiliates
COUNTRIES	34+	75+
EMPLOYEES	13K+	21K+

Note: As of September 30, 2023.

OUR PRINCIPAL CAPABILITIES

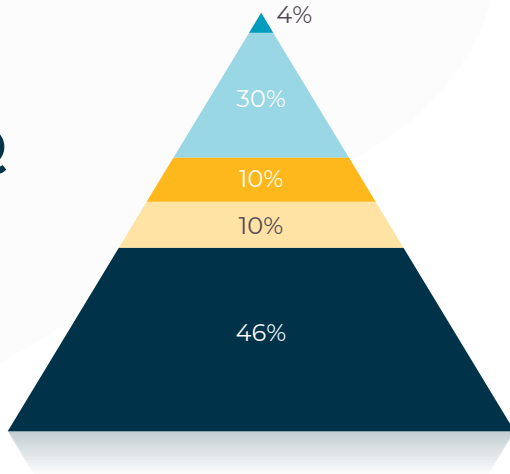
- 1 Stagwell Marketing Cloud Group**
SaaS and DaaS Tools for the In-House Marketer
- 2 Digital Transformation**
Building & Designing Digital Platforms & Technology
- 3 Performance Media & Data**
Addressable on a Global Scale
- 4 Consumer Insights & Strategy**
Tracking Across the Entire Consumer Journey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



ADJ EBITDA GROWTH BY CAPABILITY

% OF ADJ. EBITDA*

3Q



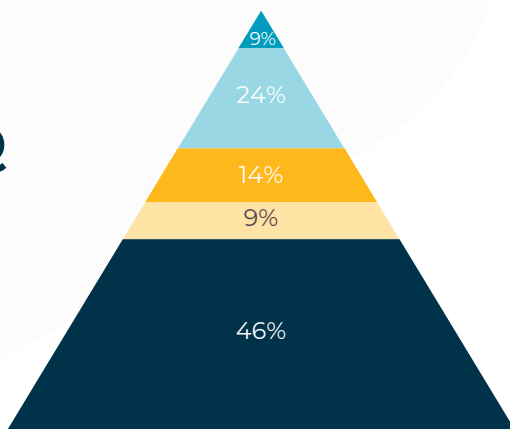
Adj. EBITDA* Growth Y/Y

Principal Capability	3Q23	YTD
Stagwell Marketing Cloud Group	(52.7%)	(44.5%)
Digital Transformation	(30.0%)	(40.2%)
Performance Media & Data	65.4%	5.7%
Consumer Insights & Strategy	23.5%	(9.3%)
Creativity & Communications	(4.7%)	(1.6%)
TOTAL	(11.6%)	(19.1%)
TOTAL EX-ADVOCACY	(5.2%)	(14.5%)

NET REVENUE GROWTH BY CAPABILITY

% OF NET REVENUE

3Q



Principal Capability

Principal Capability	3Q23		YTD	
	Organic Net Revenue Growth	Net Revenue Growth	Organic Net Revenue Growth	Net Revenue Growth
Stagwell Marketing Cloud Group	(7.1%)	20.4%	(1.5%)	31.0%
Digital Transformation	(20.2%)	(20.5%)	(13.9%)	(14.0%)
Performance Media & Data	7.8%	10.5%	1.6%	5.9%
Consumer Insights & Strategy	(9.0%)	(8.8%)	(4.6%)	(4.6%)
Creativity & Communications	(1.4%)	0.5%	(3.1%)	(2.4%)
TOTAL	(6.8%)	(3.8%)	(5.6%)	(2.6%)
TOTAL EX-ADVOCACY	(4.6%)	(1.3%)	(4.0%)	(0.9%)

3Q EX-ADVOCACY NET REVENUE & ADJUSTED EBITDA

\$ in Millions

NET REVENUE

	<i>Three Months Ended,</i>			<i>Nine Months Ended,</i>		
	Sept 30, 2023	Sept 30, 2022	% Change	Sept 30, 2023	Sept 30, 2022	% Change
Total Net Revenue	\$535	\$556	(3.8%)	\$1,596	\$1,639	(2.6%)
Advocacy Net Revenue	38	52	(27.4%)	97	129	(24.5%)
Total Ex Advocacy	497	504	(1.3%)	1,479	1,501	(1.5%)

ADJ. EBITDA

	<i>Three Months Ended,</i>			<i>Nine Months Ended,</i>		
	Sept 30, 2023	Sept 30, 2022	% Change	Sept 30, 2023	Sept 30, 2022	% Change
Total Adj. EBITDA	\$102	\$115	(11.6%)	\$265	\$328	(23.2%)
Advocacy Adj. EBITDA	12	21	(40.8%)	31	43	(50.6%)
Total Ex Advocacy	90	94	(5.2%)	244	286	(14.6%)

Net New Business

3Q23 **\$81M**

LTM **\$251M**

Avg. Net Revenue

3Q23 **\$5.9M**
PER CLIENT AT TOP 25

Notable Business **WINS & EXPANSIONS**

ESTÉE LAUDER

abbvie



E*TRADE®

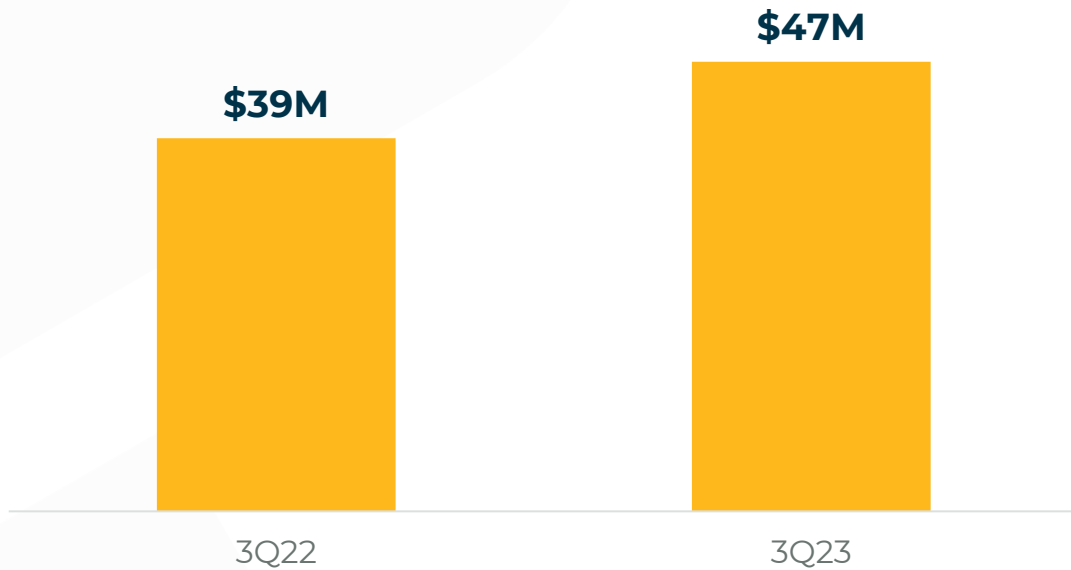
COLE HAAN

Zazzle



Vera Bradley

Net Revenue¹



	Net Revenue	Adj. EBITDA Margin
Advanced Media Platforms	\$36.3	22.4%
Stagwell Marketing Cloud	\$11.0	(41.1)%
TOTAL	\$47.3	7.6%
GROWTH (y/y)	20.4%	

LIQUIDITY

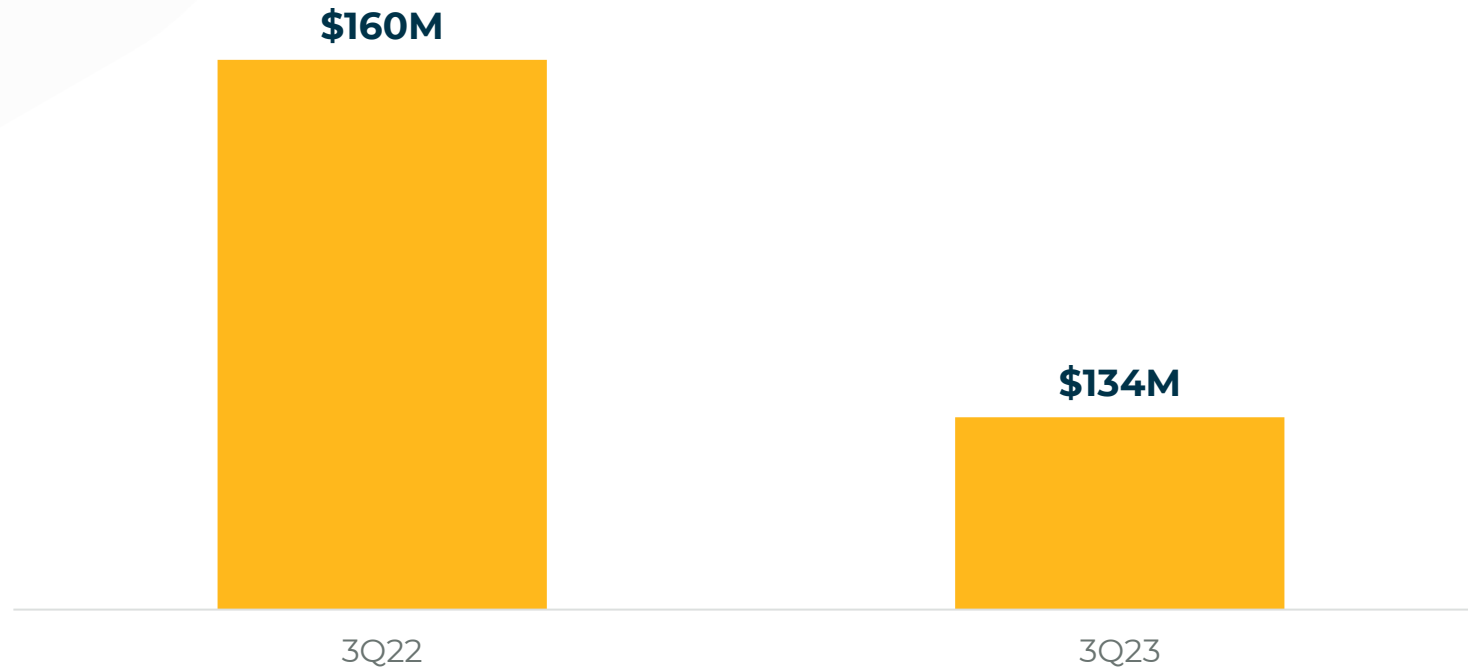
\$ in Millions

Available Liquidity (as of 9/30/2023)

Commitment Under Credit Facility	\$ 640
Drawn	412
Letters of Credit	25
Undrawn Commitments Under Facility	\$ 203
Total Cash & Cash Equivalents	99
Total Available Liquidity	\$ 302

MAINTAINING DISCIPLINE AROUND *Deferred Acquisition Costs*

REDUCED DAC BY \$26M
FROM 3Q22 QUARTER-END BALANCE



ADJUSTED EARNINGS PER SHARE

Three Months Ended Sept 30, 2023

Nine Months Ended Sept 30, 2023

<i>\$ and Shares in Thousands</i>	Three Months Ended Sept 30, 2023			Nine Months Ended Sept 30, 2023		
	Reported (GAAP)	Adjustments	Non-GAAP	Reported (GAAP)	Adjustments	Non-GAAP
Net income attributable to Stagwell Inc. common shareholders	653	\$ 20,844	\$ 21,497	(3,597)	\$ 61,195	\$ 57,598
Net income attributable to Class C Shareholders	33	26,530	26,563	-	70,200	70,200
Net income – diluted EPS	\$ 686	\$ 47,374	\$ 48,060	\$ (3,597)	\$ 131,395	\$ 127,798
Weighted average number of common shares outstanding (diluted)	113,357	5,663	119,020	118,772	10,736	129,508
Weighted average number of common class C shares outstanding (diluted)	151,649	-	151,649	-	156,092	156,092
Weighted average number of shares outstanding	265,006	5,663	270,669	118,772	166,828	285,600
Adjusted earnings per share (diluted)	\$ 0.00		\$ 0.18	\$ (0.03)		\$ 0.45
<u>Adjustments to net income (loss)</u>						
Amortization expense		\$ 31,182			\$ 86,605	
Impairment and other losses		-			10,562	
Stock-based compensation		12,065			34,615	
Deferred acquisition consideration		6,401			10,881	
Other items, net		<u>10,731</u>			<u>30,069</u>	
Total add-backs		60,379			172,732	
Adjusted tax expense		<u>(13,005)</u>			<u>(33,653)</u>	
		\$47,374			139,079	
Net loss attributable to Class C shareholders					<u>(7,684)</u>	
					\$ 131,395	

GAAP CONSOLIDATED OPERATING PERFORMANCE

	<i>Three Months Ended Sept 30,</i>		<i>Nine Months Ended Sept 30,</i>	
	2023	2022	2023	2022
<i>\$ and Shares in Thousands</i>				
Revenue	\$ 617,573	\$ 663,791	\$ 1,872,282	\$ 1,979,607
Cost of services	384,980	417,134	1,201,309	1,253,765
Office & general expenses	160,021	119,186	481,379	429,121
Depreciation & amortization	38,830	32,207	107,795	95,642
Impairment & other losses	-	25,211	10,562	28,034
Total operating expenses	\$ 583,831	\$ 593,738	\$ 1,801,045	\$ 1,806,562
Operating income (Loss)	\$33,742	\$ 70,053	\$71,237	\$ 173,045
Interest expense, net	(25,886)	(19,672)	(67,755)	(56,552)
Foreign exchange, net	(140)	(3,927)	(2,288)	(4,163)
Other, net	(271)	147	(467)	182
Other income (expenses)	\$ (26,297)	\$ (23,452)	\$ (70,510)	\$ (60,533)
Income tax expense (benefit)	4,324	11,540	12,425	20,150
Income (loss) before equity in earnings of non-consolidated affiliates	\$ 3,121	\$ 35,061	\$ (11,698)	\$ 92,362
Equity in income (loss) of non-consolidated affiliates	(4)	213	(447)	1,053
Net income (loss)	\$ 3,117	\$ 35,274	\$ (12,145)	\$ 93,415
Net income (loss) attributable to non-controlling & redeemable non-controlling interests	(2,464)	(24,665)	8,548	(59,668)
Net income (loss) attributable to Stagwell Inc. common shareholders	\$ 653	\$ 10,609	\$ (3,597)	\$ 33,747
Earnings Per Share				
Basic	\$ 0.01	\$ 0.08	\$ (0.03)	\$ 0.27
Diluted	\$ 0.00	\$ 0.08	\$ (0.03)	\$ 0.26
Weighted Average Number of Shares Outstanding				
Basic	110,787	125,384	118,772	124,710
Diluted	265,006	130,498	118,772	131,550

CAPITAL STRUCTURE

Net Debt & Debt-Like (\$M, as of 9/30/2023)

Revolving Credit Facility	\$ 412
Bonds	1,100
NCI ¹	30
DAC ²	134
RNCI ³	27
Less: Investments ⁴	19
Less: Cash	99
TOTAL NET DEBT & DEBT-LIKE	\$ 1,585

*Share Count*⁵ (Thousands, as of 11/1/2023)

Class A	120,634
Class C (equal voting & economic rights to Class A)	151,649
Share-based awards ⁶	449
DILUTED	272,732

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 6.8m shares assuming conversion as of 9/30/23.

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 11/1/2023 would be 120.6m Class A shares, 151.6 Class C shares, 6.8m shares to settle DAC and 7.7m share-based awards, for a total of 286.7m shares outstanding.

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

STAGWELL MARKETING CLOUD GROUP

SaaS & DaaS tools for the in-house marketer

SMC Comms Tech

KOOLIFYED PRophet

SMC Media Studio

CUE SCENE THE PEOPLE PLATFORM STAGE

SMC Real-Time Research

The Harris Poll maru/

SMC Advanced Media Platforms

WONDER CAVE Peer-to-Peer Testing Solutions
around navigator
reach tv MULTIVIEW QR Code

SMC Data & AI Marketplace



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



SMC Advanced Media Platforms

Proprietary & Premium Owned Media Channels

SMC Media Studio

Platform for In-House Media Planners and Buyers

SMC Real-Time Research

Suite of Solutions for Market Researchers

SMC 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

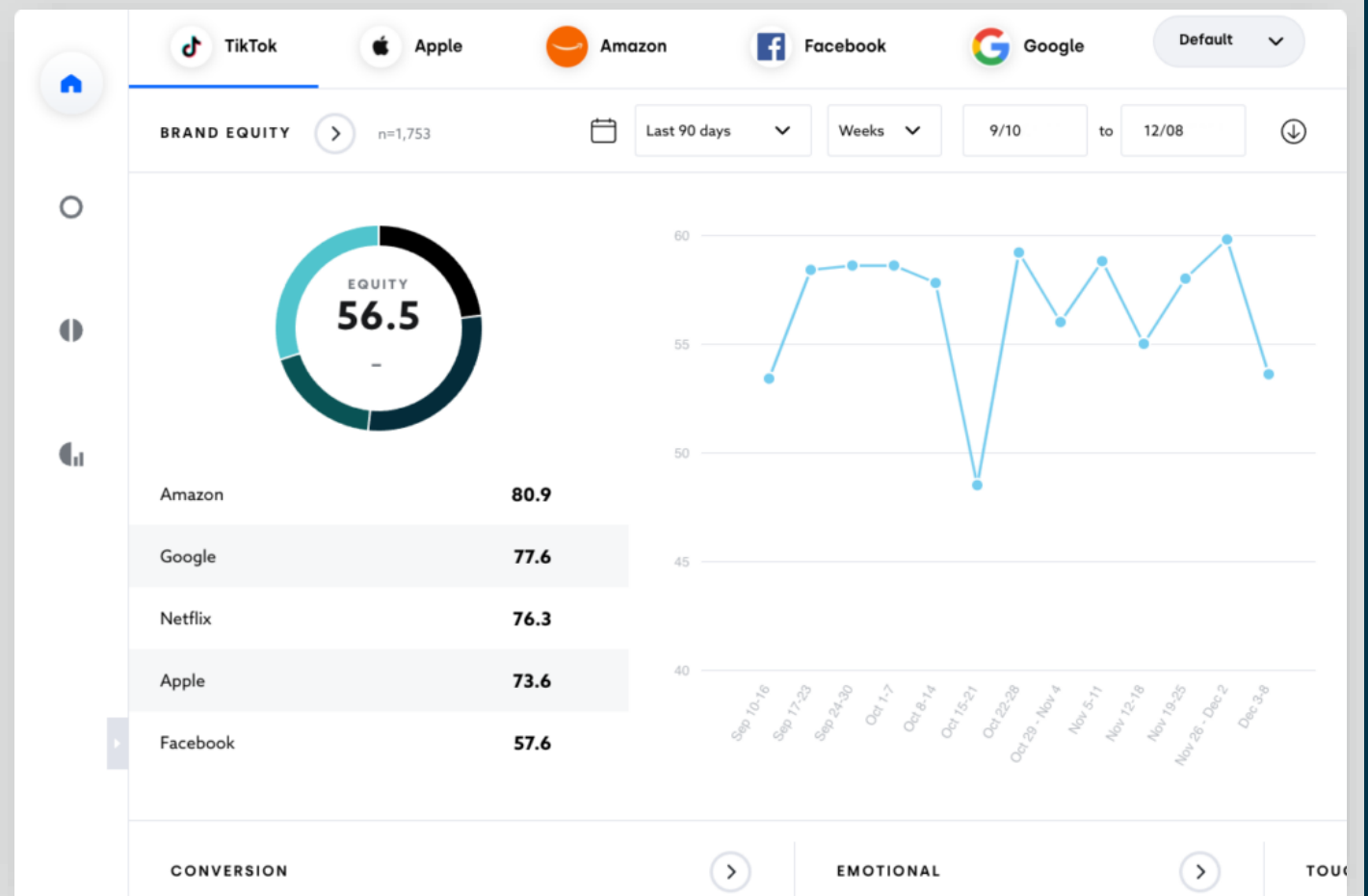
= **LOWER GO-TO-MARKET COSTS**





Customer Benefit

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





PRophet

ARTIFICIAL INTELLIGENCE *Product Spotlight*

Customer Benefit

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

The screenshot shows the PRophet AI interface. At the top, it says "Edit Pitch v5". Below that, there's a user profile for "Taylor" and a "Generate Your Pitch" button. A dropdown menu is set to "Persuasive", and there's a "Regenerate" button. On the right, it says "You've selected to pitch the Generated Content".

The interface is split into two columns: "Pitch" and "Social". Under "Pitch", there are two options: "Original Content" (unselected) and "Generated Content" (selected). The "Generated Content" section shows a headline: "Indulge in McDonald's USA's Smoky BLT Quarter Pounder and OREO Fudge McFlurry!". Below the headline is a sub-headline: "Start Cuffing Season Right With This Delicious Duo Available Nationwide Starting Nov. 21!".

The main body of the generated content reads: "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!"

Below this is a paragraph: "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."

The "Social" column shows a similar headline: "Indulge in a Smoky & Sweet Treat This Cuffing Season!". The sub-headline is: "McDonald's USA Offers the Perfect Winter Duo: Smoky BLT QPW Cheese & Oreo Fudge McFlurry!".

The main body of the social content reads: "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!"

At the bottom of the social content, it says: "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



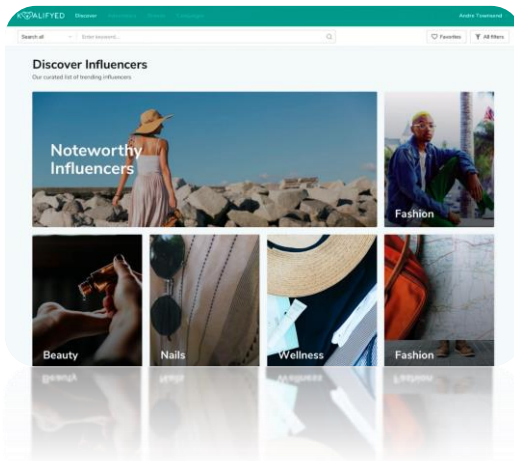


STAGWELL MARKETING CLOUD GROUP

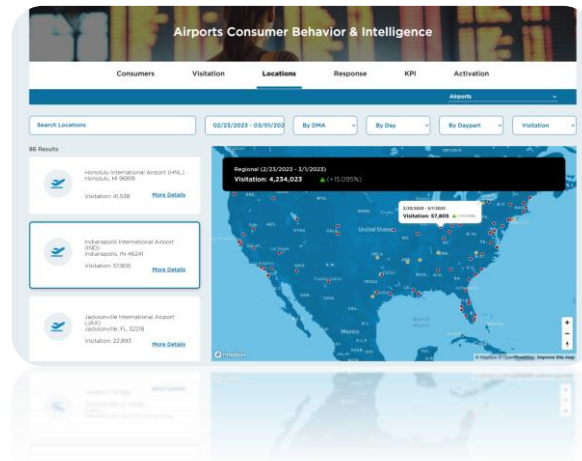
Pricing Model

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

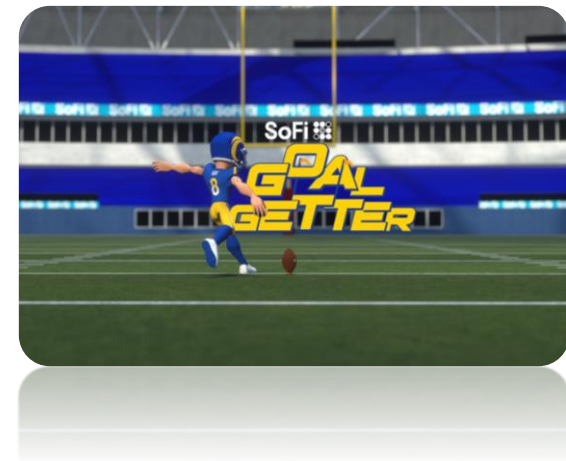
Subscription Pricing
Annual SaaS contract



Consumption Fee
Data and media spend



Advertising-Based
Sponsorship fees



Thank You

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IR@StagwellGlobal.com