

Q1 2024 *Financial Highlights*

RETURNING TO GROWTH

Revenue growth of 8% YOY to \$670M

- Performance Media & Data grew 13% YOY, Advocacy grew 80% YOY
- US posted 9% growth YOY
- EMEA grew 14%, including growth of 14% in the UK

EXPANDING OUR RELATIONSHIPS

\$66M of net new business wins in 1Q24, a record first quarter for Stagwell

- Trailing 12 months net new business wins exceed \$280M
- Top 100 customers in 1Q24 grew 25% YOY
- Average win size increased 13% YOY

MANAGING COSTS

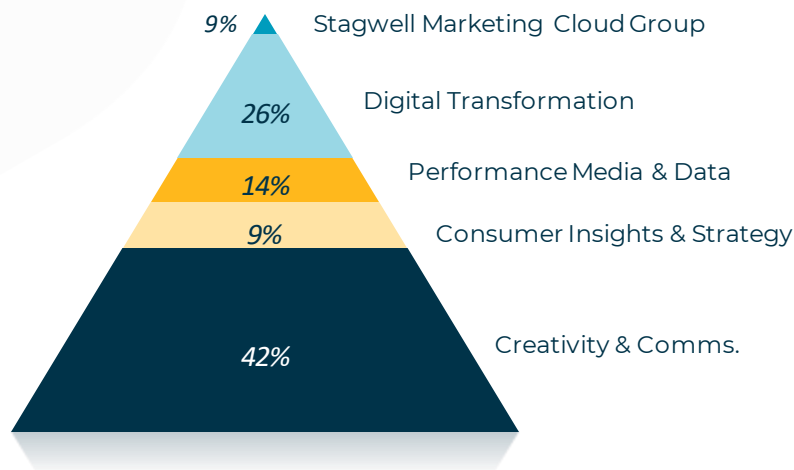
Adj. EBITDA grew to \$90M, a 25% increase YOY

- Staffing ratio improved by 270bps to 64.3%, the lowest first quarter on record.
- Reduced G&A excluding unbillables by more than \$1M YOY
- Strong growth in Adj. EBITDA within Performance Media, Creativity & Comms, and Consumer Insights capabilities.

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

Q1 24 Net Revenue *by Principal Capability*



Q1 2024 *Growing Business Portfolio*



Acquired Team Epiphany, an experiential marketing agency specializing in connecting brands to multicultural audiences, which joined the Constellation network



Acquired Sidekick, a U.K.-based digital storytelling collective, which joined Allison, our global marketing and communications consultancy.



Acquired our first French agency, What's Next Partners, a digital shop that became the first co-branded member of the Anomaly Alliance.



Acquired PROS, a digital PR leader based in Brazil that is also joining Allison to expand our footprint in Latin America.

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