

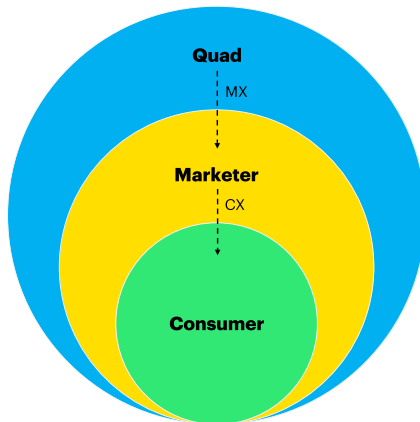
Company profile

Quad is a global marketing experience company that helps brands make direct consumer connections, from household to in-store to online. Supported by state-of-the-art technology and data-driven intelligence, Quad uses its suite of media, creative and production solutions to streamline the complexities of marketing and remove friction from wherever it occurs in the marketing journey. Quad tailors its uniquely flexible, scalable and connected solutions to clients' objectives, driving cost efficiencies, improving speed to market, strengthening marketing effectiveness, and delivering value on client investments.



Marketing experience

By providing a better marketing experience (MX), our clients can focus on delivering the best customer experience (CX).



Trusted by leading brands



MX Solutions Suite

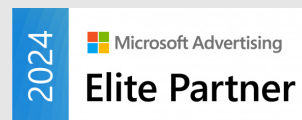
From offline to online, across Creative, Production and Media, fueled by Intelligence and Tech, Quad's MX Solutions Suite is flexibly tailored for the unique needs of the marketer.

MX: Intelligence Unlocking insights with resilient household data

MX: Creative	MX: Production	MX: Media
Premium creative at speed & scale	Flexible, full-service production solutions	Data-fueled media strategies
<ul style="list-style-type: none"> Brand Strategy & Design Campaign Ideation Premedia & Adaptive Design Content Creation 	<ul style="list-style-type: none"> Managed Services In-Store Experience Packaging Solutions Print & Postal Logistics 	<ul style="list-style-type: none"> Omnichannel Media Addressable Media Anywhere Commerce & Retail Media Content & Creator Marketing

MX: Tech Tailored technology streamlines marketing operations

Industry recognition



Key investment highlights

One-of-a-kind integrated marketing platform

- Through-the-line marketing solutions deployed across offline and online channels
- Additional revenue opportunity in advertising and marketing services

Trusted by leading global brands

- 2,700+ clients across growing verticals

Transformation momentum

- Winning new clients and diversifying revenue and client mix through strategic investments

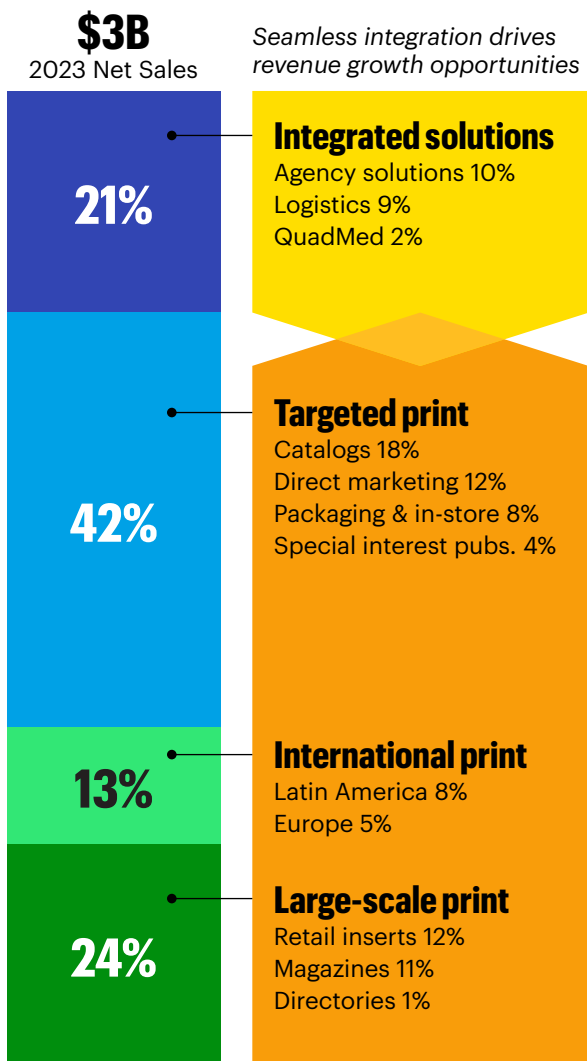
Strong cash generation supporting growth

- Proven ability to execute and scale costs driving Free Cash Flow generation
- Divesting non-core assets and generating cash to fuel growth strategy

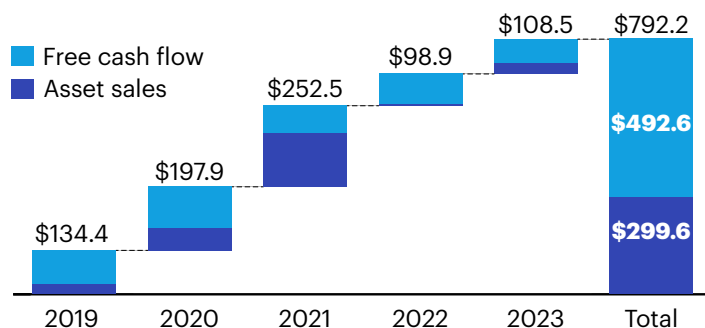
Industry-leading financial foundation

- Targeting approximately 1.8x Debt Leverage by the end of 2024, a reduction of over \$600M or 60% since 1/1/20
- Supports investments in growth businesses and shareholder returns including dividends and share buybacks

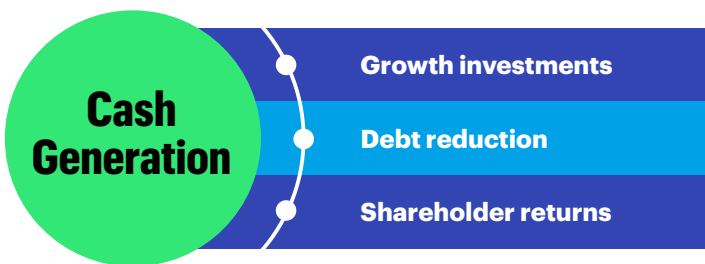
Diverse revenue mix



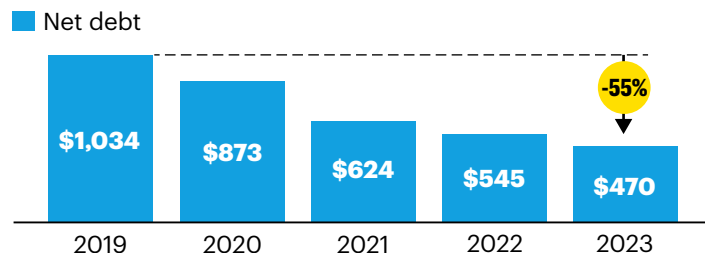
Strong cash generation (\$ millions)



Capital allocation priorities



Net debt reduction (\$ millions)



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