

Quad/Graphics Evolves Its Brand to Reflect Company's Transformation

SUSSEX, Wis., February 13, 2019 — Quad/Graphics, Inc. (NYSE: QUAD) (“Quad” or “the Company”), today announced that it is evolving its brand from Quad/Graphics to Quad to reflect the role it now plays with clients as a marketing solutions partner. As Quad, the Company differentiates itself by leveraging its data-driven print expertise as part of a truly integrated marketing solutions platform that helps clients reduce complexity, increase efficiencies and improve marketing spend effectiveness.



“Through our Quad 3.0 strategy, we have been transforming our company – and our value to clients – over time and now have an offering that extends beyond print and content execution to include an integrated stack of marketing services,” said Joel Quadracci, Chairman, President & CEO of Quad. “Today we are announcing an update to our brand identity to reflect our evolution as a marketing solutions partner. Our platform – created at a time of significant disruption in the multichannel marketing environment – addresses clients’ needs for less complexity, more transparency and accountability from their business partners.”

At the core of the Company’s 3.0 strategy is helping clients move seamlessly from strategy and creative to execution in all channels. “We have been aggressively implementing our 3.0 strategy for some time now through strategic investments in high-level marketing talent, technology and services. Our most recent investments include acquiring companies that strengthen our agency services offering,” Quadracci said. These investments include the 2018 acquisition of marketing services provider Ivie & Associates; the 2018 investment in digital agency Rise Interactive; and the 2019 acquisition of leading creative agency Periscope.

Quad will retain the Company’s iconic logo element – the stacked Qs and Gs that symbolize printing press rollers and process colors. “Our logo element speaks to our heritage in print, which will remain a critically important part of our offering going forward,” Quadracci said. “However, the logo now simply features our name as Quad – a reflection of the simplicity that our platform delivers.”

Quad’s integrated marketing solutions platform helps clients with:

- **Marketing Strategy** by using data-driven consumer insights to fuel campaigns, media planning and programs that resonate with a target audience;
- **Creative Solutions** by pairing creative strategy and design with an optimized, content-first approach to produce quality content quickly and at scale;
- **Media Deployment** to help get the most out of clients’ print, digital and broadcast media spend while using fewer resources;



- **Marketing Management Services** to alleviate operational complexities so clients can focus on other critical aspects of their business.

As part of today's brand announcement, the Company is sunsetting several sub-brand names – and consolidating their offerings – under the Quad brand to reinforce the Company's seamless, integrated solution to clients. Accordingly, QuadPackaging, Tempt In-Store Productions, BlueSoHo and Ivie & Associates' client service offerings have been rebranded to Quad. The Ivie & Associates brand name will be repositioned to focus exclusively on print management.

The Company also has updated its corporate website and launched it under a new URL at QUAD.com. The Company's new website and YouTube channel feature a [special video message](#) from Quad Chairman, President & CEO Joel Quadracci.

The Company's brand announcement does not affect its legal name, which remains Quad/Graphics, Inc.

Forward-Looking Statements

This press release contains certain "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements include statements regarding, among other things, our current expectations about the Company's future results, financial condition, revenue, earnings, free cash flow, margins, objectives, goals, strategies, beliefs, intentions, plans, estimates, prospects, projections and outlook of the Company and can generally be identified by the use of words or phrases such as "may," "will," "expect," "intend," "estimate," "anticipate," "plan," "foresee," "project," "believe," "continue" or the negatives of these terms, variations on them and other similar expressions. These forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause actual results to be materially different from those expressed in or implied by such forward-looking statements. Forward-looking statements are based largely on the Company's expectations and judgments and are subject to a number of risks and uncertainties, many of which are unforeseeable and beyond our control.

The factors that could cause actual results to materially differ include, among others: the impact of decreasing demand for printed materials and significant overcapacity in the highly competitive environment creates downward pricing pressures and potential underutilization of assets; the impact of digital media and similar technological changes, including digital substitution by consumers; the impact of fluctuations in costs (including labor and labor-related costs, energy costs, freight rates and raw materials) and the impact of fluctuations in the availability of raw materials; the failure to successfully identify, manage, complete and integrate acquisitions and investments, including the proposed acquisition of LSC Communications, Inc. ("LSC"); the inability of the Company to reduce costs and improve operating efficiency rapidly enough to meet market conditions; the impact of increased business complexity as a result of the Company's transformation into a marketing solutions provider; the impact of regulatory matters and legislative developments or changes in laws, including changes in cyber-security, privacy and environmental laws; the impact of changing future economic conditions; the failure of clients to perform under contracts or to renew contracts with clients on favorable terms or at all; the failure to attract and retain qualified talent across the enterprise; significant capital expenditures may be needed to maintain the Company's platform and processes and to remain technologically and economically competitive; the impact of changes in postal rates,



service levels or regulations; the fragility and decline in overall distribution channels, including newspaper distribution channels; the impact of the various restrictive covenants in the Company's debt facilities on the Company's ability to operate its business; the impact of risks associated with the operations outside of the United States, including costs incurred or reputational damage suffered due to improper conduct of its employees, contractors or agents; the impact on the holders of Quad's class A common stock of a limited active market for such shares and the inability to independently elect directors or control decisions due to the voting power of the class B common stock; the impact of an other than temporary decline in operating results and enterprise value that could lead to non-cash impairment charges due to the impairment of property, plant and equipment and other intangible assets; the impacts that the proposed acquisition of LSC may have on the Company, both prior to and following consummation of that acquisition; and the other risk factors identified in the Company's most recent Annual Report on Form 10-K, as such may be amended or supplemented by subsequent Quarterly Reports on Form 10-Q or other reports filed with the Securities and Exchange Commission.

Except to the extent required by the federal securities laws, the Company undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

About Quad

Quad (NYSE: QUAD) is a worldwide marketing solutions partner dedicated to creating a better way for its clients through a data-driven, integrated marketing platform that helps clients reduce complexity, increase efficiencies and enhance marketing spend effectiveness. Quad provides its clients with unmatched scale for client on-site services and expanded subject expertise in marketing strategy, creative solutions, media solutions and marketing management services. With a client-centric approach, leading-edge technology and single-source simplicity, Quad has the resources and knowledge to help a wide variety of clients in multiple vertical industries, including retail, publishing and healthcare. Quad has multiple locations throughout North America, South America and Europe, and strategic partnerships in Asia and other parts of the world. For additional information visit QUAD.com.

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