



For Immediate Release

Quad Names Industry Veteran to Lead Growing Media Unit

Joshua Lowcock's appointment as President of Quad Media, brings together data and media capabilities to bolster the MX company's focus on audience targeting and media engagement

SUSSEX, WI, October 18, 2023 — Global marketing experience (MX) company, Quad (NYSE: QUAD), announced today that Joshua Lowcock, a proven authority on media and data, will join the company as President of Quad Media. Lowcock steps into this newly created leadership role on October 16 to accelerate the integration and collaboration of Quad's existing teams, including Rise Interactive, Connections Planning, Media Analytics and Media Solutions, in order to create a market-leading offering.

"Joshua's exceptional media experience and insights further energize the expansion of our Agency Solutions offering and will help our clients better connect with consumers, efficiently and at scale," said Joel Quadracci, President, Chairman and CEO of Quad. "Appointing an industry veteran like Joshua is part of our strategy to bring aboard innovative leaders who believe in our vision, complement the strength of our existing leadership team, and can help fast-track our growth in areas that represent the most significant opportunity for us. We are excited to welcome Joshua to Quad."

As the head of Quad Media, Lowcock will build a differentiated, cohesive and market-leading audience targeting and media engagement offering for the marketing experience company. He will also oversee the company's high-impact Connections Planning team, which complements its leading omnichannel media offerings. These solutions, in combination with Quad's proprietary dataset, Profile Collective, allows the company to uniquely segment client audiences, and present clients with comprehensive media engagement plans supporting online, instore, out-of-home (OOH), video, broadcast and direct mail.

"Joshua brings the ideal blend of global media experience, data expertise and strategic vision to lead our growing media efforts," said Eric Ashworth, President, Quad Agency Solutions and Executive Vice President, Product and Market Strategy. "With Joshua, we are further strengthening our integrated service approach, giving us greater flexibility in how we support our clients. I'm confident that, working with the existing and successful leadership within Quad Media, Joshua will help us continue to find new ways to elevate client relationships and drive revenue growth."

Lowcock most recently served as global chief media officer at UM Worldwide, part of holding company Interpublic Group (IPG), where he played a pivotal role in developing and evolving UM Worldwide's go-to-market strategy, and was responsible for omnichannel media, strategy, predictive analytics, performance marketing, content, innovation and ad tech. Lowcock previously worked at MediaVest, where he led the Walmart Digital Team, and served as Head of Commercial Products and Platforms at News Corp, where he led the launch of the company's customer data and analytics strategy. Joshua is a non-executive

Quad

director (NED) for ASX-listed Accent Group (ASX.AX1), AdVeritas Limited (ASK.AV1) and serves on the board of Cashrewards Limited.

“From the moment I learned about Quad, I was intrigued by their industry-defining transformation, and their unwavering commitment to their foundational values,” Lowcock commented. “The holding company model is broken, and I am fascinated by how Quad is approaching this problem by bringing marketers an end-to-end solution. Quad has a team of incredibly talented leaders who are not only qualified to address the biggest issues that marketers face, but they do so with the integrity and honesty that are core to my own values and what I believe are the future of our industry.”

Lowcock will be based in Quad’s Union Square office in New York City.

About Quad

Quad (NYSE: QUAD) is a \$3 billion global marketing experience company that gives brands a more streamlined, impactful, flexible and frictionless way to reach their target audience via a uniquely integrated marketing platform. Quad connects every facet of the marketing journey efficiently and at scale through its innovative, data-driven offerings – from strategy and consulting to data and analytics, technology solutions, media services, creative and content solutions, and managed services. Quad provides a better marketing experience for its clients, so they can focus on delivering the best customer experience.

Quad employs approximately 15,000 people in 14 countries worldwide and serves more than 2,900 clients across the retail, publishing, consumer packaged goods, financial services, healthcare, insurance and direct-to-consumer industries. Quad is ranked as a leader in multiple industries including largest agency companies (Ad Age, #14); largest commercial printers (Printing Impressions, #2); and largest Milwaukee-area manufacturers (Milwaukee Business Journal, #1).

For more information about Quad, including its commitment to ongoing innovation, culture and social purpose, visit quad.com.

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