

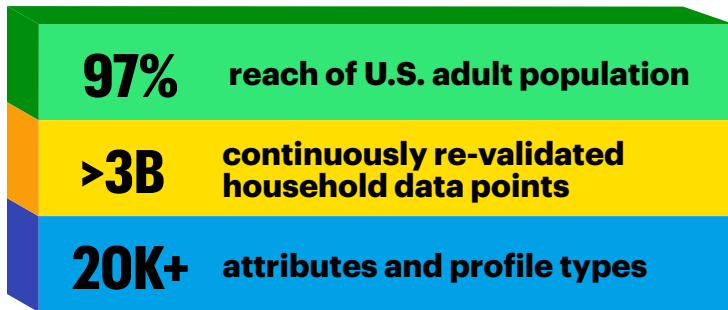
## Company profile

Quad is a marketing experience, or MX, company that helps brands make direct consumer connections, from household to in-store to online. The company does this through its MX Solutions Suite, a comprehensive range of marketing and print services that seamlessly integrate creative, production and media solutions across online and offline channels. Supported by state-of-the-art

technology and data-driven intelligence, Quad simplifies the complexities of marketing by removing friction wherever it occurs along the marketing journey. The company tailors its uniquely flexible, scalable and connected solutions to each clients' objectives, driving cost efficiencies, improving speed-to-market, strengthening marketing effectiveness and delivering value on client investments.



## Proprietary household-based data stack



## Trusted by leading brands



## MX Solutions Suite

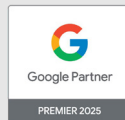
From offline to online, across Creative, Production and Media, fueled by Intelligence and Tech, Quad's MX Solutions Suite is flexibly tailored for the unique needs of the marketer.

**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"> <li>Brand Strategy &amp; Design</li> <li>Campaign Ideation</li> <li>Premedia &amp; Adaptive Design</li> <li>Content Creation</li> </ul>	<ul style="list-style-type: none"> <li>Managed Services</li> <li>In-Store Experience</li> <li>Packaging Solutions</li> <li>Print &amp; Postal Logistics</li> </ul>	<ul style="list-style-type: none"> <li>Omnichannel Media</li> <li>Addressable Media Anywhere</li> <li>Commerce &amp; Retail Media</li> <li>Content &amp; Creator Marketing</li> </ul>

**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

- 2,500+ clients across growing verticals

### Transformation momentum

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

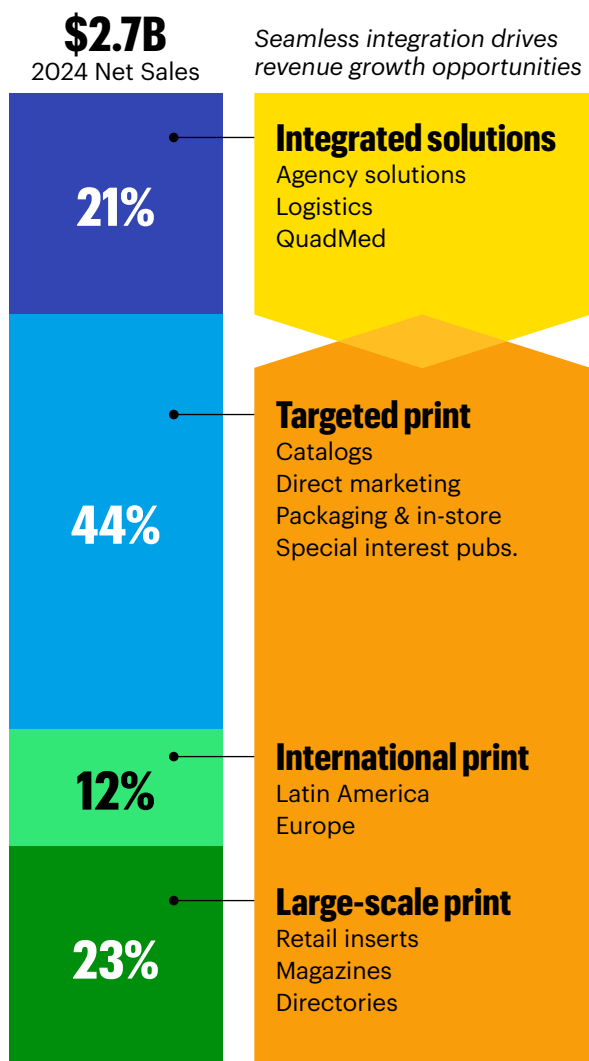
### Strong cash generation supporting growth

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

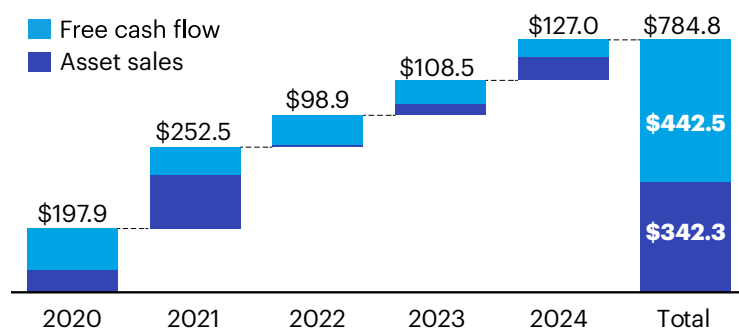
### Industry-leading financial foundation

- Targeting approximately 1.5x Debt Leverage by the end of 2025, a reduction of over \$730M or 71% since 1/1/20
- Supports investments in growth businesses and shareholder returns including dividends and share buybacks

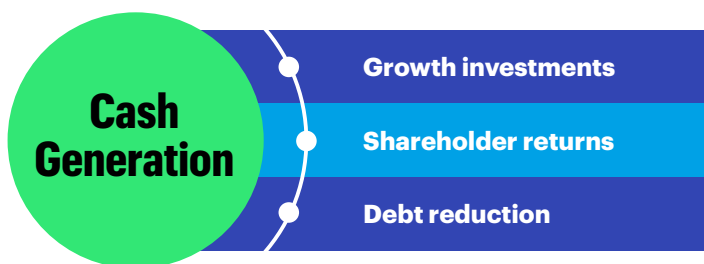
## Diverse revenue mix



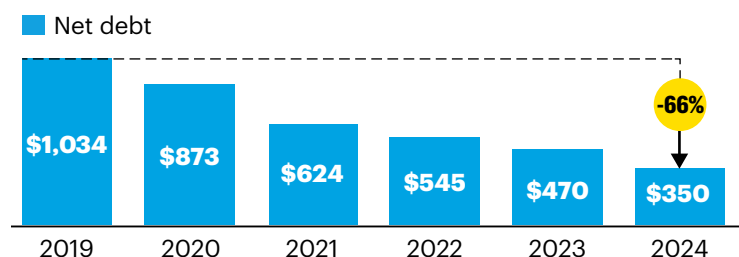
## Strong cash generation (\$ millions)



## Capital allocation priorities



## Net debt reduction (\$ millions)



### Corporate headquarters

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### Investor relations

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