






M+C SAATCHI GROUP



Introductory Presentation – Summer 2026

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-  Our strategic transformation
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WE ARE A LEADING WORLDWIDE BRAND PARTNERING WITH CLIENTS ACROSS GOVERNMENT AND COMMERCIAL SECTORS TO DRIVE THEIR BUSINESS GROWTH ACROSS THE WHOLE MARKETING CHAIN, HAVING EVOLVED FAR BEYOND OUR FAMOUS ADVERTISING HERITAGE AND OFFER SOLUTIONS ACROSS DIGITAL AND PERFORMANCE MEDIA, BRANDING, TECH & DESIGN, STRATEGY, BEHAVIOURAL CHANGE AND CONSUMER INSIGHTS.



Dame Heather Rabbatts
Executive Chair

Dame Heather is currently the Board's interim Executive Chair having served as the Senior Independent Director and the Non-Executive Chair. Dame Heather has extensive experience as a board member having held a number of executive and non-executive roles including in local government, infrastructure, media and sports. She has previously been a Non-Executive Director of Kier Group plc and Grosvenor Britain & Ireland. She was the first woman on the Board of the Football Association in over 150 years.

External Appointments include: Senior Independent Director and member of the Audit, Nomination and Remuneration Committees of Associated British Foods plc, Non-Executive Director and member of the Audit, Remuneration and Nomination Committees of Bloomsbury Publishing plc (effective 14 April 2025), Chair of Soho Theatre, Chair of UK Time's UP, Founder and Director of The Women's Sports Group Limited.



Simon Fuller
CFO

Simon Fuller joined the Board on 1 July 2024. He is an experienced CFO, having held several executive and senior management roles across a range of UK listed companies. His former positions include CFO of Reach plc and McColl's Retail Group plc. He has also held senior managerial roles in the finance functions of Tesco plc, BT Group plc and COLT Telecom plc. He qualified as a chartered accountant with PricewaterhouseCoopers in 2001.

M+C SAATCHI AT A GLANCE

OUR PURPOSE

To deliver creative solutions which drive growth for clients, tackling the most complex business and societal challenges; and to create and curate Cultural Power for both our commercial and public sector clients.

OUR VISION

Brilliant people, extraordinary creativity and amazing client service to create a sustainable advantage for clients.

DELIVERING CULTURAL POWER FOR OUR CLIENTS THROUGH...

Connected creativity:
Ideas that make an impact in the world.

Brutal simplicity of thought:
We make the complex simple with incisive, innovative creative solutions.

Driving growth:
We build agile, channel-agnostic teams with the sole objective of driving brand growth.

Connecting with culture:
Our team of diverse thinkers and experts in their fields live and breathe all areas of culture.

Cutting-edge digital tools:
Our suite of proprietary data-backed tools helps us understand Cultural Power and harness it to grow our clients' businesses, identifying their priority areas.

OUR STRENGTHS

A world-famous brand with strong heritage in creativity.

Resilient and diverse portfolio of geographies and Specialisms.

Agile with diverse expertise to deliver Cultural Power for a range of clients across sectors.

Operationally levered, capital-light, cash-generative and with a strong balance sheet.

Focused on shareholder returns through capital growth and our share buyback programme.

Increasingly digitalised, data-driven and AI-focused businesses to deliver solutions for clients.

WHAT DIFFERENTIATES US...

For our clients:
Our unique combination of global reach and breadth of services, combined with flexibility, agility and creative flair. We aren't cumbersome and bureaucratic with a templated approach – but neither are we too small to scale ideas.

For our people:
Our entrepreneurial client-focused culture, providing creative solutions and scope for people to grow.

For our shareholders:
Our goal is to set the foundation to unlock the intrinsic value that is not currently realised and to accelerate shareholder returns through revenue growth, margin accretion and cash generation, leading to capital appreciation.

OUR BUSINESS MODEL

- + End-to-end marketing solutions and connected Specialisms - combining creative flair, agility and deep insights
- + “Two-door” approach: an integrated solution to solve a wider challenge or a specific specialist need
- + Expertise across Commercial (public) and Citizen (private) allows for cross-fertilisation of business and ideas as well as the generation of deep consumer insights
- + Integrated operating model allows the Group to engage more than ever before with clients across a range of Specialisms in the marketing chain, enabling cross-sell opportunities

VALUE CHAIN



2025 NUMBERS AT A GLANCE (LIKE-FOR-LIKE¹)

Net revenue:

£204.7M

Net revenue excl. Australia:

-3.1%

Operating profit:

£24.9M

Operating margin:

12.2%

Operating margin split:

NON-ADVERTISING

17.1%

ADVERTISING

11.3%

Net cash balance:

£13.3M

Operating cash conversion:

94%¹

Client retention²:

94%

New business wins total³:

219

Number of awards:

136

including 1 Cannes Lion



Number of Employees:

1,829

Employee engagement:

67

5

Specialisms

across

5

Regions (19 countries)

¹ Conversion of LFL operating profits into adjusted operating cash (operating cash generated from operations (excluding put option payments, non-Headline cash costs and discretionary employee bonus items) net of purchases of intangible/tangible fixed assets and payment of leases).

² Based on retained clients who accounted for 94% of 2024 revenue.

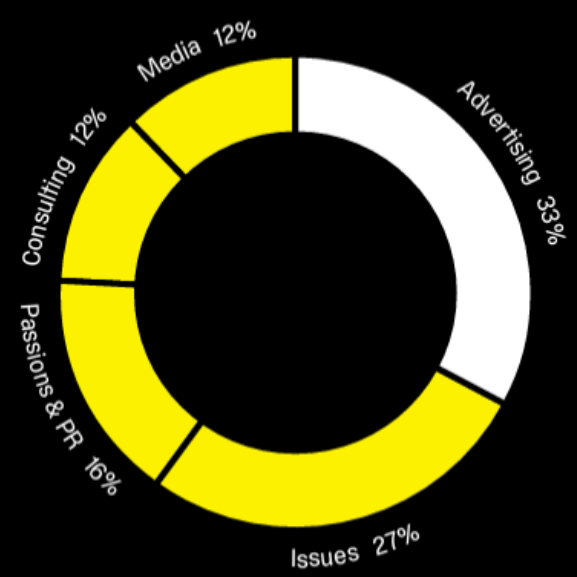
³ Includes new wins and project extensions.

OUR FOOTPRINT

5 REGIONS
20 COUNTRIES



Our revenue split:



Our operations matrix

| | |
|-------------|-----------|
| Americas | All |
| UK | All |
| APAC | All |
| Europe | No Media |
| Middle East | No Issues |

Our best-in-class solutions portfolio

| | |
|---------------|--|
| Advertising | Connecting brands to consumers through ideas and creativity. |
| Consulting | Upstream brand strategy, innovation, technology and design. |
| Passions & PR | Engaging consumers via experiences, sports, experiential marketing. |
| Media | Digital media, performance, e-retail and high return on investment. |
| Issues | Entire marketing funnel, but for the public sector, QUANGOs and charities. |

7 1. Disposed of in the first quarter of 2026.

OUR SPECIALISMS AND EXPERTISE – MORE THAN JUST ADVERTISING

REDUCING COMPLEXITY FOR CLIENTS WITH EXPERTISE ACROSS THE FULL MARKETING CHAIN



CONSULTING

Up stream brand strategy, innovation, technology & design

| | | | | |
|---------------------------|---------------------------|-------------------|------------------------------|--------------|
| Data, Analytics & Insight | AI & Technology Solutions | Branding & Design | Growth Strategy & Innovation | CX, UX & CRM |
|---------------------------|---------------------------|-------------------|------------------------------|--------------|



ADVERTISING

Connecting brands to consumers through ideas and creativity

| | | | | |
|---------------------------|-----------------------|------------|--------------------|------------------------|
| Comms Strategy & Planning | Advertising & Content | Production | In House Marketing | Global & Social Issues |
|---------------------------|-----------------------|------------|--------------------|------------------------|



PASSIONS & PR

Engaging consumers via experiences, sports, experiential

| | | | | |
|-------------------------------|------------------------|-----------------------|------------|-------------------------|
| Social Media, Talent Creators | Sports & Entertainment | Experiential & Events | PR & Comms | Sponsorship & IP Rights |
|-------------------------------|------------------------|-----------------------|------------|-------------------------|



MEDIA

Digital media, performance media, e-retail & high ROI

| | | | | |
|-------------------|------------------------------|--------------------|----------------------|-------------------|
| Performance Media | Measurement & ROI Evaluation | e-Retail, IOS Apps | Data driven insights | AI implementation |
|-------------------|------------------------------|--------------------|----------------------|-------------------|



ISSUES

All of the above, but for the public sector, defence QUANGOs

NET REVENUE

| £M | % TOT. |
|----|--------|
|----|--------|

| | |
|--------|-----|
| £24.7M | 12% |
|--------|-----|

| | |
|--------|-----|
| £68.5M | 33% |
|--------|-----|

| | |
|--------|-----|
| £32.0M | 16% |
|--------|-----|

| | |
|--------|-----|
| £25.2M | 12% |
|--------|-----|

| | |
|--------|-----|
| £54.3M | 27% |
|--------|-----|

A DIVERSE GLOBAL CLIENT ROSTER



Ballantine's

∞ Meta



JPMorganChase



betway

 Stockland

SCREWFIX



gopuff



Coca-Cola

ONCE-WEEKLY
wegovy

*FORMULA*e



Marriott

WIO

OUR STRATEGIC TRANSFORMATION

SOME IT'S RUGBY, PLUS SOME IT'S RUGBY, PLUS SOME IT'S RUGBY, PLUS SOME

ALL IN THE ACTION

The image shows a person walking past a large window display. The display features a repetitive slogan: "SOME IT'S RUGBY, PLUS SOME IT'S RUGBY, PLUS SOME IT'S RUGBY, PLUS SOME". The words "PLUS SOME" are circled in green. In the bottom right corner of the display, the phrase "ALL IN THE ACTION" is written in green. There are also green plus signs in the corners of the display panels. Large yellow plus signs are visible on the left and right sides of the image.

2022 – 2025 TRANSFORMATION AND GLOBAL EFFICIENCY PROGRAMME ESTABLISHED PLATFORM FOR GROWTH

PHASE ONE
£10M* +

- + “Federated to Integrated” operating model, Cultural Power proposition creation, focus on creativity
- + Full systems harmony across Finance / HR / IT, Shared Service Centre, focus on cash and OWC
- + Executive Leadership Team simplification and upgrades, creation of strategic growth teams and Intelligence Insight
- + Put option payments to reduce minorities, exiting loss making and subscale businesses

PHASE TWO
£5M* +

- + Uniting behind Cultural Power, building the CP Index, democratisation of data stack
- + Centralised production data and products, AI tools partnering to enhance creative processes
- + Embedded the new operating model through regional-first, cross sell

REMEDIAL ACTIONS
£7M* +

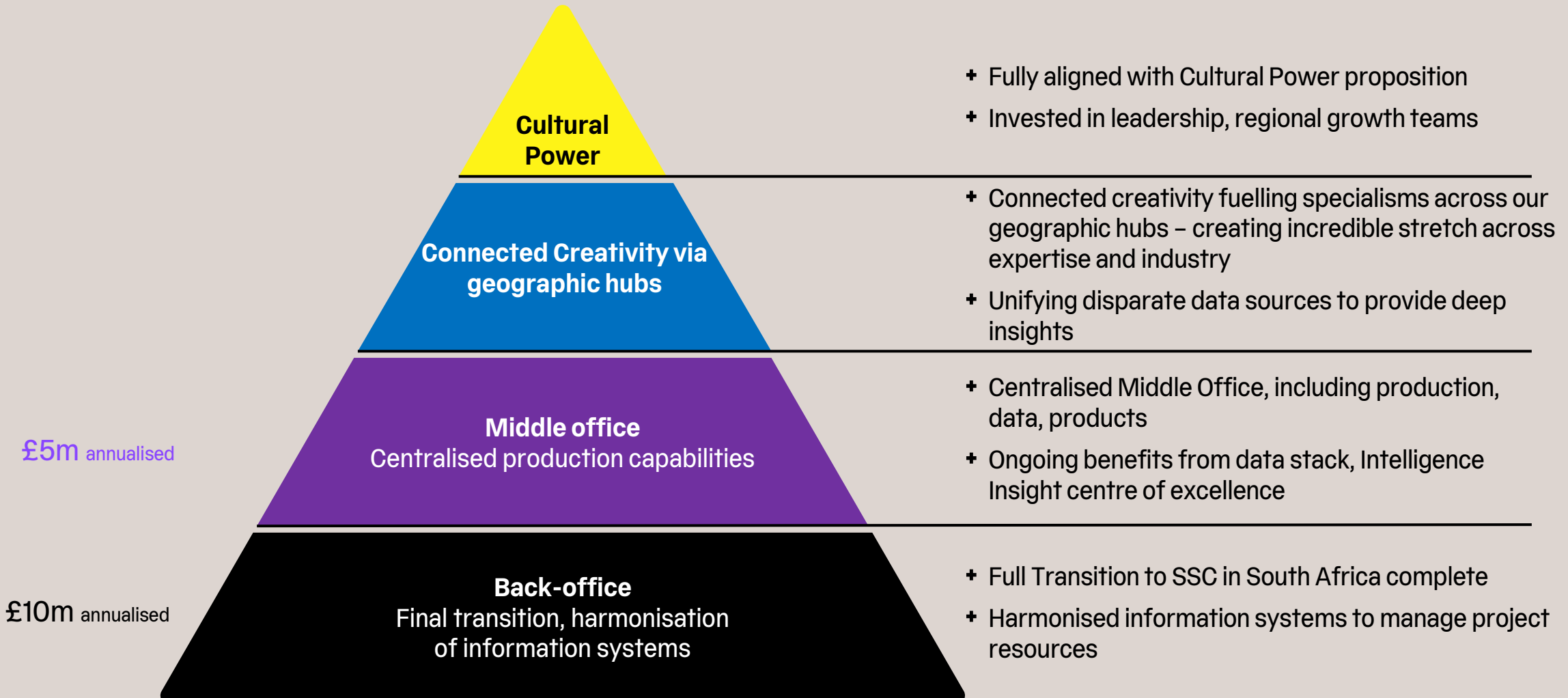
- + Restructuring actions and cost efficiency initiatives delivering £7m



A CONNECTED BUSINESS GEARED FOR THE NEXT STAGE OF GROWTH

* annualised

OPERATING MODEL: CONNECTED SPECIALISMS SUPPORTED BY DATA-SYSTEMS



STRATEGIC TRANSFORMATION

The Golden Staircase is how M+C Saatchi describes the way we move ideas from insight to impact, connecting strategy, creativity, and execution in a seamless journey. It is a framework that helps us focus, measure progress, and deliver work that drives meaningful results.

Transformation programme: Focus 2022–2025

OPERATIONAL LEVERAGE

BUSINESS EXITS AND PUT OPTION REDUCTION

Exited unprofitable businesses. Reduced put option liabilities.

BACK-OFFICE EFFICIENCIES – PHASE ONE

Harmonised systems and migrated the business to our Shared Service Centre.

MIDDLE-OFFICE EFFICIENCIES – PHASE TWO

Centralised data stack, Intelligence Insight function, products and production.

Focus 2026 +

GOLDEN STAIRCASE

SELLING IN, UP AND ACROSS

Creation and development of Cultural Power proposition to underpin our connected creativity.

PORTFOLIO SHIFT TO HIGHER MARGIN MIX

Mix improvement through higher-margin Specialisms.

INVESTMENT FOR GROWTH

High-quality leadership investment.

Investing in data, artificial intelligence, tools and technology.

Bolt-on strategic acquisitions in high-growth, high-margin areas.

Operating margin

Improved operating margin and enhanced shareholder value

UNLOCKING RECENT M&A



THE WOMEN'S SPORTS GROUP



Complementing our end-to-end offering with sports rights and content production capability.

Acquired in September 2025, this business adds commercial and technical expertise to the Group and follows on from the launch of M+C Saatchi Football. It bolsters our ability to deliver end-to-end services across sports rights, marketing, representation, and partnerships.

The Women's Sports Group is a leading advisory and media rights consultancy specialising in women's sport, and delivering services across media rights, broadcast strategy, production, data and insights, and communications. Its client roster includes leading federations, clubs, broadcasters, brands, and government bodies.

The team of industry experts apply deep understanding of both women's and men's sport properties to create tailored strategies to deliver commercial objectives.



DUNE 23



Strengthening our presence and credentials in our fastest growing region.

Building on our successful global sport and entertainment offering, we have created further expansion and integration in the Middle East through the acquisition of Dune 23 in June 2025.

Dune 23 has become one of the most successful sport and entertainment businesses in the Middle East since it launched over two years ago, with a substantial client portfolio and a team of over 50 working across PR, communications, digital and social media, experiential events and activations, and commercial partnerships.

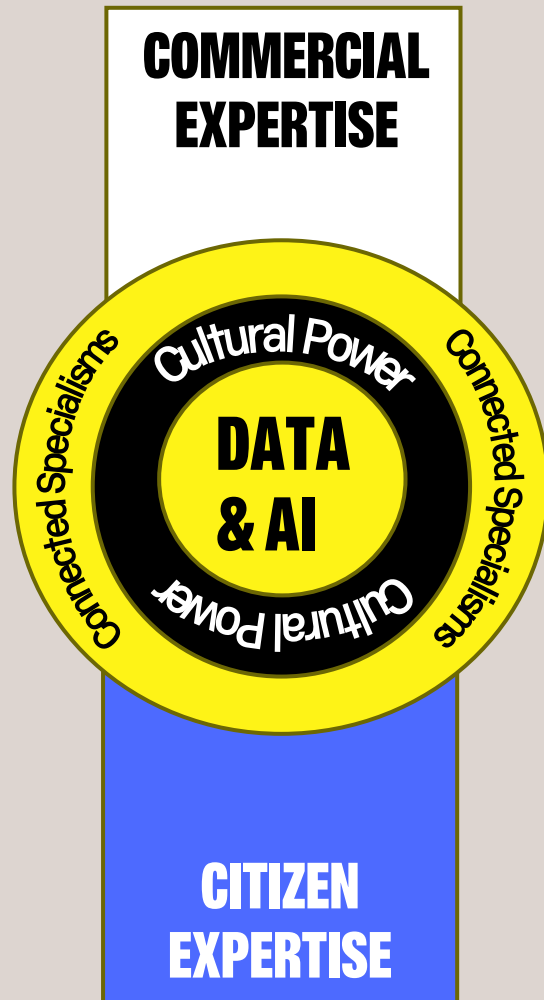


OUR MARKET POSITION TODAY

MORE THAN JUST ADVERTISING

WHAT WILL DRIVE FUTURE M&C SAATCHI GROWTH – OUR UNIQUE MARKET POSITION

OUR STRENGTH LIES IN OUR DEEP UNDERSTANDING OF OUR CLIENT'S BUSINESS: USING DATA-DRIVEN INSIGHTS AND AI TO TURBO-CHARGE OUR EXPERTISE ACROSS COMMERCIAL AND CITIZEN SECTORS



- + Data and AI focus to **empower our connected Specialisms**, drive effective creative content, measurable returns and results
- + **Unified data sources** providing real-time deep insights for effective client work
- + **Unique expertise** in both **Commercial** (private sector) and **Government** client work
- + Our **competitive advantage** remains our talent and expertise across sectors which will be **strengthened by intelligent, data-driven systems and AI**
- + **Return on Cultural Power** to provide data-driven, measurable results for clients
- + Cash generative business to give **strategic optionality**

OUR STRENGTH LIES IN OUR DEEP UNDERSTANDING OF OUR CLIENT'S BUSINESS: USING DATA-DRIVEN INSIGHTS AND AI TO TURBO-CHARGE OUR EXPERTISE ACROSS COMMERCIAL AND CITIZEN SECTORS

COMMERCIAL

PRIVATE



Drive shareholder value, build commercial brands & sell product & services to consumers.



CITIZEN

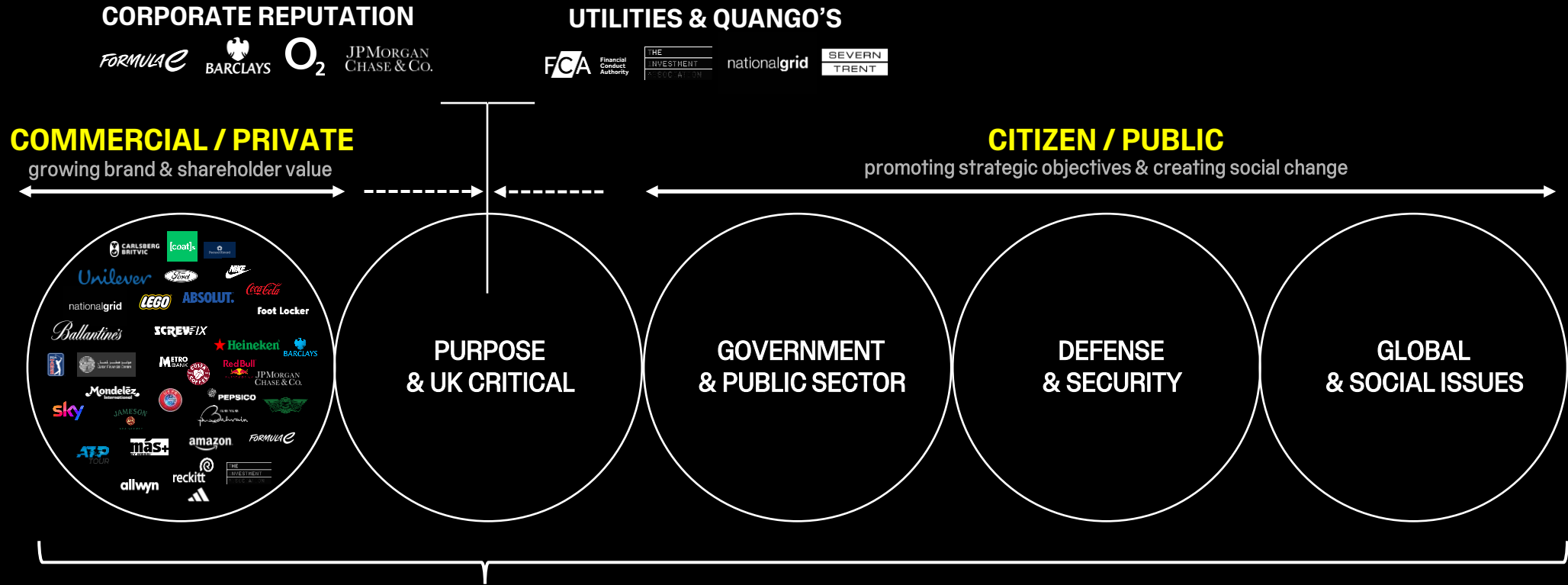
PUBLIC



Tackle complex societal & policy challenges. Change citizens' attitudes & behaviours for public good.

IT GIVES US THE RIGHT TO WIN IN PUBLIC AND PRIVATE: MUTUALLY REINFORCING.

To upsell and cross sell, horizontally across audiences, issues, sectors and geographies.



Public clients want to understand cultural trends, behaviour, consumer patterns



Commercial clients want to understand population, lifestyle changes and markets

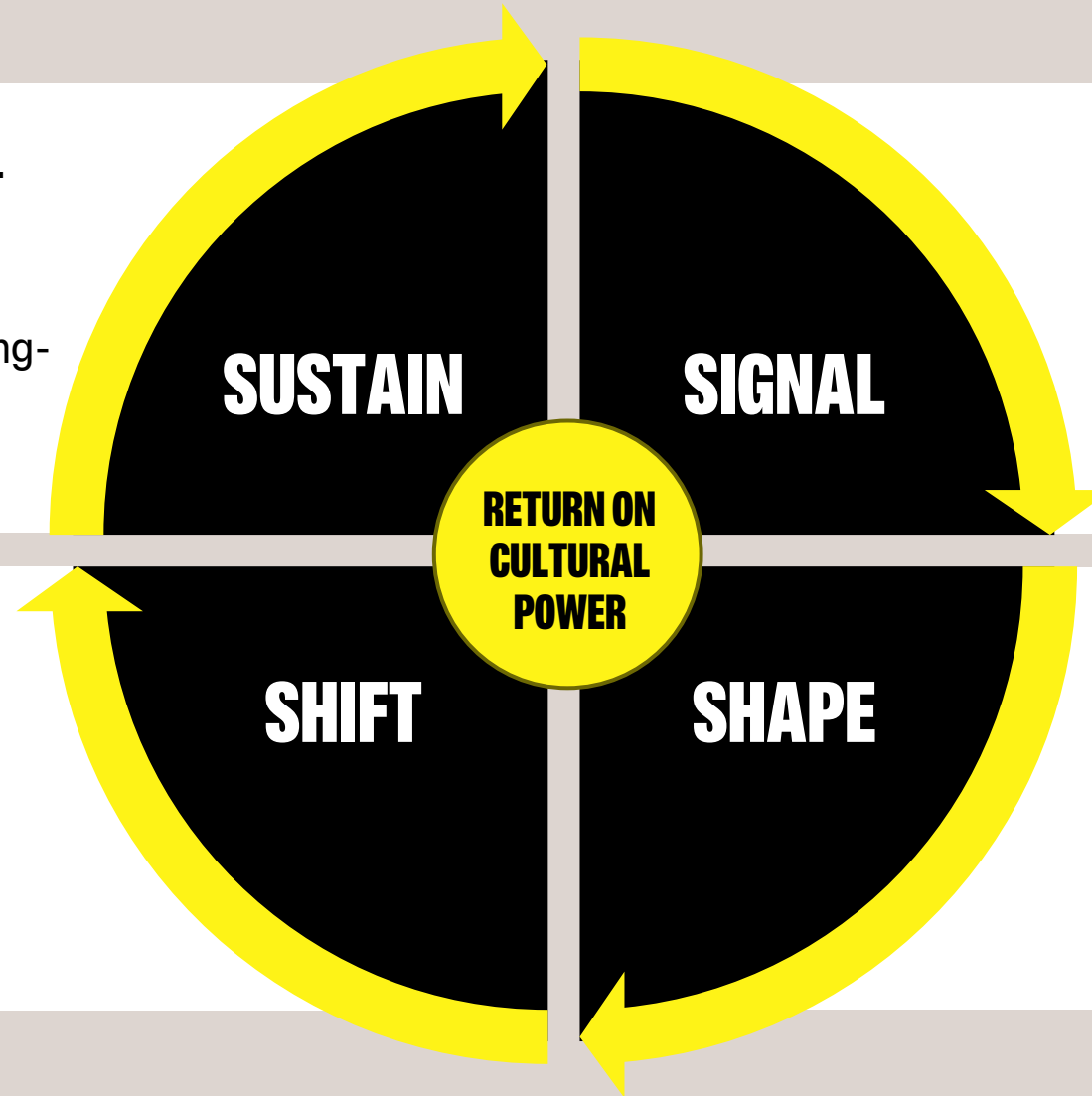
HOW WE WORK WITH CLIENTS – CULTURAL POWER

Build connection that compounds.

What: Sustained cultural relevance improves retention, reduces acquisition cost and strengthens long-term revenue quality.

Create connection that cuts-through to change behavior.

What: Intelligent distribution increases the velocity and scale of impact, improving return on media and attention.



Understand culture before it moves to identify where there's space to cut-through with conviction.

What: Early signal detection increases growth efficiency by directing investment toward emerging cultural momentum before it peaks.

Define the brand's conviction and design for coherency with credibility.

What: Stronger cultural alignment increases resonance, improving engagement quality and conversion potential.

OUR AI PRINCIPLES

IT'S PEOPLE, NOT TECHNOLOGY, WHO CHANGE CULTURE

We use artificial intelligence (AI) to augment human creativity, scale bold ideas, and create content that matters. We want to make better, more culturally resonant work, not just more work. And to go further, faster, for our clients while being deliberately careful and curious in our approach.

OUR AI PRINCIPLES

These principles guide how we use AI across the Group. They are here to protect our people, clients, audiences, and creative integrity. AI is revolutionising our industry, not replacing it.

1. CREATIVITY & INNOVATION

2. USAGE TRANSPARENCY

3. HUMAN-CENTRED

4. HUMAN OVERSIGHT

5. DATA PRIVACY

6. INTELLECTUAL PROPERTY

7. ETHICAL BOUNDARIES

8. CONTINUAL IMPROVEMENT

OUR AI ADOPTION AND OPPORTUNITIES ACROSS THE CREATIVE PROCESS

Artificial intelligence (AI) is a transformative tool, especially when adapted to facilitate our creative solutions. This adaptation is needed to maximise the benefits that AI can provide across the creative process. Alongside our core investment in our proprietary AI-powered tool, the Cultural Power Index, we are partnering with the highest-profile AI developers in the world to ensure we are positioned at the forefront of AI tool emergence without excessive associated costs.

We see five areas where AI is making an impact in our industry (see right). AI presents an **opportunity** for the Group through both our AI Policy and subsequent adoption – which, when combined with our business model and portfolio of Specialisms, allows us to successfully navigate areas where AI can be perceived as a **threat**.

Opportunities grasped

DATA

AI can speed up the filtering, collection and analysis of huge amounts of data to draw deep insights, which in turn allow us to calculate the return on investment (ROI) of a campaign, or make other outcomes-based assessments.

The Group has its own in-house data agency, Fluency, within our Consulting Specialism. Data is centralised and democratised via our Intelligence Insight team who work across the Group – providing insights into brands, markets and consumers. Moreover, our investment in the Cultural Power Index tool, uses multiple large language models (LLMs) and draws data from numerous sources, giving billions of data points on over 4,000 brands worldwide. This tool can be used in the pitching process to analyse a brand before a campaign as well as later to measure the outcome of client campaigns.

IDEATION

While human creativity remains highly valued for differentiation and ingenuity, AI tools generate fast mock-ups and alternative versions at speed.

We use specialist software tools designed for the creative industry. These tools allow for faster idea development, such as storyboard and mock-up generation to speed up client campaign processes.

EXECUTION

AI allows us to automate processes, provide digital templates, and translate instantly.

We partner with the best in the business, such as the global giant Adobe, for task automation and time saving. Partnerships such as these allow us to stay at the forefront of AI tool usage while avoiding the deeply expensive and constant capex investments of independent AI development.

Threats overcome

PRODUCTION

AI tools have changed the game in production: there is now less reliance on traditional production with AI-generated ads.

The Group does not have production capability, which has allowed us to leapfrog into digital production at minimal cost to provide production services via AI tools.

MEDIA BUYING

The automaton of media buying is growing, reducing the need for intermediaries. AI is now leading this statistically driven data-based activity, which has historically been a cash cow for peers.

The Group has no exposure to traditional media buying.

OUR CAPITAL ALLOCATION POLICY REMAINS IN PLACE AND PRIORITISES ORGANIC GROWTH AND RETURNS TO SHAREHOLDERS, SUCH AS CURRENT SBB PROGRAMME

Priorities

| | |
|--------------------------------|--|
| ORGANIC INVESTMENT | ADDING CAPABILITY, CAPACITY AND SCALE |
| RETURNS TO SHAREHOLDERS | VALUE CREATION VIA SBB |
| SELECTIVE M&A | EXPANDING CAPABILITY |

Enablers

| | |
|------------------------|--|
| CAPITAL LIGHT | AVERAGE CAPEX C.1% OF NET REVENUE |
| CASH GENERATIVE | >80% OPERATING CASH CONVERSION |
| LOW LEVERAGE | NET DEBT EBITDA OF 1-1.5X IN THE EVENT OF LARGE M&A |
| FIREPOWER | CASH GENERATION, STRONG BALANCE SHEET, £50M RCF & ACCORDION |

REVENUE OPPORTUNITIES



DIVERSE, HIGHER-MARGIN PORTFOLIO



STRONG CASH GENERATION



SHAREHOLDER RETURNS

2026 +: WELL-POSITIONED FOR GROWTH THROUGH OUR CONNECTED SPECIALISMS, BROAD EXPERTISE AND CULTURAL POWER, UNDERPINNED DATA-ENABLED SYSTEMS AND AI

- + Our return on Cultural Power concept and its accredited model to drive revenue opportunities as a new industry metric
- + Increasingly digitalised, data-driven and AI-focussed businesses to deliver solutions for client needs, strengthen decision making processes and provide measurable returns
- + Unique strength and leading expertise across both Commercial and Government sectors, drawing deep insights across data and consumers to drive behavioural change and Cultural Power for our clients
- + FY 2026 net revenue and operating profit growth to be in-line with expectations
- + Focus on setting a foundation to unlock intrinsic value

**REVENUE
OPPORTUNITIES**



**DIVERSE, HIGHER-
MARGIN PORTFOLIO**



**STRONG CASH
GENERATION**



**SHAREHOLDER
RETURNS**

CONSENSUS & ESG



CONSENSUS AS OF 23 APRIL 2026

| £m | FY26E | FY27E |
|-----------------------|-------|-------|
| Net revenue | 214.0 | 221.8 |
| Net revenue organic % | +1.9% | +3.6% |
| Op profit | 28.2 | 31.5 |
| Op profit margin | 13.2% | 14.2% |
| PBT | 24.1 | 27.5 |
| PAT | 16.3 | 19.2 |
| EPS (p) | 14.5 | 16.8 |
| DPS (p) | - | - |
| Net cash | 19.8 | 33.9 |

Note: This consensus is formed using estimates from Deutsche Numis, Panmure Liberum, Berenberg, Peel Hunt and Singers Capital Markets.

OUR ESG COMMITMENTS

| Strategic drivers | Focus areas | Highlights |
|--------------------------------------|---|---|
| MAINTAIN ELIGIBILITY FOR RFPS | <ol style="list-style-type: none"> 1. Clarify accountability for all environmental, social and governance (ESG) areas. 2. Deliver key goals and commitments. 3. Assess tricky sectors and emerging issues. | <ul style="list-style-type: none"> • 100% response rate to ESG sections of Requests For Proposals (RFPs). • No concerns raised by clients/prospective clients. • Over £20 million of client revenue received in 2025 was linked to ESG performance. |
| BRILLIANT CLIENT WORK | <ol style="list-style-type: none"> 1. Training and development. 2. Planet- and people-positive campaigns. 3. Championing and incentivising good work. | <ul style="list-style-type: none"> • Launch of first Global Compliance Training program, included anti-greenwashing, sexual harassment, modern slavery and other critical regulatory and ethical standards. • Re-launch of our Conscious Creativity programme, to embed ESG into our creative and production functions. • Several planet- and people-positive campaigns. |
| FUTURE FIT | <ol style="list-style-type: none"> 1. Enhancing our offering for growth. 2. New and emerging sectors. 3. Industry leadership and making a splash. | <ul style="list-style-type: none"> • Maintained industry leading activities (IPA: Sustainability Committee and Purpose Disruptors: Serviced Emissions; Ad Net Zero: Climate Risk). • 800 sign-ups to our Skillshot training programme. Sessions included AI, time management, Excel skills, having difficult conversations. |

We deliver our strategy through our ten commitments:

PLANET

The way we work

1. Reduce our Scope 1, 2 and 3 emissions by 50% by 2030 in line with our SBTi-verified targets.
2. Set an internal price on carbon and offset remaining emissions from our own operations by 2025 and across our value chain by 2030.

PEOPLE

The way we work

3. Evolve how we recruit, develop and reward our people to encourage broad representation.
4. Create an inclusive experience where all can flourish, perform and belong.
5. Inspire and support people from all backgrounds to start careers in the industry.

PLANET AND PEOPLE

The work we do

6. Build climate and D&I-literate teams.
7. Drive alignment with our planet and people goals across our supply chains.
8. Grow the percentage of overall revenue from Planet- and People-positive campaigns year on year.
9. Review potential new clients based on their impact on planet and people.
10. Offer time and funding to organisations that have a positive impact on planet and people.

In December 2024, we achieved one of our commitments: to set a net zero target in line with SBTi Net Zero Standard. Our target wording is: The Company commits to reduce absolute Scope 1 and 2 GHG emissions by 90% by 2040 from a 2019 base year. The Company also commits to reduce absolute Scope 3 GHG emissions by 90% within the same time frame.

CASE STUDIES



SUPERBOWL DOMINANCE



Wegovy was launching the first-ever weight loss GLP-1 pill during the Super Bowl. But there was a problem: cultural stigma. People believed taking weight-loss medication was “cheating.”

So beyond introducing the pill, we needed to challenge that stigma. And we chose to do it on advertising’s biggest stage.

Our insight: people accept help everywhere else without second thought. They’d take a pill to make parallel parking easier, or a professional wrestling dream come true. Weight loss was the one place where that logic mysteriously broke down.

The strategy: use humor to expose that contradiction, while responsibly educating viewers on the considerations and safety profile of Wegovy. We built the spot around a repeatable hook (“If there was a pill for ____, I’d take it”) and paired it with absurd scenarios, from wrestling to cat-rescuing. The comedy did the heavy lifting. One key line by Ana Gasteyer took stigma head-on: “If there was a pill to make people less judgmental about how to lose weight...”

We cast A-list comedic talent across demographics—Kenan Thompson, DJ Khaled, Danielle Brooks, Ana Gasteyer, Danny Trejo, and John C. Reilly in his first-ever commercial—to signal inclusivity and cultural acceptance.



US SOCCER KIT LAUNCH



+ As the Official Marketing Partner for the United States Soccer Federation, the integrated team delivered a record-breaking, commercial win with the launch of the US National Team Kits ahead of the FIFA Men's World Cup.

Every kid grows up emulating their heroes. The celebrations. The iconic moments. The belief that anything is possible. We celebrated the best of the US, bringing together National team players alongside Youth players to show us their Stars and Stripes. Each purchase of the Official Jersey directly supported growing the game in the US and building fan momentum less than 100 days out from the tournament.

+ **211% FIRST 8HRS**

+ **171% SUSTAINED 2 WEEKS VS HISTORICAL JERSEY SALES**

+ **2.7B+ IMPRESSIONS ACROSS NATIONAL SPORTS, LIFESTYLE AND CULTURAL MEDIA**



PANDASTIC

+ Since 1980, the FIAT Panda has been spreading joy on streets around the world. In 2025, we faced a bold challenge: re-icon an automotive legend for its relaunch, showcasing how it could keep making life fantastic. Or better yet, Pandastic. So, we tapped into the 30th anniversary of an equally joyful, iconic hit: Boombastic. A song that transcended generations, much like the FIAT Panda itself.

Partnering with Shaggy and multi-award-winning director Joseph Kahn, we reimagined the song and its music video with the FIAT Grande Panda at the heart of the story: blending retro-futuristic aesthetics with urban energy, Grande Panda embodies a lifestyle driven by fun, creativity and personality, transforming everyday mobility into something truly Pandastic. The new “Life is Pandastic” earworm and mantra rolled out across TV, OOH, print, digital, and social—powered by TikTok activations and special content—positioning Grande Panda as the perfect companion for a smooooooth urban life.

+ MORE THAN 300 MILLION VIDEO IMPRESSIONS

+ OVER 30 MILLION VIDEO VIEWS

+ MORE THAN 1 MILLION ENGAGEMENTS



ADIDAS SUPERSTAR

SUPERSTAR

A CULTURAL PLAYGROUND FOR A CULTURAL ICON



To reignite love and drive demand, purchase and Gen-Z hype for the iconic adidas "Superstar" trainers, we transformed 180 Studios into a cultural playground for a three-day "This Is Superstar" event celebrating the shoe's legacy in fashion, music, and skate.

The space featured a custom-built skatepark in the heart of London, standout performances from Xaviersobased and Confidence Man, and thought-provoking workshops led by FD from the Future alongside a panel hosted by Labrum.

Throughout the experience, we kept Superstar firmly embedded in culture, giving guests the opportunity to express themselves through sneaker customisation, t-shirt printing, nail art and even tooth gems.



**3,000+ CONSUMERS
ENGAGED**



**87.5 MILLION SOCIAL
MEDIA IMPRESSIONS**