

15 May 2025

M&C SAATCHI PLC
(the "Company" or "M&C Saatchi")

AGM Trading Update

Trading in line with expectations¹
Continued positive momentum in UAE, Europe, Issues and Media in Q1

M&C Saatchi plc is pleased to announce a trading update for the first quarter ended 31 March 2025, ahead of today's Annual General Meeting.

Like-for-like net revenue for the first quarter is broadly in line with last year, reflecting continued strength in the UAE and Europe as well as our Issues and Media specialisms, offsetting ongoing macro volatility in Australia and the UK. The group continues to invest in people and capabilities for long-term sustainable growth, which will be largely first-half weighted, while the planned delivery of c.£3m of annualised cost savings is on track.

Zaid Al-Qassab, Chief Executive Officer, said:

"We have delivered a resilient trading performance in the quarter and we remain confident in achieving market expectations this year, which reflects the strength of our proposition and our diversified portfolio. Although the global macro and geopolitical situation remains volatile, we have not seen any significant change in client spending in the quarter. We will continue to assess the implications of economic and market events on our clients for the remainder of 2025 while maintaining cost base agility and discipline. We remain confident in achieving our ambition of long-term profitable growth and delivering strong sustainable returns for shareholders."

¹ Company compiled consensus available at: <https://www.mcсаatchiplc.com/analysts/consensus>

FURTHER INFORMATION

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About M&C Saatchi

M&C Saatchi is a creative solutions company with specialist expertise and creativity in helping our clients grow by maximising the reach and potential of their brands. It does this through its regional-first operating model with five core specialisms - Advertising, Issues, Passions, Consulting and Media - which it leverages in an integrated go-to-market approach. It has significant global reach, with major hubs in the UK, Europe, Middle East, APAC and the Americas and is supported by global shared services. M&C Saatchi is headquartered in London and listed on the FTSE AIM index of the London Stock Exchange.

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