

19 January 2026

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

**FY 2025 Trading Update**

**Delivery of net revenue, operating profit and net cash in line with guidance<sup>[1]</sup>**

**Confident in plans for profitable growth despite persistent macro challenges**

M&C Saatchi plc today announces its full year 2025 trading update for the twelve months ended 31 December 2025 ("FY 2025").

In line with guidance outlined at the trading update in November, the Company expects LFL net revenue for FY 2025 to decline around -7% (or around -2.5% excluding Australia) with reported net revenue of £210 million and operating profit of £26 million, having successfully achieved the committed £12 million of annualised cost savings in the second half of FY 2025.

The Company's balance sheet position remains strong with net cash of £13 million as at 31 December 2025 and we remain ready to take advantage of strategic opportunities, in line with the Company's capital allocation policy, and announced share buyback commitment.

Through the implementation of our strategic regional growth teams, we saw improved pipeline conversion in the second half of FY 2025, translating into multi-specialism wins across various markets. These include Coca-Cola as part of their Premier League sponsorship amplification, two creative strategy and development roster framework wins with the UK Government, a win for a major consumer launch for a Super Bowl spot and increased scope of work for JP Morgan Chase and Ferrari.

Whilst macroeconomic challenges persist, we are confident that the business will achieve profitable growth in 2026, underpinned by our long-term value drivers and core growth markets. Further guidance for 2026 will be provided in our FY 2025 results announcement.

Zaid Al-Qassab, Chief Executive Officer, said:

"In a year defined by a challenging macro environment, I would like to thank all colleagues at M&C Saatchi for their continued hard work and commitment in delivering fantastic work for clients. I am confident that our world-famous creativity and excellent client retention combined with our portfolio strategy and higher-margin growth drivers will deliver value for clients, colleagues and shareholders."

The Company will communicate its FY 2025 results announcement date in due course.

**FURTHER INFORMATION**

**M&C Saatchi**

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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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<sup>[1]</sup> Please see <https://www.mcsaatchiplc.com/analysts/consensus> for market consensus estimates

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