

# INVESTOR NEWSLETTER

HIGHLIGHTS FROM OUR PARTNER NETWORK  
KEY FINANCIAL HIGHLIGHTS  
CORPORATE ACTIVITY  
FACT SHEET

# 2015

**Theory is irrelevant without practice, humanity  
and application.**

**JAMES TOWNSEND**

*Managing Director, New York, 72andSunny*

## HIGHLIGHTS FROM OUR PARTNER NETWORK



### TYING A MOBILE CAMPAIGN TO WEATHER TO DRIVE TRAFFIC

Mono, The North Face

To help North Face launch Fuseform, its new line of the most technically advanced rainwear in the world, mono was tasked with developing an efficient way to highlight the product's key benefits and drive foot traffic into the brand's retail outlets. The solution was to leverage the device that most consumers use to check the weather – their smartphones. #BringtheRain was the first real-time, weather-activated retail campaign where the more it rains, the more chances there are to win a free Fuseform jacket, making the actual elements the jacket protects you from the impetus for the product launch.

In five key cities, mono utilized real-time national weather data to track precipitation, creating a digital app and contest where consumers were notified every time it rained ½ inch in their city. The campaign generated massive online buzz and drove a significant uptick in traffic to stores with 47,000 visits to the North Face website, and 91% traffic via mobile.



### BRINGING HEALTHY EATING TO THE IOS APP STORE

Y Media Labs, Nom Nom Paleo

As more and more people are adopting eating healthy and healthy living, one app on the iOS app store has continued to shine as a clear leader. Y Media Labs worked with renowned paleo blogger and best selling authors Michelle Tam and Henry Fong to move their award-winning blog to a richer experience on iPad and iPhone, tasked with the design and development of an app to help shape the user experience. The resulting Nom Nom Paleo app soon became the #1 Food & Drink App, and was featured as one of Apple's "Best New Apps". It went on to win a Webby Award and is currently the highest grossing Food & Drink app on the Apple Store.

Not to be outdone, Y Media Labs recently unveiled the iPhone version of Nom Nom Paleo, which soon was listed by Apple as one of the best new and upcoming apps. The app's core focus is on bringing a beautiful experience that foodies around the world could enjoy. Recent updates continue to make cooking even more fun and inspirational, and it continues to receive high praise from critics including The New York Times, AppCraver and Apps Magazine.



### CHALLENGING ASPIRING ATHLETES TO "CREATE YOUR OWN"

72andSunny, adidas

No one ever created anything new by trying to be someone else. In its first work together, adidas and 72andSunny challenged fans to "Create Your Own Game" and dethrone Lionel Messi, Gareth Bale, Thomas Müller, James Rodríguez, and Mesut Özil and see them as their competition. 72andSunny and adidas then released "Unfollow," a love letter turned manifesto from a young football player to soccer superstar Lionel Messi, promising to make his own path in pursuit of creating his own game.

In its first work for US football, adidas and 72andSunny highlighted what makes each player's game unique in a film titled "Create That New Speed," that reveals the recruitment reel to be the new mixtape and a young athlete's ultimate act of creation. "Create That New Speed" centers around a high school junior who creates his own reel filled with his most creative and craziest, next-generation speed highlights. Its "Create Your Own Game" has received over 45 million views on YouTube to date and was #1 on Ad Age's Viral Video Chart. The next film, "Unfollow" featuring Messi has over 43 million views on YouTube to date and was featured on Adweek's "10 Most Watched Ads of 2015".

While everyone else is content with idolizing their sport heroes and aspiring to follow in their footsteps, adidas and 72andSunny ignited the next wave of creators by encouraging them to take on their heroes and create their own game.

## HIGHLIGHTS FROM OUR PARTNER NETWORK

Bruce Mau Design/Toronto's Canary District



Hello Design/Speedo



Anomaly/Duracell

### Q3 NEW BUSINESS

These select account wins solidified \$34.1 million of net annualized revenue:\*

**Invisalign**

*Colle+McVoy*

**Seventh Generation**

*72andSunny*

**MillerCoors (Coors Banquet & Coors Light)**

*72andSunny*

**Diageo**

**(Gordon's Gin)**

*Anomaly*

**Lyst**

*Anomaly*

**Windstream Small Business**

*kbs+*

**Cancer Research UK**

*Anomaly*

**Elanco**

*Colle+McVoy*

**Cub Cadet**

*Colle+McVoy*

**Travelocity**

*Assembly*

**Squarespace**

*Anomaly*

**McCain Superfries**

*kbs+*

**Pantone**

*Kwittken*

**Food Lion**

*Doner & Assembly*

\* Includes select wins in the public domain.

## HIGHLIGHTS FROM OUR PARTNER NETWORK



### AWARDS

Forbes named Anomaly, 72andSunny and CP+B as 3 of the **Top 10 agencies with the Best Creative Momentum**

**PRWeek released its 2015 Global Power Book** recognizing Allison+Partners' Scott Allison, Hunter PR's Grace Leong and Kwittken's Aaron Kwittken among the brightest and most influential PR professionals around the world

Allison+Partners' Susie Hughes and Jon Heit were named among **100 of the Most Influential Tech Agency PR Executives** globally

Concentric was featured in Medical Marketing & Media's **Top 100 Agency Issue** and won two awards at **The Creative Floor Awards**

Anomaly won Gold for its work with Budweiser at the **Clio Sports Awards**

Northstar's Samantha Bond was named a 'Young Researcher of the Year' finalist for the prestigious **ESOMAR Awards**

At the **2015 North America Effie Awards**, 72andSunny won gold and two bronzes for its work with Samsung and Assembly taking home a bronze for its work with Pfizer's Robitussin

Doner UK's work for Fiat UK won the coveted **AutoTrader 'Click' Award** for Best Integrated Marketing Campaign

CP+B's Neil Riddell, Anomaly's Johnny Dantonio and 72andSunny's Maria Scileppi were named to **Adweek's Creative 100**

Albion's Jason Goodman earned the #20 spot on the **UK media Powerlist**

kbs+'s BMW X5 campaign won **Communication Arts' 5th annual advertising competition**

**Adweek's** Media Plan of the Year was awarded to Google for its rich media mobile ads, designed by 72andSunny


Y Media Lab's was named one of the top app developers for iOS and Android by **AppIndex**

Source was featured in the CT Post as one of **Hearst's Top Connecticut Workplaces** for the second year

**Everything-PR** named Exponent PR as one of the 4 Leading boutique PR firms

CP+B won the Grand Clio, 2 gold and 2 bronze at the **Clio Awards** for its work with Domino's, Fruit of the Loom and Sveriges Radio, Anomaly won two silver and a bronze for its work with Johnnie Walker, Converse and Google

Concentric's Ken Begasse Sr. was honored with the Lifetime Achievement Award in honor of the 20th Anniversary of the **Medical Advertising Hall of Fame (MAHF)**



**The most effective thing you can do to foster the next generation of leadership is to create an environment and a culture for future employees to aspire to work for**

**DAVID ROSS**

*SVP, Corporate Development & Strategy, MDC Partners*

## Q3 2015 KEY FINANCIAL HIGHLIGHTS

**ORGANIC REVENUE <sup>(1)</sup>**  
**GROWTH OF 5.7% IN Q3**

**NET NEW BUSINESS**  
**\$34.1 MILLION IN Q3**

**ADJUSTED EBITDA**  
**+24.6% TO \$53.5 MILLION**  
**IN Q3**

**REAFFIRMING 2015**  
**GUIDANCE\***  
**ON TRACK TO**  
**DELIVER ON ALL**  
**FINANCIAL TARGETS**

### YEAR-TO-DATE PERFORMANCE

**+ 7.1%**

Organic revenue <sup>(1)</sup> increased 7.1%

**+ 9.5%**

Reported revenue increased to \$967.2 million from \$883.6 million, an increase of 9.5%

**+ 3.5%**

Adjusted EBITDA<sup>(2)</sup> increased 3.5% to \$132.1 million from \$127.6 million with margins at 13.7%

**\$89.4 Million**

Net annualized new business revenue won year-to-date

### Q3 Conference Call Replay

A recording of the conference call will be available until 9:00 am (ET) on November 4, 2015, by dialing 1-412-317-0088 or toll free 1-877-344-7529 (passcode: 10075056) or by visiting [www.mdc-partners.com](http://www.mdc-partners.com).

### 2015 Guidance\*

	2014 Actuals	2015 Guidance	Implied Year Over Year Change
Revenue	\$1.22 billion	\$1.300 to \$1.330 billion	+6.5% to +8.5%
Adjusted EBITDA <sup>(2)</sup>	\$179.4 million	\$195 to \$205 million	+8.7% to +14.3%
Implied EBITDA Margin	14.7%	15.0% to 15.4%	+35 to +75 basis points
Adjusted EBITDA Available for General Capital Purposes <sup>(3)</sup>	\$98.8 million	\$109 to \$119 million	+10.3% to +20.4%

### Summary Financial Statement Data

\$ in millions, except per share data		12 months ended December 31, 2014	3 months ended September 30, 2015	9 months ended September 30, 2015
Operating Data	Total Revenue	\$1,223.5	\$328.4	\$967.2
	Organic Revenue Growth <sup>(1)</sup>	+10.8%	+5.7%	+7.1%
	Adjusted EBITDA <sup>(2)</sup>	\$179.4	\$53.5	\$132.1
	Net Income (Loss)	(\$24.1)	(\$8.6)	(\$11.1)
	Adjusted EBITDA Available for General Capital Purposes <sup>(3)</sup>	\$98.8	\$30.9	\$68.9
Balance Sheet Data	Cash and Cash Equivalents	\$119.8	\$15.8	\$15.8
	Total Long-Term Debt	\$743.1	\$827.2	\$827.2
Other Data	Closing Price (NASDAQ: MDCA)	\$22.72	\$18.43	\$18.43
	Wtd. Average Diluted Shares Outstanding	49.5	49.9	49.8

(1) Organic revenue growth is a non-GAAP measure that refers to growth in revenues from sources other than acquisition or foreign exchange impacts.

(2) Adjusted EBITDA is a non-GAAP measure, and represents operating profit plus depreciation and amortization, stock-based compensation, acquisition deal costs, deferred acquisition consideration adjustments, profit distributions from affiliates, and other items.

(3) Adjusted EBITDA Available for General Capital Purposes is a non-GAAP measure, and represents funds available for repayment of debt, acquisitions, deferred acquisition consideration, dividends, and other general corporate initiatives.

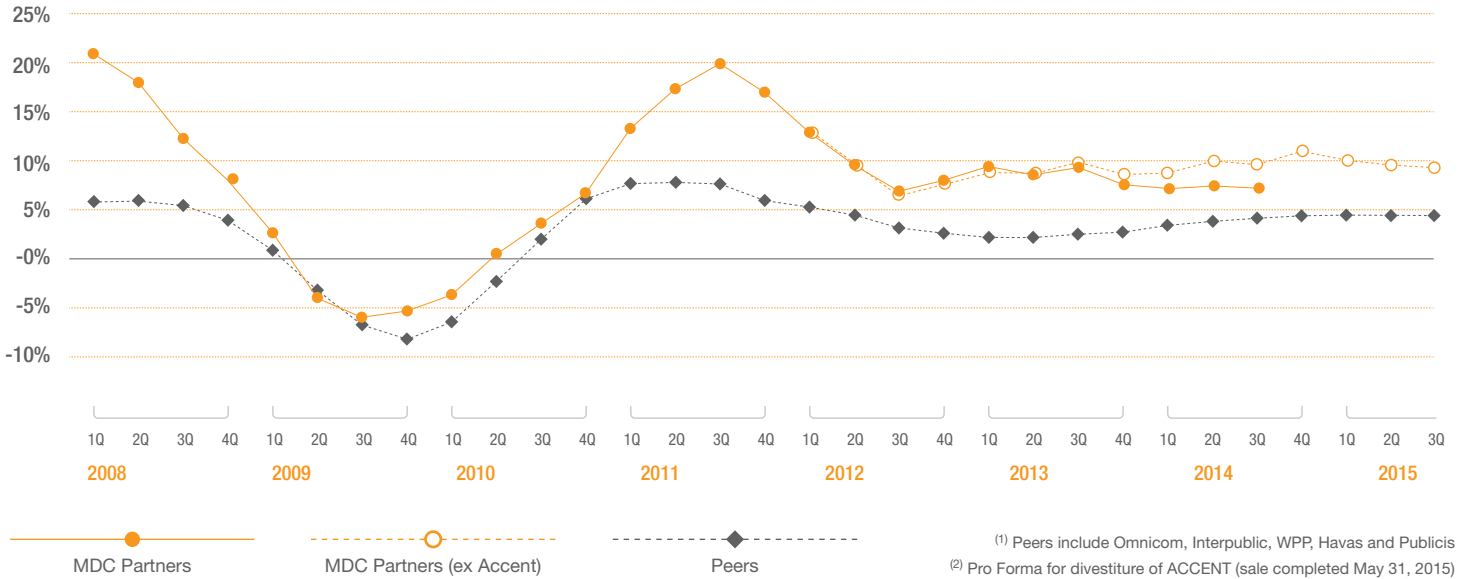
Note: A reconciliation of non-GAAP to US GAAP reported results has been provided by the Company in the tables included in the earnings release issued on October 28, 2015. Figures exclude discontinued operations.

\* As of October 28, 2015.

# Q3 2015 KEY FINANCIAL HIGHLIGHTS

## MDC Partners vs. Peers

Trailing 12 Month Organic Revenue Growth



## MDC Global Network

### UNITED STATES

- Allison+Partners
- Anomaly
- Antidote 360
- Attention
- Assembly
- Bruce Mau Design
- Civilian
- Colle+McVoy
- Concentric
- CP+B
- Doner
- EnPlay
- Exponent PR
- Gale Partners
- Hello Design
- HL Group
- Hunter PR
- kbs+
- Kingsdale
- Kwittken
- Laird+Partners
- LBN
- Luntz Global
- mono Advertising
- Northstar
- Redscout
- Relevant
- Hudson Media
- Rumble Fox
- Sloane & Company
- Source Marketing
- 72andSunny
- TEAM
- The Media Kitchen
- Trade X
- VITRO
- Varick Media Management
- Yamamoto
- Y Media Labs

### CANADA

- 6 Degrees
- Anomaly
- Attention
- BOOM! Marketing
- Bruce Mau Design
- BMIR
- Gale Partners
- kbs+
- Kenna
- Kwittken
- Kingsdale
- Northstar
- Tatt2 Media
- Union
- Veritas

### UK/EUROPE

- 72andSunny
- Albion
- Allison+Partners
- Anomaly
- CP+B
- Doner
- Hunter PR
- kbs+
- Kwittken
- Northstar
- Path Worldwide
- Redscout

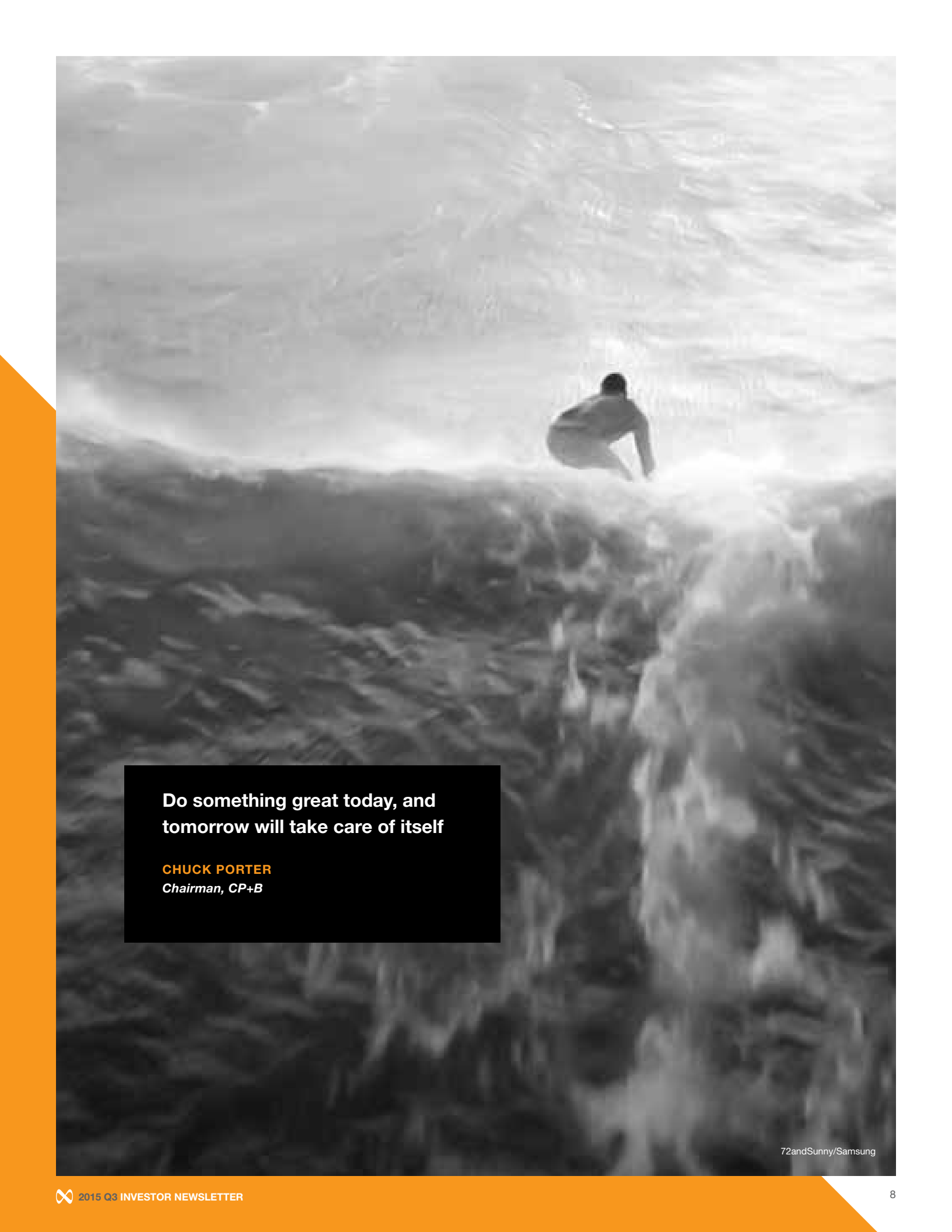
### ASIA

- Allison+Partners
- Anomaly
- CP+B
- Gale Partners
- kbs+
- Y Media Labs

### SOUTH AMERICA

- CP+B





**Do something great today, and  
tomorrow will take care of itself**

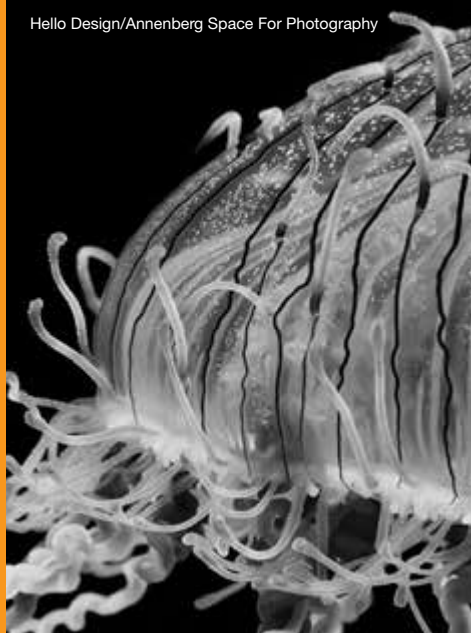
**CHUCK PORTER**  
*Chairman, CP+B*

72andSunny/Samsung

## MDC PARTNERS CORPORATE ACTIVITY



Anomaly/Johnnie Walker



Hello Design/Annenberg Space For Photography

### RECENT EVENTS

**09/03-09/04/15**

DB European TMT Conference  
*London*

**09/18/15**

Goldman Sachs Communacopia  
*New York, NY*

**09/30/15**

DB Leveraged Finance  
Conference  
*Scottsdale, AZ*

### UPCOMING EVENTS

**11/10/15**

Wells Fargo TMT Conference  
*New York, NY*

**11/11/15**

RBC Tech, Internet & Media  
Conference  
*New York, NY*

**11/12-11/13/15**

Morgan Stanley European TMT  
Conference  
*Barcelona, Spain*

**11/19/15**

Goldman Sachs US Emerging &  
SMID Cap Growth Conference  
*New York, NY*

**12/07/15**

UBS Global Media &  
Communications Conference  
*New York, NY*

**12/10/15**

Wedbush California Dreamin'  
Conference  
*Santa Monica, CA*

**01/06/16**

Citi Internet, Media &  
Telecommunications  
Conference  
*Las Vegas, NV*

Additional information about MDC investor events  
is available at [www.mdc-partners.com](http://www.mdc-partners.com).



## MDC PARTNERS CORPORATE ACTIVITY



### **INTRODUCING... SCOTT KAUFFMAN, CHAIRMAN & CEO**

On July 20, MDC Partners announced Scott Kauffman as the company's new Chairman and CEO, to lead MDC in its next phase of growth and to provide continued momentum. Scott has served on the Board of MDC Partners for over nine years and as Presiding Director since March 2012 – an experience that has given him a great appreciation for MDC Partners' unique strategy and culture, and provides a seamless transition for MDC. With a long history of operating at the intersection of media and technology, Scott is a widely recognized industry leader who was named by Advertising Age as one of the Top 100 Marketers in the country in 1992 and one of 20 Digital Media Masters in 1996. After starting his career in advertising as a media planner for Benton & Bowles, he later migrated to Silicon Valley and has served in leadership roles at a number of emerging technology companies – in many cases recruited by the board to replace the founding CEO. Active in advertising technology since its inception, Scott has served as Chairman or CEO of firms such as AdKnowledge, Coremetrics and Lotame, and was also the COO of Blue Lithium at the time of its sale to Yahoo!



### **MONO SETS UP SHOP IN SAN FRANCISCO**

Driven by new client wins and drawn by the Bay area's long legacy for innovation and new ideas, Minneapolis-based mono opened up doors to a new, full service office in San Francisco. The opening of the SF office follows a year of strong growth for the agency, including wins on Propel, Sperry, The North Face and Smashburger.

### **ANTIDOTE 360 LAUNCHES AS NEW GLOBAL HEALTH AND WELLNESS MARKETING AGENCY**

MDC has formed Antidote 360, a new, unique, global health and wellness agency with deep knowledge across the healthcare and wellness sectors. Antidote 360 is a partnership composed of an interdisciplinary team of experts across leading MDC specialist firms, and supports all elements of internal and external marketing campaign creation and support, public relations, issue and crisis management, content creation, design, editorial services, digital strategy and execution, event and conference support, global market research, social media campaign generation and analytics as well as offers the expert insights of professionally licensed medical clinicians. The agency has presence in New York, London, Minneapolis, San Francisco, Shanghai and Toronto.

### **MDC DREAM VENTURES INVESTS IN ADCADE**

MDC's venture arm MDC Dream Ventures has made a strategic investment in Adcade, an NYC-based digital creative technology company that provides agencies software to create digital ads. Adcade's technology empowers designers to create digital ads that are responsive across numerous screens with one ad tag. The company has built a proprietary HTML5 canvas-based advertising framework that is able to replicate any animation that can be done in Flash, as well as tapping into the native device functionalities of smartphones and tablets.



**A PARTNER COMPANY  
NOT A PARENT COMPANY**

MDC Partners is one of the fastest-growing and most influential marketing and communications networks in the world. Its 50+ advertising, public relations, branding, digital, social and event marketing agencies are responsible for some of the most memorable and engaging campaigns for the world's most respected brands. By leveraging technology, data analytics, insights, and strategic consulting solutions, MDC Partners drives measurable results and optimizes return on marketing investment for over 1,500 clients worldwide.

As “The Place Where Great Talent Lives,” MDC Partners is known for its unique partnership model, empowering the most entrepreneurial and innovative talent to drive competitive advantage and business growth for clients.

## MDC PARTNERS FACT SHEET

### NOTABLE AWARDS

#### Advertising Age

72andSunny  
*Agency of the Year (2012); Most Viral Agency of the Year (2014)*

Anomaly  
*Most Viral Super Bowl Ad (2014)*

CP+B  
*Agency of the Decade (2010); Top 15 Campaigns of the 21st Century (3X)*

#### Adweek

72andSunny  
*Agency of the Year (2013)*

kbs+  
*Project Isaac Awards (2014), 2 Gold*

#### Advertising Federation's Hall of Fame

CP+B's Chuck Porter (2015)

#### Cannes Lions

CP+B  
*Titanium (2015) (Domino's)*

72andSunny  
*Gold (2015) (Samsung); Gold (2014) (Samsung)*

Anomaly  
*Gold (2014) (Dick's Sporting Goods)*

MDC Various  
*Five Grand Prix (2012)*

#### Creativity A-List

72andSunny  
*Innovators of the Year (2014) (2015); Agency of the Year (2013)*

Anomaly  
*Innovators of the Year (2015); Agency of the Year (2013)*

#### The Delaney Report

Doner  
*Agency of the Year (2013)*

#### EFFIES

72andSunny  
*Gold (2014) (Activision); Silver (2014) (Samsung); Grand Prix, Gold (2013) (Activision)*

Anomaly  
*Silver (2014) (Bud Canada)*

CP+B  
*Gold (2013) (Kraft); Gold (2013) (Amex); Gold (2012) (Baby Carrots)*

#### EMMYS

CP+B  
*Late Night with Jimmy Fallon (2014)*

Anomaly  
*Avec Eric (2011)*

#### Fast Company

72andSunny  
*World's 50 Most Innovative Companies (2015)*

#### The Holmes Report

Allison+Partners  
*Grand North American Agency of the Year (2014); Most Innovative Agency (2015)*

Kwittken  
*Small Agency of the Year (2014)*

Veritas  
*Canadian Consultancy of the Year (2014)*

Hunter PR  
*Consumer Agency of the Year (2014)*

Sloane & Company  
*Corporate Agency of the Year (2015); Crisis Agency of the Year (2012)*

#### Jay Chiat Awards for Strategic Excellence

72andSunny  
*Grand Prix (2013)*

#### Med Ad News

Concentric  
*Agency of the Year (2015)*

#### Medical Market & Media Magazine

Concentric  
*Top 100 Agencies (2014)*

#### ONE Show

Anomaly  
*Gold (2014) (Budweiser)*

72andSunny  
*Gold (2014) (Samsung)*

kbs+  
*Automobile Advertising of the Year (2013) (BMW)*

#### Ogilvy Awards

CP+B  
*Grand Prix (2011) (Domino's)*

#### PRSA

Exponent PR  
*Industry Campaign of the Year (2014) (Medtronic) (DuPont)*

#### PRWeek

Allison+Partners  
*Technology Campaign of the Year (2014) (Dropbox); Midsize Agency of the Year (2015)*

Exponent  
*Small Agency of the Year (2015)*

#### YouTube

CP+B  
*Ad of the Decade (2015) (Turkish Airlines)*

## Global Leadership

#### Scott L. Kauffman

Chairman & CEO

#### David Doft

CFO

#### Bob Kantor

Chief Marketing & Business Development Officer

## Partners

6 Degrees	Kingsdale Shareholder Services
72andSunny	Kwittken
Albion	Laird+Partners
Allison+Partners	LBN
Anomaly	Luntz Global
Antidote 360	MDC Media Partners
Assembly	mono
Attention	Northstar Research Partners
BOOM! Marketing	Path Worldwide
Bruce Mau Design	Real Interactive
Bryan Mills Iradesso	Redscout
Civilian	Relevant
Colle+McVoy	Rumble Fox
Concentric	Sloane & Company
CP+B	Source Marketing
Doner	TEAM
EnPlay	The Media Kitchen
Exponent PR	Trade X
Gale43	Union
Hello Design	Varick Media Management
HL Group	Veritas
Hudsun Media	VITRO
Hunter PR	Yamamoto
kbs+	Y Media Labs
Kenna	

## Contacts

#### Investor Inquiries

Matt Chesler, CFA  
VP, Investor Relations  
mchesler@mdc-partners.com  
646-412-6877

#### Press Inquiries

Alexandra Delanghe  
SVP, Corporate Communications  
adelanghe@mdc-partners.com  
646-429-1845

#### Company Securities

MDC Partners' Class A Shares are publically traded on NASDAQ under the symbol "MDCA" and on the Toronto Stock Exchange under the symbol "MDZ.A"

#### Additional Information

Additional information is available on our corporate website at [www.mdc-partners.com](http://www.mdc-partners.com)

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-  [LinkedIn](#)

## Forward Looking Statements & Other Information

This presentation, including our “2015 Guidance Outlook”, contains forward-looking statements. The Company’s representatives may also make forward-looking statements orally from time to time. Statements in this presentation that are not historical facts, including statements about the Company’s beliefs and expectations, earnings guidance, recent business and economic trends, potential acquisitions, estimates of amounts for deferred acquisition consideration and “put” option rights, constitute forward-looking statements. These statements are based on current plans, estimates and projections, and are subject to change based on a number of factors, including those outlined in this section. Forward-looking statements speak only as of the date they are made, and the Company undertakes no obligation to update publicly any of them in light of new information or future events, if any.

Forward-looking statements involve inherent risks and uncertainties. A number of important factors could cause actual results to differ materially from those contained in any forward-looking statements. Such risk factors include, but are not limited to, the following:

- risks associated with the subpoena and ongoing SEC investigation and related securities litigation claims;
- risks associated with severe effects of international, national and regional economic downturn;
- the Company’s ability to attract new clients and retain existing clients;
- the spending patterns and financial success of the Company’s clients;
- the Company’s ability to remain in compliance with its debt agreements and the Company’s ability to finance its contingent payment obligations when due and payable, including but not limited to those relating to “put” option rights and deferred acquisition consideration;
- the successful completion and integration of acquisitions which compliment and expand the Company’s business capabilities; and
- foreign currency fluctuations.

The Company’s business strategy includes ongoing efforts to engage in material acquisitions of ownership interests in entities in the marketing communications services industry. The Company intends to finance these acquisitions by using available cash from operations and through incurrence of bridge or other debt financing, either of which may increase the Company’s leverage ratios, or by issuing equity, which may have a dilutive impact on existing shareholders proportionate ownership. At any given time the Company may be engaged in a number of discussions that may result in one or more material acquisitions. These opportunities require confidentiality and may involve negotiations that require quick responses by the Company. Although there is uncertainty that any of these discussions will result in definitive agreements or the completion of any transactions, the announcement of any such transaction may lead to increased volatility in the trading price of the Company’s securities.

Investors should carefully consider these risk factors and the additional risk factors outlined in more detail in the Annual Report on Form 10-K under the caption “Risk Factors” and in the Company’s other SEC filings.