

# Omnicom

2024 Second Quarter

July 16, 2024

# Highlights

## Revenue

- 5.2% organic revenue growth in Q2 2024, 4.6% YTD, solidly within annual expectation of 4.0%-5.0%
- Advertising & Media strong at +7.8%
- +2.6% benefit from net acquisitions & dispositions

## Business update

- Strategic initiatives underway in 2024 include agency and market consolidation, unified production, scaled content solutions, expanding GenAI deployments, and growing e-commerce offerings
- Strong net new business wins and pipeline expected to contribute to future growth

## Income

- Q2 2024 reported operating income \$510.3 million, 13.2% margin. Non-GAAP adjusted EBITA \$589.6 million, increase of 5.5% from prior year and a 15.3% margin<sup>(i)</sup>
- Q2 2024 reported diluted EPS of \$1.65. Non-GAAP adjusted diluted EPS of \$1.95, +4.8% from prior year<sup>(i)</sup>

## Capital allocation

- \$249.8 million in share repurchases YTD
- \$278.9 million in dividends paid YTD
  
- 42.5% Return on Equity and 20.4% Return on Invested Capital for the 12 months ended June 30, 2024

(i) See Non-GAAP reconciliations on pages 18 - 21.

# Income Statement Summary

	Second Quarter		Year to Date	
	2024	2023	2024	2023
<b>Revenue</b>	\$ 3,853.8	\$ 3,609.9	\$ 7,484.3	\$ 7,053.2
<i>Operating Expenses</i> <sup>(a)</sup>	3,343.5	3,059.2	6,495.1	6,156.0
<b>Operating Income</b>	510.3	550.7	989.2	897.2
<i>Net Interest Expense</i>	41.7	27.4	68.5	46.7
<i>Income Tax Expense</i> <sup>(b)</sup>	123.7	141.2	239.7	224.6
<i>Income from Equity Method Investments</i>	3.3	1.1	4.2	1.2
<i>Net Income Attributed to Noncontrolling Interests</i>	20.1	16.9	38.5	33.3
<b>Net Income - Omnicom Group Inc.</b> <sup>(a)(b)</sup>	<u>\$ 328.1</u>	<u>\$ 366.3</u>	<u>\$ 646.7</u>	<u>\$ 593.8</u>
<i>Diluted Shares</i>	198.5	201.6	199.3	203.1
<b>Net Income per Share - Diluted</b> <sup>(a)(b)</sup>	\$ 1.65	\$ 1.82	\$ 3.24	\$ 2.92
<b>Non-GAAP Adjusted Net Income per Share - Diluted</b> <sup>(a)(b)(5)</sup>	\$ 1.95	\$ 1.86	\$ 3.62	\$ 3.47
<i>Dividends Declared Per Common Share</i>	\$ 0.70	\$ 0.70	\$ 1.40	\$ 1.40

In millions except per share amounts. See Notes on page 14 and non-GAAP reconciliations on pages 18 - 21.

# Revenue Change

	Second Quarter		Year to Date	
	\$	% Δ	\$	% Δ
Prior Period Revenue	\$ 3,609.9		\$ 7,053.2	
Foreign exchange rate impact <sup>(1)</sup>	(37.4)	(1.0)%	(40.1)	(0.6)%
Acquisition revenue, net of disposition revenue <sup>(2)</sup>	93.0	2.6 %	146.0	2.1 %
<b>Organic growth<sup>(3)</sup></b>	<b>188.3</b>	<b>5.2 %</b>	<b>325.2</b>	<b>4.6 %</b>
<b>Current Period Revenue</b>	<b>\$ 3,853.8</b>	<b>6.8 %</b>	<b>\$ 7,484.3</b>	<b>6.1 %</b>

In millions. See Definition (1) through (3) on page 14.

# Revenue by Discipline

## Second Quarter

	<u>Revenue</u>	<u>% of Rev</u>	<u>% Growth</u>	<u>% Organic Growth<sup>(3)</sup></u>
Advertising & Media	\$ 2,046.8	53.1 %	7.1 %	7.8 %
Precision Marketing	438.8	11.4 %	18.9 %	1.4 %
Public Relations	418.2	10.8 %	6.3 %	0.9 %
Healthcare	353.1	9.2 %	1.1 %	2.0 %
Branding & Retail Commerce	199.3	5.2 %	(5.3)%	(3.8)%
Experiential	186.1	4.8 %	13.2 %	17.6 %
Execution & Support	211.5	5.5 %	— %	1.2 %
<b>Total</b>	<b>\$ 3,853.8</b>	<b>100.0 %</b>	<b>6.8 %</b>	<b>5.2 %</b>

## Year to Date

	<u>Revenue</u>	<u>% of Rev</u>	<u>% Growth</u>	<u>% Organic Growth<sup>(3)</sup></u>
Advertising & Media	\$ 3,953.6	52.8 %	7.2 %	7.4 %
Precision Marketing	877.0	11.7 %	20.3 %	2.9 %
Public Relations	808.5	10.8 %	5.1 %	(0.1)%
Healthcare	676.7	9.1 %	1.3 %	2.0 %
Branding & Retail Commerce	399.5	5.3 %	(4.9)%	(3.8)%
Experiential	346.0	4.6 %	10.8 %	13.7 %
Execution & Support	423.0	5.7 %	(9.4)%	(1.8)%
<b>Total</b>	<b>\$ 7,484.3</b>	<b>100.0 %</b>	<b>6.1 %</b>	<b>4.6 %</b>

In millions. See Definition (3) on page 14. Precision Marketing discipline includes Flywheel Digital.

# Revenue by Region

## Second Quarter

	<u>Revenue</u>	<u>% of Rev</u>	<u>% Growth</u>	<u>% Organic Growth<sup>(3)</sup></u>
United States	\$ 2,033.4	52.8 %	9.9 %	6.3 %
Other North America	115.0	3.0 %	(10.3)%	(8.3)%
United Kingdom	423.6	11.0 %	10.0 %	6.9 %
Euro Markets & Other Europe	678.3	17.6 %	2.7 %	4.5 %
Asia Pacific	431.5	11.2 %	(1.6)%	(0.1)%
Latin America	106.4	2.7 %	25.8 %	24.5 %
Middle East & Africa	65.6	1.7 %	4.8 %	8.0 %
<b>Total</b>	<b>\$ 3,853.8</b>	<b>100.0 %</b>	<b>6.8 %</b>	<b>5.2 %</b>

## Year to Date

	<u>Revenue</u>	<u>% of Rev</u>	<u>% Growth</u>	<u>% Organic Growth<sup>(3)</sup></u>
United States	\$ 3,959.3	52.9 %	8.1 %	5.3 %
Other North America	230.0	3.1 %	(5.3)%	(3.8)%
United Kingdom	826.8	11.1 %	9.3 %	5.1 %
Euro Markets & Other Europe	1,280.9	17.1 %	3.2 %	4.0 %
Asia Pacific	839.2	11.2 %	(0.6)%	1.4 %
Latin America	202.9	2.7 %	27.9 %	23.5 %
Middle East & Africa	145.2	1.9 %	(1.6)%	1.0 %
<b>Total</b>	<b>\$ 7,484.3</b>	<b>100.0 %</b>	<b>6.1 %</b>	<b>4.6 %</b>

In millions. See Definition (3) on page 14.

# Revenue by Industry Sector

	Second Quarter		Year to Date	
	2024	2023	2024	2023
Pharma & Health	17%	17%	16%	17%
Food and Beverage	15%	15%	16%	15%
Auto	11%	12%	11%	12%
Consumer Products	11%	8%	10%	8%
Technology	7%	8%	7%	8%
Financial Services	7%	7%	7%	7%
Travel & Entertainment	7%	7%	7%	7%
Retail	7%	7%	6%	6%
Government	4%	4%	4%	4%
Telecommunications	3%	4%	3%	4%
Services	3%	3%	3%	3%
Oil, Gas & Utilities	2%	2%	2%	2%
Not-for-Profit	1%	1%	1%	1%
Education	1%	1%	1%	1%
Other	4%	4%	6%	5%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Note: Prior year period amounts conform to the current period presentation.

# Operating Expense Detail

	Second Quarter				Year to Date			
	2024	% of Rev	2023	% of Rev	2024	% of Rev	2023	% of Rev
<b>Revenue</b>	\$ 3,853.8		\$ 3,609.9		\$ 7,484.3		\$ 7,053.2	
<b>Operating expenses:</b>								
Salary and related costs	1,836.9	47.7 %	1,772.0	49.1 %	3,684.2	49.2 %	3,550.0	50.3 %
Third-party service costs <sup>(c)</sup>	811.1	21.0 %	715.8	19.8 %	1,509.3	20.2 %	1,355.1	19.2 %
Third-party incidental costs <sup>(d)</sup>	152.1	3.9 %	130.0	3.6 %	299.2	4.0 %	255.6	3.6 %
Total salary and service costs	2,800.1		2,617.8		5,492.7		5,160.7	
Occupancy and other costs	314.2	8.2 %	297.7	8.2 %	628.3	8.4 %	589.3	8.4 %
Real estate and other repositioning costs <sup>(a)</sup>	57.8	1.5 %	72.3	2.0 %	57.8	0.8 %	191.5	2.7 %
Gain on disposition of subsidiary <sup>(a)</sup>	—	— %	(78.8)	(2.2)%	—	— %	(78.8)	(1.1)%
Cost of services	3,172.1		2,909.0		6,178.8		5,862.7	
Selling, general and administrative expenses	111.0	2.9 %	99.1	2.7 %	196.3	2.6 %	188.3	2.7 %
Depreciation and amortization	60.4	1.6 %	51.1	1.4 %	120.0	1.6 %	105.0	1.5 %
Total operating expenses	3,343.5	86.8 %	3,059.2	84.7 %	6,495.1	86.8 %	6,156.0	87.3 %
<b>Operating Income<sup>(a)</sup></b>	\$ 510.3		\$ 550.7		\$ 989.2		\$ 897.2	

In millions. See Notes on page 14.



# Income Statement Summary - Non-GAAP Adjusted

	Second Quarter					
	Reported 2024	Non- GAAP Adjs.	Non- GAAP Adj. 2024	Reported 2023	Non- GAAP Adjs.	Non- GAAP Adj. 2023
<b>Revenue</b>	<b>\$3,853.8</b>	<b>\$—</b>	<b>\$3,853.8</b>	\$3,609.9	\$—	\$3,609.9
Operating Expenses:						
<i>Real estate and other repositioning costs<sup>(a)</sup></i>	57.8	(57.8)	—	72.3	(72.3)	—
<i>Gain on disposition of subsidiary<sup>(a)</sup></i>	—	—	—	(78.8)	78.8	—
Operating Expenses <sup>(a)</sup>	<b>3,343.5</b>	<b>(57.8)</b>	<b>3,285.7</b>	3,059.2	6.5	3,065.7
<b>Operating Income<sup>(a)</sup></b>	<b>510.3</b>	<b>57.8</b>	<b>568.1</b>	550.7	(6.5)	544.2
Operating Income Margin %	<b>13.2 %</b>		<b>14.7 %</b>	15.3 %		15.1 %
Net Interest Expense	41.7			27.4		
Income Tax Expense <sup>(b)</sup>	123.7			141.2		
Income Tax Rate	26.4 %			27.0 %		
Income from Equity Method Investments	3.3			1.1		
Net Income Attributed to Noncontrolling Interests	20.1			16.9		
<b>Net Income - Omnicom Group Inc.<sup>(a)(b)</sup></b>	<b>\$ 328.1</b>			<b>\$ 366.3</b>		
<b>Net Income per Share - Diluted<sup>(a)(b)</sup></b>	<b>\$ 1.65</b>			<b>\$ 1.82</b>		
<b>Non-GAAP Measures:</b>						
EBITA <sup>(5)</sup>	\$ 531.8	\$57.8	\$ 589.6	\$ 565.4	\$(6.5)	\$ 558.9
EBITA Margin %	13.8 %		15.3 %	15.7 %		15.5 %
Reported Net Income per Share - Diluted <sup>(a)(b)</sup>	\$ 1.65			\$ 1.82		
After-tax amortization per diluted share <sup>(5)</sup>			\$ 0.08			\$ 0.05
Real estate and other repositioning costs (after-tax) per diluted share <sup>(a)(b)</sup>			\$ 0.22			\$ 0.27
Gain on disposition of subsidiary (after-tax) per diluted share <sup>(a)(b)</sup>			\$ —			\$ (0.28)
Non-GAAP Adjusted Net Income per Share - Diluted <sup>(5)</sup>			<b>\$ 1.95</b>			<b>\$ 1.86</b>

In millions except per share amounts. See Notes on page 14 and Non-GAAP reconciliations on pages 18 - 21.

# Income Statement Summary - Non-GAAP Adjusted

	Year to Date					
	Reported 2024	Non- GAAP Adjs.	Non- GAAP Adj. 2024	Reported 2023	Non- GAAP Adjs.	Non- GAAP Adj. 2023
<b>Revenue</b>	<b>\$7,484.3</b>	<b>\$—</b>	<b>\$7,484.3</b>	\$7,053.2	\$—	\$7,053.2
Operating Expenses:						
<i>Real estate and other repositioning costs<sup>(a)</sup></i>	57.8	(57.8)	—	191.5	(191.5)	—
<i>Gain on disposition of subsidiary<sup>(a)</sup></i>	—	—	—	(78.8)	78.8	—
Operating Expenses <sup>(a)</sup>	<b>6,495.1</b>	<b>(57.8)</b>	<b>6,437.3</b>	6,156.0	(112.7)	6,043.3
<b>Operating Income<sup>(a)</sup></b>	<b>989.2</b>	<b>57.8</b>	<b>1,047.0</b>	897.2	112.7	1,009.9
Operating Income Margin %	<b>13.2 %</b>		<b>14.0 %</b>	12.7 %		14.3 %
Net Interest Expense	68.5			46.7		
Income Tax Expense <sup>(b)</sup>	239.7			224.6		
Income Tax Rate	26.0 %			26.4 %		
Income from Equity Method Investments	4.2			1.2		
Net Income Attributed to Noncontrolling Interests	38.5			33.3		
<b>Net Income - Omnicom Group Inc.<sup>(a)(b)</sup></b>	<b>\$ 646.7</b>			<b>\$ 593.8</b>		
<b>Net Income per Share - Diluted<sup>(a)(b)</sup></b>	<b>\$ 3.24</b>			<b>\$ 2.92</b>		
<b>Non-GAAP Measures:</b>						
EBITA <sup>(5)</sup>	<b>\$1,032.2</b>	<b>\$57.8</b>	<b>\$1,090.0</b>	\$ 926.7	\$ 112.7	\$ 1,039.4
EBITA Margin %	<b>13.8 %</b>		<b>14.6 %</b>	13.1 %		14.7 %
Reported Net Income per Share - Diluted <sup>(a)(b)</sup>	<b>\$ 3.24</b>			\$ 2.92		
After-tax amortization per diluted share <sup>(5)</sup>			<b>\$ 0.16</b>			\$ 0.11
Real estate and other repositioning costs (after-tax) per diluted share <sup>(a)(b)</sup>			<b>\$ 0.22</b>			\$ 0.72
Gain on disposition of subsidiary (after-tax) per diluted share <sup>(a)(b)</sup>			<b>\$ —</b>			\$ (0.28)
Non-GAAP Adjusted Net Income per Share - Diluted <sup>(5)</sup>			<b>\$ 3.62</b>			<b>\$ 3.47</b>

In millions except per share amounts. See Notes on page 14 and Non-GAAP reconciliations on pages 18 - 21.

# Cash Flow Performance

	<b>Six Months Ended June 30,</b>	
	<b>2024</b>	<b>2023</b>
<b>Free Cash Flow<sup>(4)</sup></b>	<b>\$ 901.3</b>	<b>\$ 880.2</b>
<b>Primary Uses of Cash:</b>		
<i>Dividends paid to Common Shareholders</i>	<b>278.9</b>	285.1
<i>Dividends paid to Noncontrolling Interest Shareholders</i>	<b>34.2</b>	32.0
<i>Capital Expenditures</i>	<b>62.3</b>	40.0
<i>Acquisition payments, including payment of contingent purchase price obligations, and acquisition of additional noncontrolling interests</i>	<b>829.4</b>	55.1
<i>Stock Repurchases, net of Proceeds from Stock Plans</i>	<b>246.3</b>	505.6
<b>Primary Uses of Cash<sup>(4)</sup></b>	<b>1,451.1</b>	917.8
<b>Net Free Cash Flow<sup>(4)</sup></b>	<b>\$ (549.8)</b>	<b>\$ (37.6)</b>

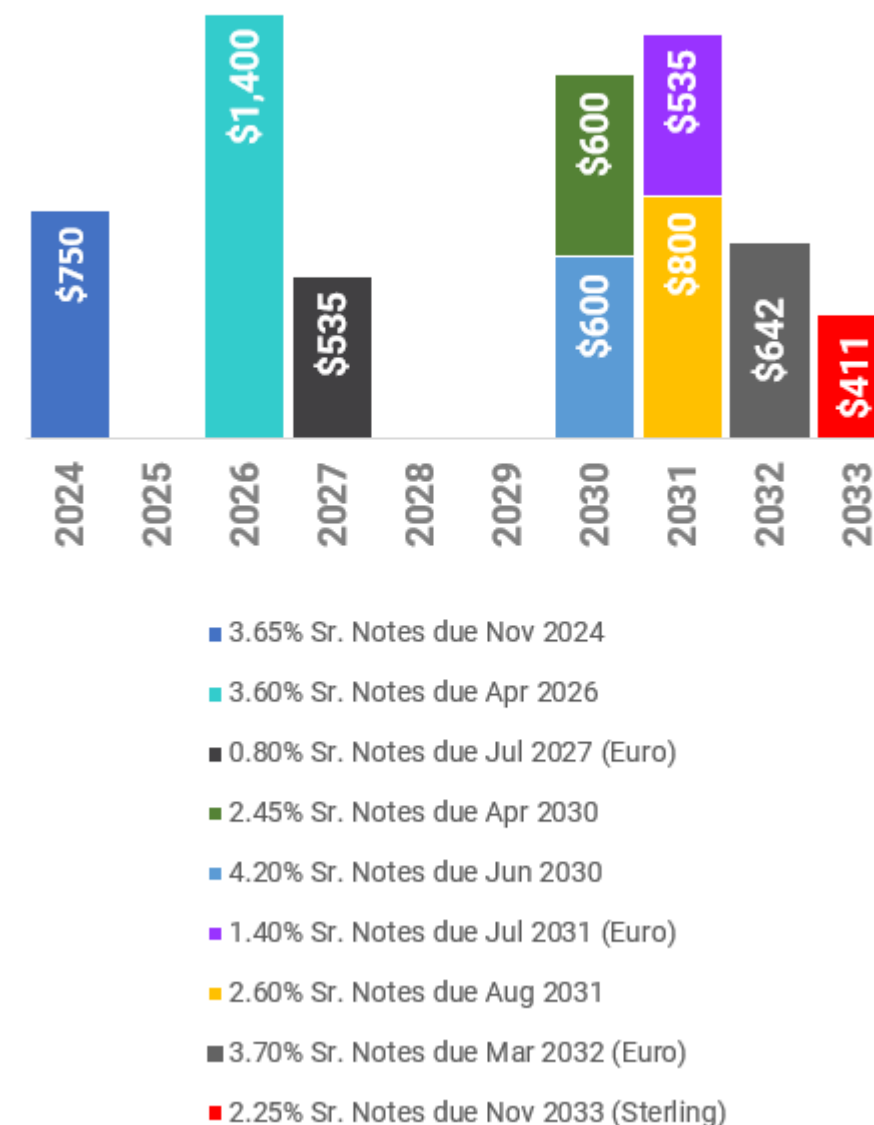
In millions. See Definition (4) on page 14 and Non-GAAP reconciliations on pages 18 - 21.

# Credit & Liquidity

\$ Millions

	Twelve Months Ended June 30,	
	2024	2023
<i>EBITDA</i> <sup>(5)</sup>	\$ 2,422.8	\$ 2,299.4
<i>Total Debt / EBITDA</i>	2.6 x	2.5 x
<i>Net Debt</i> <sup>(6)</sup> / <i>EBITDA</i>	1.5 x	1.2 x
<b>Debt</b>		
<i>Bank Loans (Due Less Than 1 Year)</i>	\$ 15.1	\$ 20.5
<i>USD-denominated Senior Notes</i>	4,150.0	4,150.0
<i>EUR-denominated Senior Notes</i>	1,712.6	1,086.6
<i>GBP-denominated Senior Notes</i>	410.8	409.9
<i>Other</i>	(33.8)	(32.8)
<b>Total Debt</b>	<b>\$ 6,254.7</b>	<b>\$ 5,634.2</b>
<i>Cash and Equivalents</i>	2,711.7	2,734.1
<i>Short Term Investments</i>	—	75.9
<b>Net Debt</b> <sup>(6)</sup>	<b>\$ 3,543.0</b>	<b>\$ 2,824.2</b>

OMC Maturity Schedule



In millions. See Definitions (5) and (6) on page 14 and Non-GAAP reconciliations on pages 18 - 21.

# Historical Returns

## Return on Invested Capital (ROIC)<sup>(7)</sup>

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<i>Twelve months ended June 30, 2024</i>	<b>20.4 %</b>
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<i>Twelve months ended June 30, 2023</i>	<b>22.4 %</b>
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## Return on Equity<sup>(8)</sup>

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<i>Twelve months ended June 30, 2024</i>	<b>42.5 %</b>
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<i>Twelve months ended June 30, 2023</i>	<b>46.4 %</b>
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In millions. See Definitions (7) and (8) on page 14.

## Financial

- (a) For the three and six months ended June 30, 2024, operating expenses included \$57.8 million (\$42.9 million after-tax) of repositioning costs, primarily related to severance, which reduced diluted net income per share - Omnicom Group Inc. by \$0.22. For the three months ended June 30, 2023, operating expenses included a net decrease of \$6.5 million (\$1.4 million after-tax) related to a gain on the disposition of a subsidiary of \$78.8 million (\$55.9 million after-tax) in our Execution & Support discipline, partially offset by an increase of \$72.3 million (\$54.5 million after-tax) resulting from repositioning costs primarily related to severance, which increased diluted net income per share - Omnicom Group Inc. by \$0.01. For the six months ended June 30, 2023, operating expenses included a net increase of \$112.7 million (\$89.6 million after tax) comprised of \$191.5 million (\$145.5 million after-tax) of repositioning and real estate charges, partially offset by the gain on the disposition of a subsidiary of \$78.8 million (\$55.9 million after-tax), which reduced diluted net income per share- Omnicom Group Inc. by \$0.44.
- (b) Income tax for the three months ended June 30, 2024 and 2023 included impacts related to real estate and other repositioning actions and gain on disposition of subsidiary.
- (c) Third-party service costs include third-party supplier costs when we act as principal in providing services to our clients.
- (d) Third-party incidental costs primarily consist of client-related travel and incidental out-of-pocket costs, which we bill back to the client directly at our cost and which we are required to include in revenue.
- (e) Constant Dollar ("C\$") expense is calculated by translating the current period's local currency expense using the prior period average exchange rates to derive current period C\$ expense. The foreign exchange rate impact is the difference between the current period expense in U.S. Dollars and the current period C\$ expense.

## Definitions

- (1) Foreign exchange rate impact: calculated by translating the current period's local currency revenue using the prior period average exchange rates to derive current period constant currency revenue. The foreign exchange rate impact is the difference between the current period revenue in U.S. Dollars and the current period constant currency revenue.
- (2) Acquisition revenue, net of disposition revenue: Acquisition revenue is calculated as if the acquisition occurred twelve months prior to the acquisition date by aggregating the comparable prior period revenue of acquisitions through the acquisition date. As a result, acquisition revenue excludes the positive or negative difference between our current period revenue subsequent to the acquisition date, and the comparable prior period revenue and the positive or negative growth after the acquisition date is attributed to organic growth. Disposition revenue is calculated as if the disposition occurred twelve months prior to the disposition date by aggregating the comparable prior period revenue of disposals through such date. The acquisition revenue and disposition revenue amounts are netted in the presentation on page 4.
- (3) Organic growth: calculated by subtracting the foreign exchange rate impact, and the acquisition revenue, net of disposition revenue components from total revenue growth.
- (4) See page 18 for the reconciliation of non-GAAP financial measures, which reconciles Free Cash Flow to the Net Cash Used in Operating Activities and Net Free Cash Flow to the Net Increase (Decrease) in Cash and Cash Equivalents for the periods presented on page 11. The Free Cash Flow, Primary Uses of Cash and Net Free Cash Flow amounts presented on page 10 are non-GAAP liquidity measures. See page 23 for the definition of Net Free Cash Flow.
- (5) EBITA, EBITDA, and Non-GAAP Adjusted Net Income per share - Diluted are non-GAAP performance measures. Beginning with the first quarter of 2024, EBITA is defined as operating income before amortization of acquired intangible assets and internally developed strategic platform assets. As a result, we reclassified the prior year periods to be consistent with the revised definition, which reduced EBITA from previously reported amounts. Non-GAAP Adjusted Net Income per share - Diluted reflects the after-tax effects of amortization of acquired intangible assets and internally developed strategic platform assets. We use EBITA and EBITA margin as additional operating performance measures, which exclude the non-cash amortization expense of acquired intangible assets and internally developed strategic platform assets and allows for comparability of the periods presented. See page 23 for the definition of these measures and pages 19 and 20 for the reconciliation of Non-GAAP financial measures.
- (6) Net Debt is a non-GAAP liquidity measure. See page 23 for the definition of this measure, which is reconciled in the table on page 11.
- (7) Return on Invested Capital is After Tax Reported Operating Income (a non-GAAP performance measure – see page 23 for the definition of this measure and page 18 for the reconciliation of non-GAAP financial measures) divided by the average of Invested Capital at the beginning and the end of the period (book value of all long-term liabilities, including those related to operating leases, short-term interest bearing debt, the short-term liability related to operating leases plus shareholders' equity less cash, cash equivalents, short-term investments, and operating lease right of use assets).
- (8) Return on Equity is Reported Net Income for the given period divided by the average of shareholders' equity at the beginning and end of the period.
- (9) The Free Cash Flow amounts presented on page 16 are non-GAAP liquidity measures. See page 23 for the definition of this measure and page 18 for the reconciliation of the non-GAAP financial measures, which reconciles Free Cash Flow to the Net Cash Used in Operating Activities for the periods presented on page 16.

# Appendix

# Free Cash Flow

	<b>Six Months Ended June 30,</b>	
	<b>2024</b>	<b>2023</b>
<b>Net Income</b>	<b>\$ 685.2</b>	<b>\$ 627.1</b>
<i>Depreciation and Amortization of Intangible Assets</i>	120.0	105.0
<i>Share-Based Compensation</i>	44.7	41.1
<i>Real estate repositioning costs</i>	57.8	191.5
<i>Gain on disposition of subsidiary</i>	—	(78.8)
<i>Other Items to Reconcile to Net Cash Used in Operating Activities, net</i>	(6.4)	(5.7)
<b>Free Cash Flow<sup>(9)</sup></b>	<b>\$ 901.3</b>	<b>\$ 880.2</b>

In millions. See Definition (9) on page 14 and non-GAAP reconciliations on pages 18 - 21.



# Operating Expense Detail - Constant \$

	Second Quarter			Year to Date		
	2024	2024 C\$ <sup>(e)</sup>	2023	2024	2024 C\$ <sup>(e)</sup>	2023
<b>Operating expenses:</b>						
Salary and related costs	\$ 1,836.9	\$ 1,852.9	\$ 1,772.0	\$ 3,684.2	\$ 3,697.0	\$ 3,550.0
Third-party service costs <sup>(c)</sup>	811.1	820.8	715.8	1,509.3	1,523.8	1,355.1
Third-party incidental costs <sup>(d)</sup>	152.1	154.5	130.0	299.2	302.6	255.6
Total salary and service costs	2,800.1	2,828.2	2,617.8	5,492.7	5,523.4	5,160.7
Occupancy and other costs	314.2	317.4	297.7	628.3	631.2	589.3
Real estate and other repositioning costs <sup>(a)</sup>	57.8	57.8	72.3	57.8	57.8	191.5
<i>Gain on disposition of subsidiary<sup>(a)</sup></i>	—	—	(78.8)	—	—	(78.8)
Cost of services	3,172.1	3,203.4	2,909.0	6,178.8	6,212.4	5,862.7
Selling, general and administrative expenses	111.0	111.8	99.1	196.3	197.0	188.3
Depreciation and amortization	60.4	60.7	51.1	120.0	120.0	105.0
Total operating expenses <sup>(a)</sup>	<u>\$ 3,343.5</u>	<u>\$ 3,375.9</u>	<u>\$ 3,059.2</u>	<u>\$ 6,495.1</u>	<u>\$ 6,529.4</u>	<u>\$ 6,156.0</u>

In millions. See Notes on page 14.

# Non-GAAP Reconciliations

	Six Months Ended June 30,	
	2024	2023
<b>Net Cash Used in Operating Activities</b>	\$ (760.2)	\$ (784.6)
<b>Operating Activities items excluded from Free Cash Flow:</b>		
<i>Changes in Operating Capital</i>	(1,661.5)	(1,664.8)
<b>Free Cash Flow</b>	<b>\$ 901.3</b>	<b>\$ 880.2</b>
<b>Net Increase (Decrease) in Cash and Cash Equivalents</b>	\$ (1,720.3)	\$ (1,547.7)
<b>Cash Flow items excluded from Net Free Cash Flow:</b>		
<i>Changes in Operating Capital</i>	(1,661.5)	(1,664.8)
<i>Proceeds from borrowings</i>	645.9	—
<i>Other investing, net</i>	(13.7)	178.7
<i>Changes in Short-term Debt, net</i>	5.2	1.7
<i>Other financing, net</i>	(37.7)	(27.0)
<i>Effect of foreign exchange rate changes on cash and cash equivalents</i>	(108.7)	1.3
<b>Net Free Cash Flow</b>	<b>\$ (549.8)</b>	<b>\$ (37.6)</b>
	Twelve Months Ended June 30,	
	2024	2023
<b>Reported Operating Income</b>	\$ 2,196.7	\$ 2,085.9
<i>Effective Tax Rate for the applicable period</i>	26.2 %	26.3 %
<i>Income Taxes on Reported Operating Income</i>	575.5	548.6
<b>After Tax Reported Operating Income</b>	<b>\$ 1,621.2</b>	<b>\$ 1,537.3</b>

In millions

# Non-GAAP Reconciliations

	Three Months Ended June 30,		Six Months Ended June 30,		Twelve Months Ended June 30,	
	2024	2023	2024	2023	2024	2023
<b>Net Income - Omnicom Group Inc.</b> <sup>(a)(b)</sup>	\$ 328.1	\$ 366.3	\$ 646.7	\$ 593.8	\$ 1,444.3	\$ 1,388.1
<i>Net Income Attributed to Noncontrolling Interests</i>	20.1	16.9	38.5	33.3	87.0	78.2
<i>Income From Equity Method Investments</i>	3.3	1.1	4.2	1.2	8.2	4.9
<i>Income Tax Expense</i>	123.7	141.2	239.7	224.6	540.0	522.8
<b>Income Before Income Taxes and Income From Equity Method Investments</b>	468.6	523.3	920.7	850.5	2,063.1	1,984.2
<i>Net Interest Expense</i>	41.7	27.4	68.5	46.7	133.6	101.7
<b>Operating Income</b> <sup>(a)(b)</sup>	510.3	550.7	989.2	897.2	2,196.7	2,085.9
<i>Amortization of acquired intangible assets and internally developed strategic platform assets</i> <sup>(5)</sup>	21.5	14.7	43.0	29.5	75.3	59.6
<b>EBITA</b>	531.8	565.4	1,032.2	926.7	2,272.0	2,145.5
<i>Amortization of other purchased and internally developed software</i>	4.8	4.6	9.1	9.1	18.5	19.1
<i>Depreciation</i>	34.1	31.8	67.9	66.4	132.3	134.8
<b>EBITDA</b>	\$ 570.7	\$ 601.8	\$ 1,109.2	\$ 1,002.2	\$ 2,422.8	\$ 2,299.4
<b>EBITA</b>	\$ 531.8	\$ 565.4	\$ 1,032.2	\$ 926.7		
<i>Real estate and other repositioning costs</i> <sup>(a)</sup>	57.8	72.3	57.8	191.5		
<i>Gain on disposition of subsidiary</i> <sup>(a)</sup>	—	(78.8)	—	(78.8)		
<b>EBITA - Adjusted</b>	\$ 589.6	\$ 558.9	\$ 1,090.0	\$ 1,039.4		
<b>Revenue</b>	\$ 3,853.8	\$ 3,609.9	\$ 7,484.3	\$ 7,053.2		
<b>EBITA</b>	\$ 531.8	\$ 565.4	\$ 1,032.2	\$ 926.7		
EBITA Margin %	13.8 %	15.7 %	13.8 %	13.1 %		
<b>EBITA - Adjusted</b>	\$ 589.6	\$ 558.9	\$ 1,090.0	\$ 1,039.4		
EBITA Margin % - Adjusted	15.3 %	15.5 %	14.6 %	14.7 %		

In millions

The above table reconciles the GAAP financial measure of Net Income – Omnicom Group Inc. to the non-GAAP financial measures of EBITDA, EBITA, and EBITA - Adjusted for the periods presented.

EBITDA and EBITA, which are defined on page 23, are non-GAAP financial measures within the meaning of applicable SEC rules and regulations. Our credit facility defines EBITDA as earnings before deducting interest expense, income taxes, depreciation and amortization, and excludes certain other one-time items. Our credit facility uses EBITDA to measure our compliance with covenants, such as our leverage ratios, as presented on page 12 of this presentation. Adjusted EBITA and Adjusted EBITA Margin are non-GAAP measures, and management believes excluding real estate and other repositioning costs and the gain on disposition of subsidiary provides investors with a better picture of performance of the business during the periods presented. See page 23 for definition of non-GAAP financial measures.

# Non-GAAP Reconciliations

	Three Months Ended June 30,		Six Months Ended June 30,	
	2024	2023	2024	2023
<b>Net Income - Omnicom Group Inc.- Reported</b>	\$ 328.1	\$ 366.3	\$ 646.7	\$ 593.8
<i>Net Income Attributed To Noncontrolling Interests</i>	20.1	16.9	38.5	33.3
<i>Income From Equity Method Investments</i>	3.3	1.1	4.2	1.2
<i>Income Tax Expense</i>	123.7	141.2	239.7	224.6
<b>Income Before Income Taxes and Income From Equity Method Investments</b>	468.6	523.3	920.7	850.5
<i>Net Interest Expense</i>	41.7	27.4	68.5	46.7
<b>Operating Income - Reported</b>	510.3	550.7	989.2	897.2
<i>Real estate and other repositioning costs</i>	57.8	72.3	57.8	191.5
<i>Gain on disposition of subsidiary</i>	—	(78.8)	—	(78.8)
<b>Non-GAAP Operating Income - Adjusted</b>	\$ 568.1	\$ 544.2	\$ 1,047.0	\$ 1,009.9

In millions

The above table reconciles the GAAP financial measure of Operating Income to adjusted Non-GAAP financial measure of Non-GAAP Operating Income - Adjusted for the periods presented. Management believes excluding the real estate and other repositioning costs and the gain on the disposition of subsidiary provides investors with a better picture of the performance of the business during the periods presented.

# Non-GAAP Reconciliations

	Second Quarter		Year to Date	
	2024	2023	2024	2023
<b>Net Income - Omnicom Group Inc. - Reported</b>	\$ 328.1	\$ 366.3	\$ 646.7	\$ 593.8
<i>Impact on Net Income related to:</i>				
<i>Real estate and other repositioning costs</i>	42.9	54.5	42.9	145.5
<i>Gain on disposition of subsidiary</i>	—	(55.9)	—	(55.9)
<i>Amortization of acquired intangible assets and internally developed strategic platform assets (after-tax)</i>	15.9	10.9	31.8	21.8
<b>Non-GAAP Net Income - Omnicom Group Inc. - Adjusted</b>	<u>\$ 386.9</u>	<u>\$ 375.8</u>	<u>\$ 721.4</u>	<u>\$ 705.2</u>
<i>Diluted Shares</i>	198.5	201.6	199.3	203.1
<i>Reported Net Income per Share - Diluted</i>	\$ 1.65	\$ 1.82	\$ 3.24	\$ 2.92
<i>Real estate and other repositioning costs - after-tax</i>	\$ 0.22	\$ 0.27	\$ 0.22	\$ 0.72
<i>Gain on disposition of subsidiary - after-tax</i>	\$ —	\$ (0.28)	\$ —	\$ (0.28)
<i>Amortization of acquired intangible assets and internally developed strategic platform assets (after-tax)</i>	\$ 0.08	\$ 0.05	\$ 0.16	\$ 0.11
<b>Non-GAAP Adjusted Net Income per Share - Omnicom Group Inc.</b>	<u>\$ 1.95</u>	<u>\$ 1.86</u>	<u>\$ 3.62</u>	<u>\$ 3.47</u>

In millions

The above table reconciles the GAAP financial measure of Net Income-Omicom Group Inc. to Non-GAAP Net Income-Omicom Group Inc.-Adjusted for the periods presented. Management believes these non-GAAP measures are useful for investors to evaluate the comparability of the performance of our business year to year.

# Amortization of Intangible Assets

\$ Millions	2024		2023				2023	2022
	Q1	Q2	Q1	Q2	Q3	Q4	Full Year	Full Year
Acquired intangible assets	\$ 18.2	\$ 17.8	\$ 13.0	\$ 12.8	\$ 13.7	\$ 14.5	\$ 54.0	\$ 53.2
Internally developed strategic platform assets	3.3	3.7	1.8	1.9	2.0	2.1	7.8	5.6
Acquired intangible assets and internally developed strategic platform assets	\$ 21.5	\$ 21.5	\$ 14.8	\$ 14.7	\$ 15.7	\$ 16.6	\$ 61.8	\$ 58.8
Other purchased and internally developed software	4.3	4.8	4.5	4.6	4.6	4.8	18.5	21.5
<b>Total Amortization Expense</b>	<b>\$ 25.8</b>	<b>\$ 26.3</b>	<b>\$ 19.3</b>	<b>\$ 19.3</b>	<b>\$ 20.3</b>	<b>\$ 21.4</b>	<b>\$ 80.3</b>	<b>\$ 80.3</b>

In prior years, we reported total amortization of intangible assets. The above table provides the components of total amortization.

# Disclosures

The preceding materials have been prepared for use in the July 16, 2024 conference call on Omnicom's results of operations for the three and six months ended June 30, 2024. The call will be archived on the Internet at <http://investor.omnicomgroup.com>

## Forward-Looking Statements

Certain statements in this document contain forward-looking statements, including statements within the meaning of the Private Securities Litigation Reform Act of 1995. In addition, from time to time, the Company or its representatives have made, or may make, forward-looking statements, orally or in writing. These statements may discuss goals, intentions and expectations as to future plans, trends, events, results of operations or financial position, or otherwise, based on current beliefs of the Company's management as well as assumptions made by, and information currently available to, the Company's management. Forward-looking statements may be accompanied by words such as "aim," "anticipate," "believe," "plan," "could," "should," "would," "estimate," "expect," "forecast," "future," "guidance," "intend," "may," "will," "possible," "potential," "predict," "project" or similar words, phrases or expressions. These forward-looking statements are subject to various risks and uncertainties, many of which are outside the Company's control. Therefore, you should not place undue reliance on such statements. Factors that could cause actual results to differ materially from those in the forward-looking statements include: adverse economic conditions, including those caused by geopolitical events, international hostilities, acts of terrorism, public health crises, high and sustained inflation in countries that comprise our major markets, high interest rates, and labor and supply chain issues affecting the distribution of our clients' products; international, national, or local economic conditions that could adversely affect the Company or its clients; losses on media purchases and production costs incurred on behalf of clients; reductions in client spending, a slowdown in client payments, and a deterioration or disruption in the credit markets; the ability to attract new clients and retain existing clients in the manner anticipated; changes in client advertising, marketing, and corporate communications requirements; failure to manage potential conflicts of interest between or among clients; unanticipated changes related to competitive factors in the advertising, marketing, and corporate communications industries; unanticipated changes to, or the ability to hire and retain key personnel; currency exchange rate fluctuations; reliance on information technology systems and risks related to cybersecurity incidents; effective management of the risks, challenges and efficiencies presented by utilizing Artificial Intelligence (AI) technologies and related partnerships in our business; changes in legislation or governmental regulations affecting the Company or its clients; risks associated with assumptions the Company makes in connection with its acquisitions, critical accounting estimates and legal proceedings; the Company's international operations, which are subject to the risks of currency repatriation restrictions, social or political conditions, and an evolving regulatory environment in high-growth markets and developing countries; and risks related to our environmental, social, and governance goals and initiatives, including impacts from regulators and other stakeholders, and the impact of factors outside of our control on such goals and initiatives. The foregoing list of factors is not exhaustive. You should carefully consider the foregoing factors and the other risks and uncertainties that may affect the Company's business, including those described in Item 1A, "Risk Factors" and Item 7, "Management's Discussion and Analysis of Financial Condition and Results of Operations" in our Annual Report on Form 10-K for the year ended December 31, 2023 and in other documents filed from time to time with the Securities and Exchange Commission. Except as required under applicable law, the Company does not assume any obligation to update these forward-looking statements.

## Non-GAAP Financial Measures

We present financial measures determined in accordance with generally accepted accounting principles in the United States ("GAAP") and adjustments to the GAAP presentation ("Non-GAAP"), which we believe are meaningful for understanding our performance. We believe these measures are useful in evaluating the impact of certain items on operating performance and allow for comparability between reporting periods. EBITA is defined as earnings before interest, taxes, and amortization of acquired intangible assets and internally developed strategic platform assets, and EBITA margin is defined as EBITA divided by revenue. We use EBITA and EBITA margin as additional operating performance measures, which exclude the non-cash amortization expense of acquired intangible assets and internally developed strategic platform assets. We also use Adjusted Operating Income, Adjusted Operating Income Margin, Adjusted EBITA, Adjusted EBITA Margin, Adjusted Income Tax Expense, Adjusted Net Income – Omnicom Group Inc. and Adjusted Net Income per diluted share – Omnicom Group Inc. as additional operating performance measures. Free Cash Flow is defined as net income plus depreciation, amortization, share based compensation expense plus/(less) other items to reconcile to net cash (used in) provided by operating activities. We believe Free Cash Flow is a useful measure of liquidity to evaluate our ability to generate excess cash from our operations. Primary Uses of Cash is defined as dividends to common shareholders, dividends paid to non-controlling interest shareholders, capital expenditures, cash paid on acquisitions, payments for additional interest in controlled subsidiaries and stock repurchases, net of the proceeds from our stock plans, and excludes changes in operating capital and other investing and financing activities, including commercial paper issuances and redemptions used to fund working capital changes. We believe this liquidity measure is useful in identifying the significant uses of our cash. Net Free Cash Flow is defined as Free Cash Flow less the Primary Uses of Cash. Net Free Cash Flow is one of the metrics used by us to assess our sources and uses of cash and was derived from our consolidated statements of cash flows. We believe that this liquidity measure is meaningful for understanding our primary sources and primary uses of that cash flow. EBITDA is defined as earnings before interest, taxes, depreciation and amortization of intangible assets. Net Debt is defined as total debt less cash, cash equivalents and short-term investments. We believe net debt, together with the comparable GAAP measures, reflects one of the liquidity metrics used by us to assess our cash management. Non-GAAP financial measures should not be considered in isolation from, or as a substitute for, financial information presented in accordance with GAAP. Non-GAAP financial measures as reported by us may not be comparable to similarly titled amounts reported by other companies.

## Other Information

All dollar amounts are in millions except for per share figures. The information contained in this document has not been audited, although some data has been derived from Omnicom's historical financial statements, including its audited financial statements. In addition, industry, operational, and other non-financial data contained in this document have been derived from sources that we believe to be reliable, but we have not independently verified such information, and we do not, nor does any other person, assume responsibility for the accuracy or completeness of that information. Certain amounts in prior periods have been reclassified to conform to our current presentation. The inclusion of information in this presentation does not mean that such information is material or that disclosure of such information is required.