4th Quarter 2024 Earnings Call

February 19, 2025

Quad

Call Participants & Forward-Looking Statements

Joel Quadracci

Chairman, President & Chief Executive Officer

Tony Staniak

Chief Financial Officer

This communication contains certain "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements include statements regarding, among other things, our current expectations about the Company's future results, financial condition, sales, earnings, free cash flow, margins, objectives, goals, strategies, beliefs, intentions, plans, estimates, prospects, projections and outlook of the Company and can generally be identified by the use of words or phrases such as "may," "will," "expect," "intend," "estimate," "anticipate," "plan," "foresee," "project," "believe," "continue" or the negatives of these terms, variations on them and other similar expressions. These forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause actual results to be materially different from those expressed in or implied by such forward-looking statements. Forward-looking statements are based largely on the Company's expectations and judgments and are subject to a number of risks and uncertainties, many of which are unforeseeable and beyond our control.

The factors that could cause actual results to materially differ include, among others: the impact of increased business complexity as a result of the Company's transformation to a marketing experience company, including adapting marketing offerings and business processes as required by new markets and technologies, such as artificial intelligence; the impact of decreasing demand for printing services and significant overcapacity in a highly competitive environment creates downward pricing pressures and potential under-utilization of assets; the impact of increases in its operating costs, including the cost and availability of raw materials (such as paper, ink components and other materials), inventory, parts for equipment, labor, fuel and other energy costs and freight rates; the impact of changes in postal rates, service levels or regulations; the impact macroeconomic conditions, including inflation and elevated interest rates, as well as postal rate increases, tariffs, trade restrictions, cost pressures and the price and availability of paper, have had, and may continue to have, on the Company's business, financial condition, cash flows and results of operations (including future uncertain impacts); the inability of the Company to reduce costs and improve operating efficiency rapidly enough to meet market conditions; the impact of a data-breach of sensitive information, ransomware attack or other cyber incident on the Company; the fragility and decline in overall distribution channels; the failure to attract and retain qualified talent across the enterprise; the impact of digital media and similar technological changes, including digital substitution by consumers; the failure of clients to perform under contracts or to renew contracts with clients on favorable terms or at all; the impact of risks associated with the operations outside of the United States ("U.S."), including trade restrictions, currency fluctuations, the global economy, costs incurred or reputational damage suffered due to improper conduct of its employees, contractors or agents, and geopolitical events like war and terrorism; the impact negative publicity could have on our business and brand reputation; the failure to successfully identify, manage, complete and integrate acquisitions, investment opportunities or other significant transactions, as well as the successful identification and execution of strategic divestitures; the impact of significant capital expenditures and investments that may be needed to sustain and grow the Company's platforms, processes, systems, client and product technology, marketing and talent, to remain technologically and economically competitive, and to adapt to future changes, such as artificial intelligence; the impact of the various restrictive covenants in the Company's debt facilities on the Company's ability to operate its business, as well as the uncertain negative impacts macroeconomic conditions may have on the Company's ability to continue to be in compliance with these restrictive covenants; the impact of an other than temporary decline in operating results and enterprise value that could lead to non-cash impairment charges due to the impairment of property, plant and equipment and other intangible assets; the impact of regulatory matters and legislative developments or changes in laws, including changes in cyber-security, privacy and environmental laws; and the impact on the holders of Quad's class A common stock of a limited active market for such shares and the inability to independently elect directors or control decisions due to the voting power of the class B common stock; and the other risk factors identified in the Company's most recent Annual Report on Form 10-K, which may be amended or supplemented by subsequent Quarterly Reports on Form 10-Q or other reports filed with the Securities and Exchange Commission. Except to the extent required by the federal securities laws, the Company undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

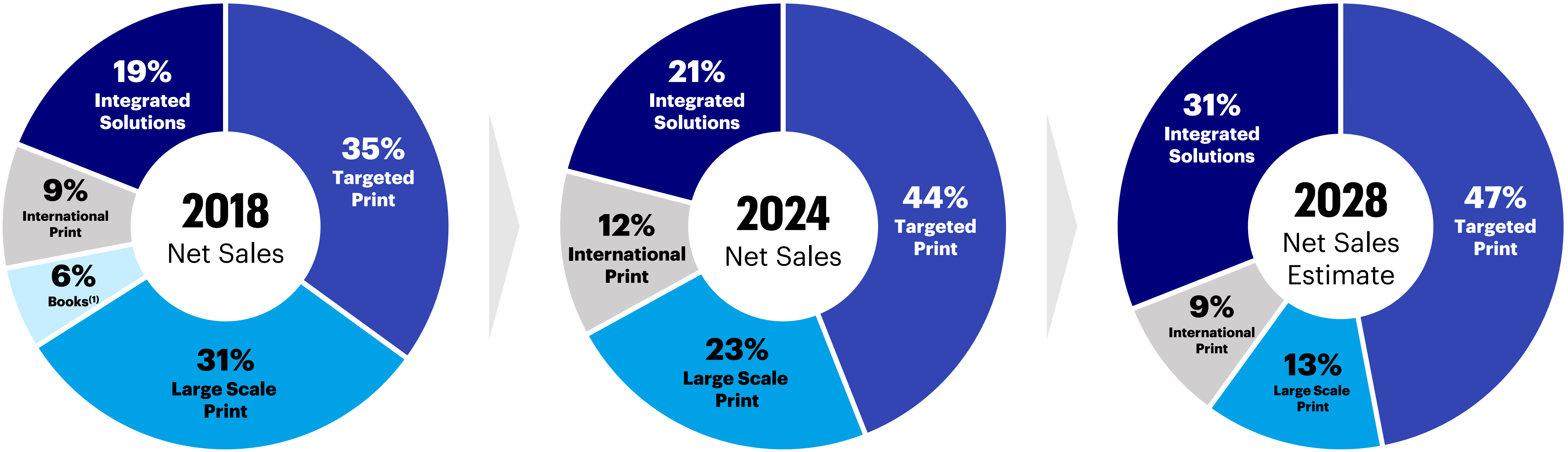
2024 Results

$2.7 billion Net Sales	**$224 million** Adjusted EBITDA[1]
$56 million Free Cash Flow[1]	**$684 million** Net Debt[1] Reduction since 1/1/20
$350 million Net Debt[1] as of 12/31/24	**1.6x** Debt Leverage Ratio[1]

Our 2024 results were in line with our expectations, and we continued to use our strong cash generation to reduce debt, invest in our business and return capital to shareholders

(1) See slide 21 for definitions of our non-GAAP measures, slide 23 for a reconciliation of Adjusted EBITDA, slide 24 for a reconciliation of Free Cash Flow and slide 25 for a reconciliation of Net Debt and Debt Leverage Ratio as non-GAAP measures

Net Sales Evolution



Integrated Solutions
Agency Solutions
Logistics
QuadMed

Targeted Print
Catalogs
Direct Marketing
Packaging
In-Store
Special Interest Publications

Large Scale Print
Magazines
Retail Inserts
Directories

International Print
Latin America
Europe[2]

(1) Quad divested its Books business in 2020
(2) Quad entered into a definitive agreement to sell its European operations to Germany-based entrepreneurial private capital investment manager Capmont GmbH. The transaction is expected to close in early 2025 pending customary closing conditions.

MX Solutions Suite

From offline to online, across Creative, Production and Media, fueled by Intelligence and Tech, Quad's MX Suite of products and services is flexibly tailored for the unique needs of the marketer

MX: Intelligence
Data & Analytics
Testing & Measurement

MX: Creative
Brand Strategy & Design
Content Creation & Studios

Betty
a Quad agency

MX: Production
In-Store & Packaging
Print & Managed Services

MX: Media
Omnichannel Marketing

Rise
a Quad agency

MX: Tech
Client Technology

Commerce Marketing

Health Marketing

Finance Marketing

Quad's Proprietary Household-Based Data Stack

Quad's proprietary core dataset features **250 million consumers**, mapped to a resilient identifier – **their physical home address** coupled with additional data and contextual insights that can be activated across any media channel:

- Reaches **real people**
- Targets **individuals** and **households**
- Leverages **advanced** audiences and models

Google Partnership

97% Reach of Adult US Population

>3 Billion Continuously Re-Validated Household Data Points

20K+ Attributes and Profile Types

At-Home Connect
by Quad

At-Home Connect **modernizes direct mail** with an intelligent, automated platform for fast campaign activation

Seamlessly **complements digital marketing**, leveraging online consumer interactions or life events to trigger more relevant and engaging direct mail delivered to households

Ease of Use
Connects audience data for automated, personalized campaigns

Speed to Market
Triggers direct mail with 24/7 print production power

Cost Efficiency
Low-cost, optimized postal distribution

Personalization
Individualized 1:1 marketing messages

In-Store Connect
by Quad

We continue to **expand** our presence in **omnichannel retail media networks** and are onboarding our first banner in the **Midwest** to In-Store Connect in addition to:

The SAVE MART COMPANIES

The Save Mart Companies launched in 15 stores and intends to expand to additional stores this spring

HOMELAND

Homeland Stores launched in 15 stores, delivering promising initial results

MX WINS

Titleist

MX: Intelligence

Research & Testing

- Accelerated Marketing Insights

MX: Creative

Brand Strategy & Design

- Brand Positioning
- Design Strategy
- Visual Identity Creation
- Packaging Design
- Adaptive Design & Rollouts

Opportunity

Update the client's packaging for its flagship Pro V1 and Pro V1x golf balls

Quad Solutions

- Created an innovative design that visually distinguishes Titleist on-shelf from the busyness of competitors' products
- Applied a mix of pre-market testing solutions, including interviews, surveys and mock retail environments, to ensure the new design's impact

MX WINS

Spirit of Gallo

MX: Intelligence

Unique Data
Audience Analytics

MX: Media

Media Planning and Placement

- Out-of-home (OOH)
- Connected TV (CTV)
- Social Media

Opportunity

Build brand awareness for its spirit brands through highly impactful and relevant media strategies tailored to local markets' needs

Quad Solutions

- Applied Quad's household-based data stack to establish hyper-local audience segments
- Crafted an optimal media mix across out-of-home, social and connected TV media channels

G.O.A.T. Foods

MX: Intelligence
Unique Data
Audience Analytics
Campaign Measurement

MX: Media
Omnichannel Media
Addressable Media

MX: Production
Catalog
Direct Marketing
Logistics

Opportunity
Demonstrate the effectiveness of data-driven, targeted print to grow customer acquisition and sales

Quad Solutions
- Applied a combination of Quad's proprietary, household data stack and the client's existing customer data to determine ideal prospecting for the client's first holiday catalog
- Integrated Flowcodes – advanced, privacy-forward QR technology – to drive traffic online for making purchases
- Sent targeted direct mail postcards to potential customers who have incomplete online purchases

9.5x
Return on advertising spend (ROAS)

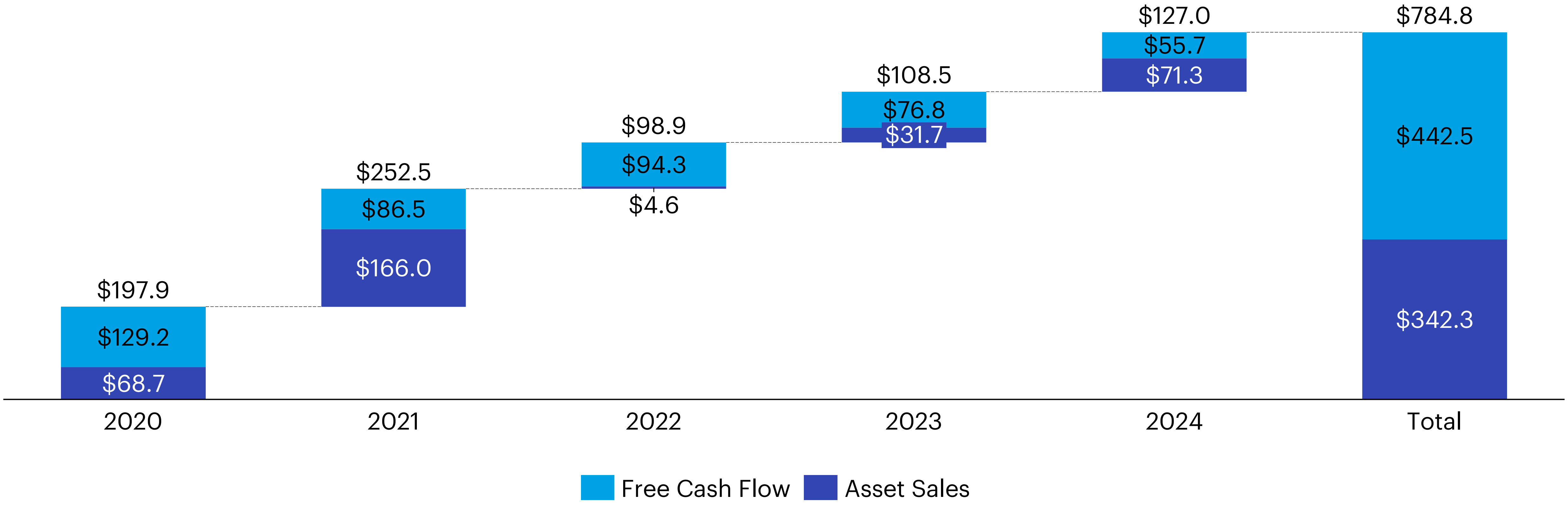
Financial Overview

	Fourth Quarter		Year Ended	
US $ Millions (Except Per Share Data)	**December 31, 2024**	**December 31, 2023**	**December 31, 2024**	**December 31, 2023**
STATEMENT OF OPERATIONS				
Net Sales	**$ 708.4**	**$ 787.9**	**$ 2,672.2**	**$ 2,957.7**
Cost of Sales	549.4	633.1	2,092.2	2,381.2
Selling, General and Administrative Expenses	96.6	89.5	356.8	344.5
Adjusted EBITDA[(1)]	**$ 62.6**	**$ 65.7**	**$ 224.0**	**$ 233.7**
Adjusted EBITDA Margin[(1)]	**8.8%**	**8.3%**	**8.4%**	**7.9%**
Adjusted Diluted Earnings Per Share[(1)]	**$ 0.36**	**$ 0.23**	**$ 0.85**	**$ 0.52**
STATEMENT OF CASH FLOWS				
Net Cash Provided By Operating Activities			$ 112.9	$ 147.6
Capital Expenditures			(57.2)	(70.8)
Free Cash Flow[(1)]			**55.7**	**76.8**
Share Repurchases	**$ —**	**$ 2.4**	**$ —**	**$ 12.6**

(1) See slide 21 for definitions of our non-GAAP measures, slides 22 and 23 for reconciliations of Adjusted EBITDA and Adjusted EBITDA Margin, slide 24 for a reconciliation of Free Cash Flow, and slides 27 and 28 for reconciliations of Adjusted Diluted Earnings Per Share as non-GAAP measures

Strong Cash Generation

($ millions)



We generated over $780 million from 2020 to 2024 through our Free Cash Flow(1) and proceeds from asset sales(2), excluding the sale of our European operations which is expected to close in early 2025

(1) See slide 21 for definitions of our non-GAAP measures and slide 24 for a reconciliation of Free Cash Flow as a non-GAAP measure
(2) Includes proceeds from the sale of property, plant and equipment and proceeds from the sale of non-core businesses or investments

Balanced Capital Allocation Strategy

Cash Generation

Growth Investments
Increase growth investments as a marketing experience company

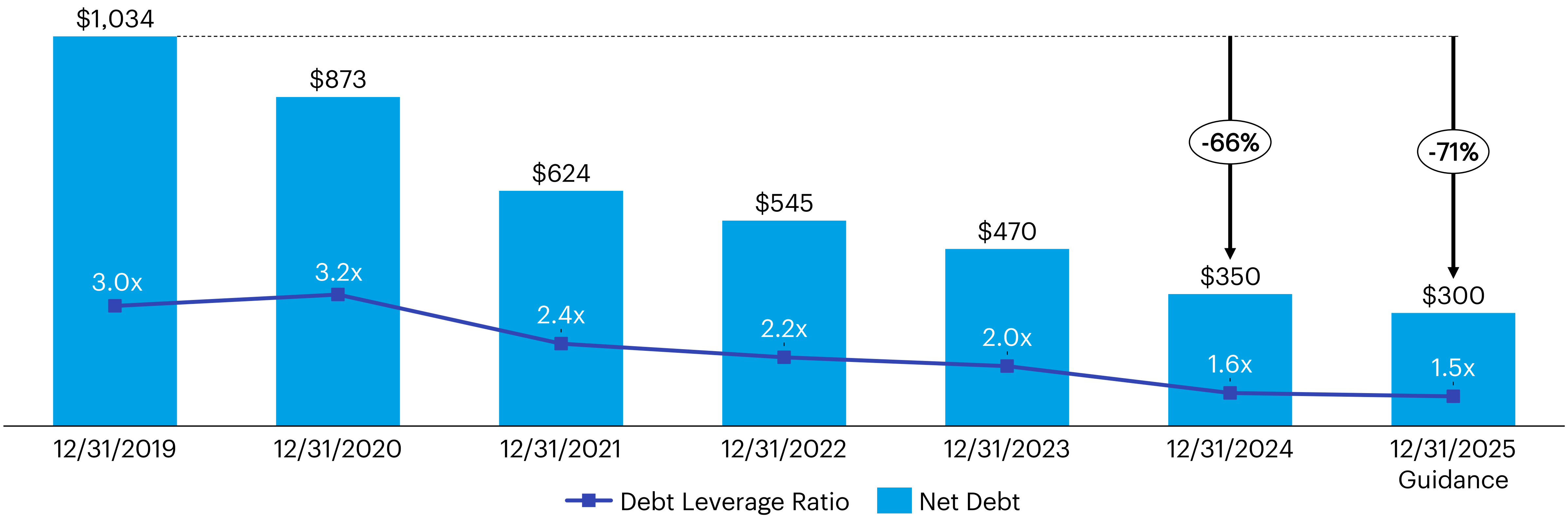
Shareholder Returns
Increase return of capital to shareholders through dividends and share buybacks

Debt Reduction
Maintain low debt leverage and ensure long-term financial strength

In 2025, we will grow our investments in innovation and capital expenditures, while also increasing our quarterly dividend by 50%, continuing opportunistic share repurchases and maintaining low debt leverage

Net Debt and Debt Leverage Reduction

($ millions)



From 2020 through 2024, we reduced Net Debt[(1)] by $684 million, a 66% decrease, and we expect to further reduce debt leverage[(1)] to approximately 1.5x by the end of 2025

(1) See slide 21 for definitions of our non-GAAP measures and slide 25 for a reconciliation of Net Debt and Debt Leverage Ratio as non-GAAP measures

Debt Capital Structure

$350 million

Net Debt(1)
as of December 31, 2024

7.7%

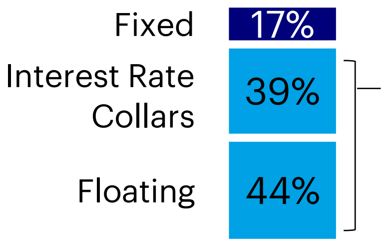
Blended Interest Rate
as of December 31, 2024

$328 million

Total Liquidity Including Cash on Hand
as of December 31, 2024

1.6x

Debt Leverage Ratio(1)
as of December 31, 2024



83%

of Interest Expense Decreases with Lower Interest Rates

Debt Composition
as of December 31, 2024

October 2029

Next Significant Debt Maturity
of $193 Million

During the fourth quarter, we extended our $690 million bank debt agreement to October 2029 due to the continued long-term partnership and support of our premier bank group

(1) See slide 21 for definitions of our non-GAAP measures and slide 25 for a reconciliation of Net Debt and Debt Leverage Ratio as non-GAAP measures

2025 Guidance

Financial Metric	2025 Guidance (Excluding European Operations)
Organic Annual Net Sales Change[1]	2% to 6% decline
Full-Year Adjusted EBITDA[2]	$180 million to $220 million
Free Cash Flow[2]	$40 million to $60 million
Capital Expenditures	$65 million to $75 million
Year-End Debt Leverage Ratio[2][3]	Approximately 1.5x

The expected decline in Adjusted EBITDA is due to: (1) the divestiture of our European operations, (2) lower Net Sales, and (3) increased investments in innovation and our offerings to drive future revenue growth

(1) Organic Annual Net Sales Change excludes the 2024 Net Sales of $153 million from the Company's European operations
(2) See slide 21 for definitions of our non-GAAP measures
(3) Debt Leverage Ratio is calculated at the midpoint of the Adjusted EBITDA guidance

Key Investment Highlights

1 One-of-a-Kind Integrated Marketing Platform

- Featuring through-the-line marketing solutions deployed across offline and online channels
- Accessing additional revenue opportunity in advertising and marketing services industry

2 Trusted by Leading Global Brands

- Serving 2,500 clients across growing verticals such as retail, publishing, consumer packaged goods, finance and insurance, health and direct-to-consumer

3 Transformation Momentum

- Winning new clients and diversifying revenue and client mix through strategic investments in innovative data and media solutions, agency talent, business development and marketing

4 Strong Cash Generation Supporting Growth

- Proven ability to execute and scale costs driving Free Cash Flow generation
- Divesting non-core assets and generating cash to fuel growth strategy

5 Industry Leading Financial Foundation

- Targeting approximately 1.5x Debt Leverage by the end of 2025, a reduction of over $730M or 71% since 1/1/20
- Balanced Capital Allocation including amplifying our investments in innovation and capital expenditures, increasing our quarterly dividend by 50%, continuing opportunistic share repurchases and maintaining low debt leverage

Thank You

Supplemental Information

Non-GAAP Financial Measures

- In addition to financial measures prepared in accordance with accounting principles generally accepted in the United States of America ("GAAP"), this presentation also contains non-GAAP financial measures, specifically EBITDA, EBITDA Margin, Adjusted EBITDA, Adjusted EBITDA Margin, Free Cash Flow, Net Debt, Debt Leverage Ratio, and Adjusted Diluted Earnings Per Share. The Company believes that these non-GAAP measures, when presented in conjunction with comparable GAAP measures, provide additional information for evaluating Quad's performance and are important measures by which Quad's management assesses the profitability and liquidity of its business. These non-GAAP measures should be considered in addition to, not as a substitute for or superior to, net earnings (loss) as a measure of operating performance or to cash flows provided by operating activities as a measure of liquidity. These non-GAAP measures may be different than non-GAAP financial measures used by other companies. Reconciliations to the GAAP equivalent of these non-GAAP measures are contained on slides 22 - 28.
- Adjusted EBITDA is defined as net earnings (loss) excluding interest expense, income tax expense, depreciation and amortization ("EBITDA") and restructuring, impairment and transaction-related charges, net.
- EBITDA Margin and Adjusted EBITDA Margin are defined as either EBITDA or Adjusted EBITDA divided by net sales.
- Free Cash Flow is defined as net cash provided by operating activities less purchases of property, plant and equipment.
- Debt Leverage Ratio is defined as total debt and finance lease obligations less cash and cash equivalents ("Net Debt") divided by the last twelve months of Adjusted EBITDA.
- Adjusted Diluted Earnings Per Share is defined as earnings (loss) before income taxes excluding restructuring, impairment and transaction-related charges, net, and adjusted for income tax expense at a normalized tax rate, divided by diluted weighted average number of common shares outstanding.

Adjusted EBITDA
Fourth Quarter

	Three Months Ended December 31,	
US $ Millions	**2024**	**2023**
Net earnings (loss)	$ 4.7	$ (22.0)
Interest expense	15.1	19.0
Income tax expense	0.1	6.9
Depreciation and amortization	23.1	31.1
EBITDA (non-GAAP)	**$ 43.0**	**$ 35.0**
EBITDA Margin (non-GAAP)	6.1%	4.4%
Restructuring, impairment and transaction-related charges, net	19.6	30.7
Adjusted EBITDA (non-GAAP)	**$ 62.6**	**$ 65.7**
Adjusted EBITDA Margin (non-GAAP)	**8.8%**	**8.3%**

Adjusted EBITDA

Full-Year

	Year Ended December 31,	
US $ Millions	**2024**	**2023**
Net loss	$ (50.9)	$ (55.4)
Interest expense	64.5	70.0
Income tax expense	6.4	12.8
Depreciation and amortization	102.5	128.8
EBITDA (non-GAAP)	**$ 122.5**	**$ 156.2**
EBITDA Margin (non-GAAP)	4.6%	5.3%
Restructuring, impairment and transaction-related charges, net	101.5	77.5
Adjusted EBITDA (non-GAAP)	**$ 224.0**	**$ 233.7**
Adjusted EBITDA Margin (non-GAAP)	**8.4%**	**7.9%**

Free Cash Flow

	Year Ended December 31,	
US $ Millions	**2024**	**2023**
Net cash provided by operating activities	$ 112.9	$ 147.6
Less: purchases of property, plant and equipment	57.2	70.8
Free Cash Flow (non-GAAP)	**$ 55.7**	**$ 76.8**

Net Debt and Debt Leverage Ratio

US $ Millions	December 31, 2024	December 31, 2023
Total debt and finance lease obligations on the balance sheets	$ 379.2	$ 522.7
Less: Cash and cash equivalents	29.2	52.9
Net Debt (non-GAAP)	$ 350.0	$ 469.8
Divided by: Adjusted EBITDA for the year ended (non-GAAP)	$ 224.0	$ 233.7
Debt Leverage Ratio (non-GAAP)	**1.56x**	**2.01x**

Balance Sheet

US $ Millions	December 31, 2024	December 31, 2023
ASSETS		
Cash and cash equivalents	$ 29.2	$ 52.9
Receivables, less allowances for credit losses	273.2	316.2
Inventories	162.4	178.8
Prepaid expenses and other current assets	69.5	39.8
Property, plant and equipment—net	499.7	620.6
Operating lease right-of-use assets—net	78.9	96.6
Goodwill	100.3	103.0
Other intangible assets—net	7.2	21.8
Other long-term assets	78.6	80.0
Total assets	**$ 1,299.0**	**$ 1,509.7**
LIABILITIES AND SHAREHOLDERS' EQUITY		
Accounts payable	$ 356.7	$ 373.6
Other current liabilities	289.2	237.6
Current portion of debt and finance lease obligations	28.8	154.2
Current portion of operating lease obligations	24.0	25.4
Long-term debt and finance lease obligations	350.4	368.5
Operating lease obligations	61.4	77.2
Deferred income taxes	3.2	5.1
Other long-term liabilities	135.4	148.6
Total liabilities	**1,249.1**	**1,390.2**
Total shareholders' equity	**49.9**	**119.5**
Total liabilities and shareholders' equity	**$ 1,299.0**	**$ 1,509.7**

Adjusted Diluted Earnings Per Share

Fourth Quarter

	Three Months Ended December 31,	
US $ Millions (Except Per Share Data)	**2024**	**2023**
Earnings (loss) before income taxes	$ 4.8	$ (15.1)
Restructuring, impairment and transaction-related charges, net	19.6	30.7
Adjusted net earnings, before income taxes (non-GAAP)	24.4	15.6
Income tax expense at 25% normalized tax rate	6.1	3.9
Adjusted net earnings (non-GAAP)	$ 18.3	$ 11.7
Basic weighted average number of common shares outstanding	47.8	47.2
Plus: effect of dilutive equity incentive instruments (non-GAAP)	3.4	2.8
Diluted weighted average number of common shares outstanding (non-GAAP)	51.2	50.0
Adjusted Diluted Earnings Per Share (non-GAAP)	**$ 0.36**	**$ 0.23**
Diluted earnings (loss) per share (GAAP)	$ 0.09	$ (0.47)

Adjusted Diluted Earnings Per Share

Full-Year

	Year Ended December 31,	
US $ Millions (Except Per Share Data)	**2024**	**2023**
Loss before income taxes	$ (44.5)	$ (42.6)
Restructuring, impairment and transaction-related charges, net	101.5	77.5
Adjusted net earnings, before income taxes (non-GAAP)	57.0	34.9
Income tax expense at 25% normalized tax rate	14.3	8.7
Adjusted net earnings (non-GAAP)	$ 42.7	$ 26.2
Basic weighted average number of common shares outstanding	47.6	48.4
Plus: effect of dilutive equity incentive instruments (non-GAAP)	2.8	2.3
Diluted weighted average number of common shares outstanding (non-GAAP)	50.4	50.7
Adjusted Diluted Earnings Per Share (non-GAAP)	**$ 0.85**	**$ 0.52**
Diluted loss per share (GAAP)	$ (1.07)	$ (1.14)