



## A Letter from the Chairman and Chief Executive Officer

### To Our Shareholders:

I'm proud to report 2024 was truly a historic and transformative year for Omnicom. We achieved our financial goals, completed the acquisition of Flywheel, enhanced our portfolio with Omnicom Production and Omnicom Advertising Group, and significantly expanded the deployment of Gen AI tools. We ended the year by announcing our proposed acquisition of Interpublic – an industry-defining deal that will create an unmatched suite of capabilities, expand our global footprint, and deliver significant value for our clients and shareholders.

These strategic initiatives could not have been successful without the dedication of our people and the trust of our clients. Change is a constant in our industry. It accelerates with technology, and that does not make it easy. I am grateful for the support of our people, clients, and shareholders as we work to make Omnicom the premier company for data-inspired, creative marketing and sales solutions.

These operational efforts and the excellence of our people have resulted in a very successful year of new business wins, including marquee accounts such as AstraZeneca, Barclays, Bimbo Bakeries, Gap, General Mills, General Motors, Kenvue, and Michelin, to name a few. We also won one of the biggest pitches of the year when we were awarded Amazon's media business in North America.

As I reflect on 2024, I am proud of our financial performance, the strides we made in expanding our capabilities, and the groundwork we have laid for an even stronger future. We are excited about the opportunities that lie ahead and look forward to continued growth.

### Performance Overview

Omnicom continues to deliver robust financial results, reflecting the strength of our diversified portfolio, innovative platforms, and unwavering commitment to providing our clients with intelligent outcomes. Our success in 2024 is a testament to our consistent capacity to adapt and evolve our capabilities in anticipation of our clients' changing needs in a complex marketing and technology landscape.

Across all financial indicators, Omnicom delivered a strong 2024. We achieved organic revenue growth of 5.2% for the year, exceeding the high end of our guidance range, and our adjusted EBITA margin was 15.5%. Our growth was

primarily driven by very strong performance in our three largest disciplines – Media and Advertising, Precision Marketing and Public Relations – and across all regions, particularly in our largest market, the U.S.

On the bottom line, we delivered non-GAAP adjusted diluted earnings per share of \$8.06, up 5.5% from 2023, demonstrating the resilience of our business in a dynamic environment.

In 2024, our cash flow continued to be very strong. We generated almost \$2.0 billion in free cash flow and returned over \$900 million to shareholders through dividends and share repurchases. We also used this cash to invest in high-growth areas that will drive long-term value, including digital commerce, precision marketing, and media, as well as our Omni and Flywheel platforms and Gen AI.

## Reinvention that Drives Growth

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At Omnicom, 2024 was certainly a year of exceptional change and transformation. While the landscape is always evolving, the formula for success remains the same: attracting and retaining incredible talent, building strong client partnerships, and creating effective work. These are the pillars that anchor us.

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In June, we consolidated our production units into a newly formed Practice Area, Omnicom Production, to capitalize on the significant market opportunity for large-scale content development services. Under the leadership of Sergio Lopez, this centralized production capability provides the industry's most comprehensive and intelligent content solution that delivers on the promise of mass personalization at scale.

We also announced the formation of Omnicom Advertising Group (OAG), a new Practice Area that aligns our creative agencies globally under one leadership team. Led by Troy Ruhanen as Global CEO, OAG includes global advertising networks BBDO, DDB, TBWA as well as agencies such as Goodby Silverstein & Partners, GSD&M, Merkle & Partners and Zimmerman. Each agency will retain their unique brand, culture, and people while capitalizing on OAG's shared investments in innovative tools, technologies, specialist capabilities, and Gen AI platform. This foundation will enhance our agencies' ability to deliver world-class creativity for our clients, accelerate our growth, and unlock greater opportunities for the professional growth of our people.

On the technology side, we continued to invest in our platforms and Gen AI. Our goal has always been to provide our agencies with Omnicom-wide tools and capabilities to make our people more effective, our operations more efficient, and to drive transformative outcomes for our clients. With this in mind, we unveiled Omni 3.0, the next generation of Omni powered by Gen AI. We also capitalized on our first-mover collaborations with Adobe, Amazon, Google, and Microsoft's OpenAI, among others, by putting their large language models on our internal platform, OmniAI, and creating applications for the specific needs

of our agencies and clients. These innovations are facilitating access to Gen AI for our employees in a secure and ethically responsible environment, and we're seeing these tools being activated across our entire business, from strategy to creative to production, media, and precision marketing.

As we head into 2025, we will continue to look for ways to expand and deepen our capabilities to meet our clients' needs in today's complex and evolving marketing and technology landscape.

## Empowering our People

Our people and the brilliant work they do for clients is what makes Omnicom so successful. Therefore, a top priority is to help our people expand their skills and advance their career journeys.

Omnicom University (OU) – our management development program that fosters leadership, innovation and close collaboration across our global network – has continued to thrive since its inception in 1995. After nearly three decades, more than 6,300 global alumni have completed OU's programs. In 2024 alone, we had over 450 Omnicom employees participate in the 11 in-person OU programs we offered.

We've also continued to build our OneLearning platform, which provides employees access to training from Omnicom, its agencies and external partners. In 2024, our people achieved more than 145,000 total hours of completed OneLearning coursework. We are also upskilling our people with a series of dedicated training modules focused on leveraging our Gen AI tools.

These are only a few of the many programs we offer our people to ensure we can attract and develop the best talent in the industry.

## Leading Responsibly

Omnicom has a legacy of responsible leadership while driving consistent business growth, and this starts at the top with our Board of Directors. Our Board brings a strong mix of skills, experiences, and independence to successfully oversee the next stage of Omnicom's evolution.

In a time of rapid technological advancements, a key part of our governance includes implementing technology responsibly. We go to great lengths to ensure responsible adoption across our network in alignment with applicable laws. This includes the thoughtful adoption of Gen AI and global frameworks to govern how we use technology to deliver our services.

Looking forward, I am certain we have the right Board to serve Omnicom and its shareholders through this pivotal moment in our strategic journey. Upon completion of the Interpublic acquisition, which is expected in the second half of 2025, Interpublic's CEO Philippe Krakowski will serve as Omnicom's Co-President and Co-Chief Operating Officer, as well as a director of our Board. His strategic leadership and extensive industry knowledge will be a valuable addition.

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In June 2024, Omnicom was unveiled as the Most Effective Holding Group in the 2023 Effie Index®. This was the second time within the past three years.

Omnicom was crowned the top Holding Company for WARC's Effective 100.

Omnicom was the only company that was designated as a Leader in the Creative, Commerce, and Media Waves by Forrester Research, Inc.

Omnicom was named Holding Company of the Year at the 2024 Gerety Awards.

Omnicom was named 2024 Holding Company of the Year by MediaPost.

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## Proposed Acquisition of Interpublic

One of the most transformative developments of 2024 was our announcement to acquire Interpublic, a move that will redefine the landscape of our industry. Interpublic is a world-class company with incredibly talented people and industry-leading assets that will complement our own. When combined, we will have the industry's deepest bench of marketing talent, the broadest and most innovative services and products, underpinned by the most advanced sales and marketing platform.

Following the closing, we expect the combined organization will generate substantial cost synergies, projected at \$750 million annually, while maintaining a strong focus on client service and innovation. Furthermore, when Acxiom's leading first-party data management capabilities are integrated with Omni and Flywheel Commerce Cloud, we will have an industry-leading identity solutions platform with the most comprehensive understanding of consumer behaviors and transactions, allowing us to deliver superior outcomes for our clients at scale and speed.

In March 2025, the transaction was overwhelmingly approved by Omnicom and Interpublic shareholders. It remains subject to regulatory approvals, and we expect it to close in the second half of 2025. In the meantime, we are actively planning for a seamless integration for our clients and people with a focus on delivering stronger capabilities, innovation, and growth as one unified company.

## Looking Ahead

As we enter 2025, we are optimistic about the opportunities ahead and remain focused on delivering strong results for our clients and shareholders. We are confident in our ability to achieve sustainable, long-term growth through continued investment in innovation, talent, and technology.

On behalf of Omnicom's leadership team, I want to express my deepest gratitude to our people for their extraordinary contributions, to our clients for their trust and partnership, and to our shareholders for their continued support. Together, we are building a stronger, more innovative Omnicom, poised to lead our industry into the future.

Sincerely,



John D. Wren  
Chairman & Chief Executive Officer