

A young child with red hair is sleeping peacefully, leaning their head against a dog. The child is wearing a light blue long-sleeved shirt. The dog is a brown and white breed, possibly a beagle, and is also resting its head. The background is a soft, out-of-focus blue and white pattern, likely a bedsheet or blanket. The overall mood is calm and intimate.

Kimberly-Clark × **OMG**
Canada Follow Up
On Market Presence

2024

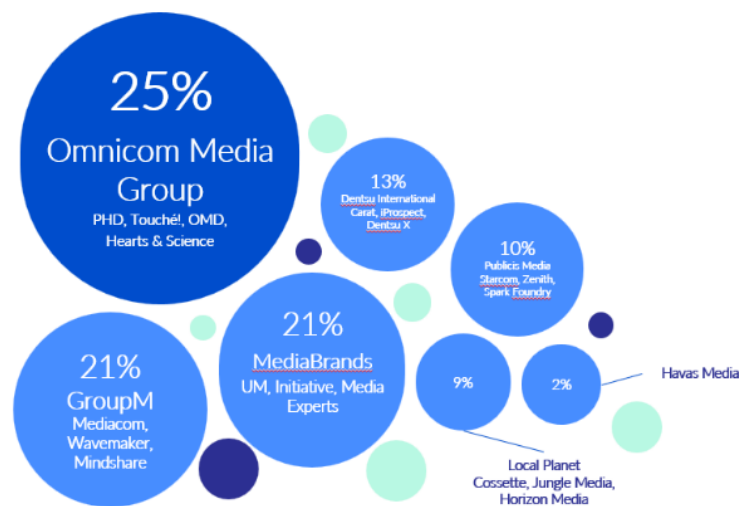
The Market Leader in Delivering Value For Clients

In this time of unprecedented media ownership consolidation, it is vital to have an agency who can successfully navigate complexity across a wide variety of media types. In our experience, there are three critical elements to drive successful negotiations: **Investment scale; strong industry relationships; and an un-biased, client-centric approach.**

SCALE DRIVING COST EFFICIENCIES

With over 25% of market spending (source: COMvergence 2024 Billings Report), **OMG is the largest media agency network in Canada** – and has been for decades. Through our leading position, Kimberly-Clark will receive best in market value, translating to **efficiencies of 8-15% beyond what any other agency can credibly offer.**

We're backed by the biggest holding company in Canada:



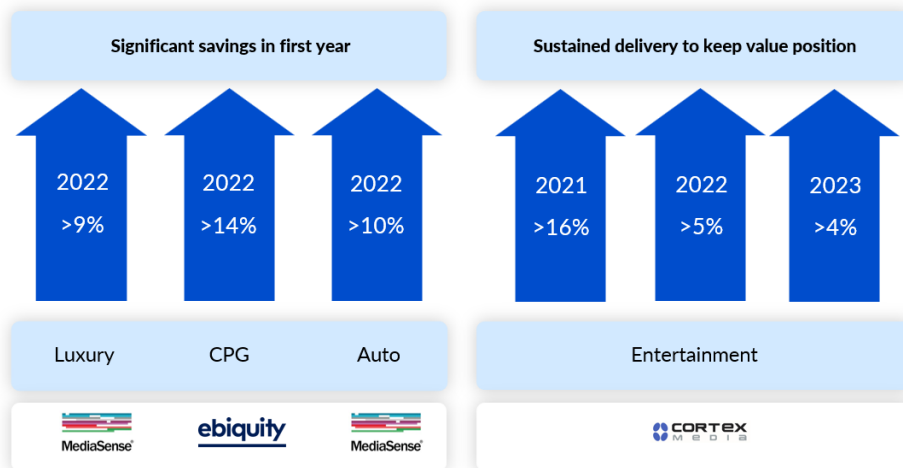
Source: COMvergence Media Agency Billings & Market Shares published July 2024

It is not just our experience that drives our confidence in delivering this value to Kimberly-Clark – independent third-party studies also confirm the benefits of our market leadership. In 2022 PHD participated in a third-party competitive marketplace benchmarking, conducted by Ebiquty and the results clearly showed **PHD as part of OMG was 9.4% more efficient** than the market.

We have onboarded clients from all media agency networks in Canada and have consistently delivered better pricing over the clients' previous providers – up to **14% in media costs within the first year** (shown in the graphic to the right). This has been audited by several different independent audit organizations and each time we have delivered on pricing commitments, and usually have **delivered over and above benchmarks**.

Validated savings in year one and beyond

*Provide overview of costing and competitive rates cards to showcase agency buying power
Ability to deliver value add through both hard and soft savings.*



Long term clients also see **continued cost advantage**, as demonstrated by the right side of the graphic – highlighting the sustained savings we have delivered to a client in the entertainment category.

SCALE UNDERPINNED BY CREDIBILITY

Cost efficiency is only one dimension of maximizing value for clients. And so, we have carefully cultivated our relationships over many years of working closely with media platforms to build partnerships founded on mutual respect, transparency, and collaboration. For our clients, this means much more than advantages across price, content engagement, data integration and ad technology fees for our clients.

It means that in critical moments, our calls are answered first.

It means that when a global innovation is in Beta, we are the first meeting.

It means that when an industry development impacts our clients, thought leaders across all platforms come to our table first, knowing they will be working in an open and collaborative partnership, set on finding solutions and opportunities.

An example of our market presence in action can be illustrated through Taylor Swift's August 2023 announcement that Toronto dates would be added to her Eras Tour. Because of our relationships in the market, we were aware of the announcement four weeks before the public and OMG clients were given first mover advantage for sponsorship and activation packages. We also had two weeks advance notice of her Vancouver tour dates, announced in November 2023.

Our teams will ensure your value is enhanced through **strategic value adds**. Value-add is always negotiated based on client objectives, but here are a few that are incorporated into most activations:

- Inflation mitigation
- Little-to-no premiums for 15-second TV inventory (15-30% savings versus market)
- Industry-leading cancellation/shifting flexibility
- Audience guarantees written into every agreement
- First to market Alpha/Beta testing opportunities
- Front-of-the-line access to integration opportunities
- Bonus impressions

SCALE UNDERPINNED BY AN UNBIASED APPROACH

OMG's Investment philosophy of "Intelligent Scale" is a client-specific, data-driven approach that leverages the full scale of **CA\$1.7 billion** in billings with precise investment and activation techniques that cut through marketplace clutter to drive maximum ROI on our clients' behalf.

Across all media, we will always start with an understanding of what matters most to Kimberly-Clark and your definition of success. This, and this alone, will guide our decisioning – **we have no stakes with any media, data or technology platforms to bias our solutions.** Our buy performance is tracked by an internal Accountability Unit within OMG that tracks campaign performance. This tracking can be provided to any client 3rd party auditor to ensure our buys are transparently delivering the value we report.

CONCLUSION

Our approach to partnerships is not about simply extracting value – but rather how we can create value that is most meaningful to our clients. By leveraging our scale, credibility and un-biased approach, we believe that we can provide unmatched commercial, inventory, technology, data and measurement benefits that elevates growth for Kimberly-Clark.