

WEEKLY REVIEW

OMNICOM GROUP

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OMNICOM GROUP (OMC US) — AI-DRIVEN MARKETING PLATFORM

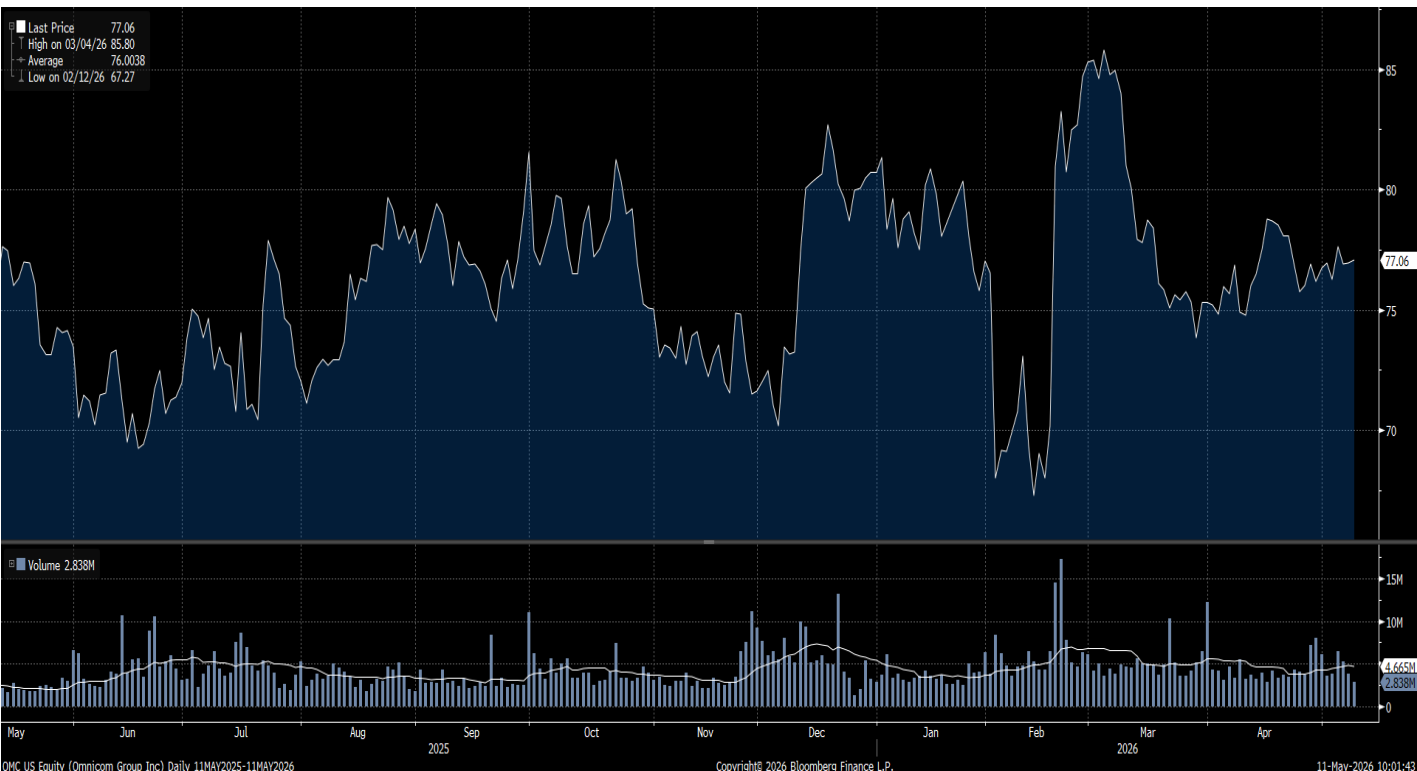
Omnicom Group is one of the world’s largest advertising and media companies, operating across more than 100 countries with expanding capabilities in media, precision marketing, healthcare communications, and data analytics. Following its transformational merger with Interpublic Group (IPG), the company significantly strengthened its AI and proprietary data infrastructure through platforms such as Omni and Acxiom, increasingly positioning Omnicom as a scaled data-driven marketing platform.

Omnicom is undergoing a major transformation following the IPG merger, evolving into a scaled AI-enabled marketing and data platform with expanding capabilities across precision marketing, analytics, healthcare communications, and automated media solutions. The combination materially expands Omnicom’s global scale, proprietary data infrastructure, and integrated media capabilities while strengthening its positioning within the rapidly evolving AI-driven advertising landscape.

Specification

Ticker	OMC US
Exchange	NYSE
Sector	Advertising & Marketing
Market Cap	\$21.96B
Dividend Yield	4.15%
Free Float	54.06%
ISIN	US6819191064

OMC 1Y Chart



AI & Data-Driven Capabilities: The integration of Omni, Acxiom, and IPG materially strengthens Omnicom’s positioning within AI-enabled advertising, audience analytics, and automated media solutions, increasingly positioning the company as a large-scale “data refinery” leveraging proprietary datasets to improve campaign performance and client retention. Management highlighted that Omni has now been scaled across the organization, supporting stronger campaign performance through deeper integrations with partners including Amazon and Adobe.

Financial Profile & Capital Allocation: Omnicom generated approximately \$5.6B in Q1 2026 core operational revenue, supported by organic revenue growth of 3.9% and continued momentum across integrated media and precision marketing services. Adjusted EBITDA increased more than 27% YoY, while adjusted EPS reached \$1.90. The company also continues to execute significant capital return initiatives, including a \$5B share repurchase program and increased dividends, supported by strong free cash flow generation and liquidity of approximately \$4.3B.

Key Financials Stats

In Millions, USD	2025 Q1	2026 Q1
Revenue	3,690	6,242
EBITDA	545	910
Net Income	314	482
EPS	1.70	1.90
Cash From Operations	-786	-553
Capex	-29	-61
Free Cash Flow	-816	-614

In Millions, USD	2022	2023	2024	2025
Revenue	14,289	14,692	15,689	17,271
EBITDA	2,656	2,655	2,797	3,096
Net Income	1,404	1,491	1,537	1,696
EPS	6.79	7.41	7.75	8.27
Cash From Operations	926	1,421	1,733	2,938
Capex	-78	-78	-140	-149
Free Cash Flow	848	1,343	1,592	2,788

Synergies, Margin Expansion & Portfolio Simplification: Omnicom is already realizing operational benefits from the merger, with Q1 2026 adjusted EBITDA margin expanding to 14.8%. Management reiterated synergy targets of approximately \$900M by 2026 and \$1.5B by mid-2028, while also simplifying operations through the disposal of lower-growth and lower-margin assets. Approximately \$3.2B of annual revenue was identified for disposal, with nearly \$1B already exited during the first quarter.

Diversified & More Defensive Revenue Mix: Integrated Media now represents Omnicom's largest segment, supported by performance media, audience analytics, precision marketing, and automated content delivery capabilities. The company also maintains growing exposure to healthcare communications, public relations, and experiential marketing, reducing reliance on traditional advertising cycles while supporting broader service diversification.

Competitive Positioning: Omnicom's competitive positioning increasingly lies in its ability to integrate data, AI, media execution, and customer analytics into a unified operating platform. Through Omni, Acxiom, Flywheel Digital, and its broader integrated media infrastructure, the company continues to expand its capabilities across personalized, automated, and performance-driven advertising solutions.

The merger with IPG also significantly expands Omnicom's scale and client reach while strengthening capabilities in healthcare communications, precision marketing, and audience analytics. Management has already consolidated or sunset more than 20 major agency brands, accelerating operational integration and reducing organizational complexity.

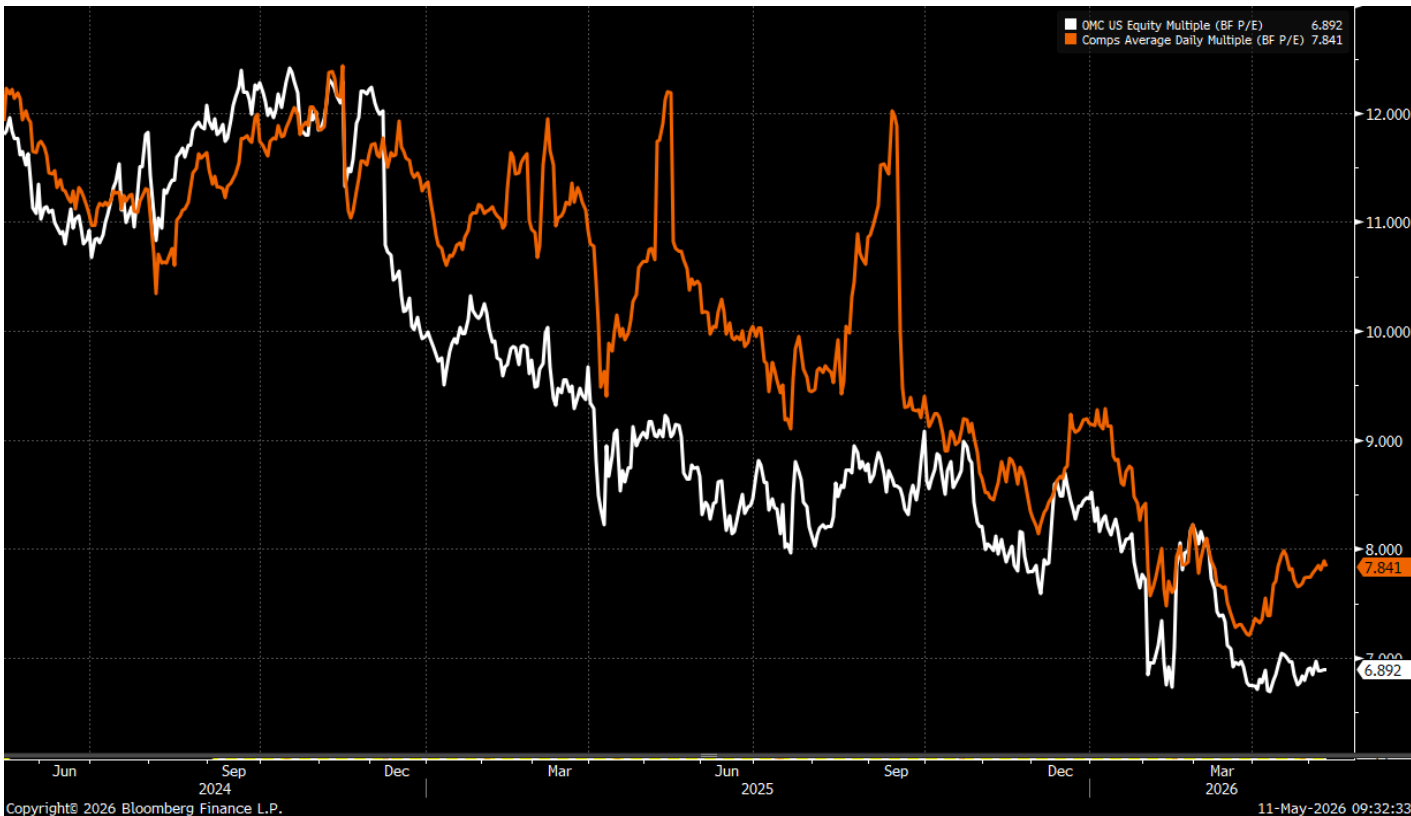
Key Multiples

Ratio	2022	2023	2024	2025	Current
P/E	12.01	11.68	11.10	9.76	9.44
P/B	5.08	4.74	4.03	1.37	2.33
P/Sales	1.17	1.17	1.08	0.96	0.90
ROA	4.75%	5.06%	5.14%	0.13%	0.13%
ROE	40.33%	40.52%	37.92%	0.91%	0.91%

OMC vs Peers

Ticker	FWD P/E	PEG	FWD EV/EBITDA	FWD EV/SALES
OMC	7.05	0.46	6.22	1.18
TTD	12.36	0.58	7.81	3.10
WPP	5.87	-	4.60	0.77
PUBGY	10.31	1.28	6.54	1.44

P/E of OMC vs peer's average



Risk Considerations: Omnicom remains exposed to several operational and macroeconomic risks, including integration execution following the IPG merger, elevated leverage, rising interest expense, and broader cyclicality within global advertising spending. Additionally, rapid advancements in generative AI continue to reshape portions of the advertising and media ecosystem, while competition from large global advertising groups including Publicis and WPP remains significant.

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