

Fast Facts

Who we are

WPP is the world leader in communications services, comprising leading companies in:

- Advertising
- Media Investment Management
- Data Investment Management
- Public Relations & Public Affairs
- Brand Consulting
- Healthcare Communications
- Digital, eCommerce & Shopper Marketing
- Specialist Communications

Through our companies and associates, WPP offers a comprehensive and, when appropriate, integrated range of communications services to national, multinational and global clients. Many of our clients, requiring a full range of communications services, are served directly through the 'portal' of WPP, the parent company.

Our digital investments

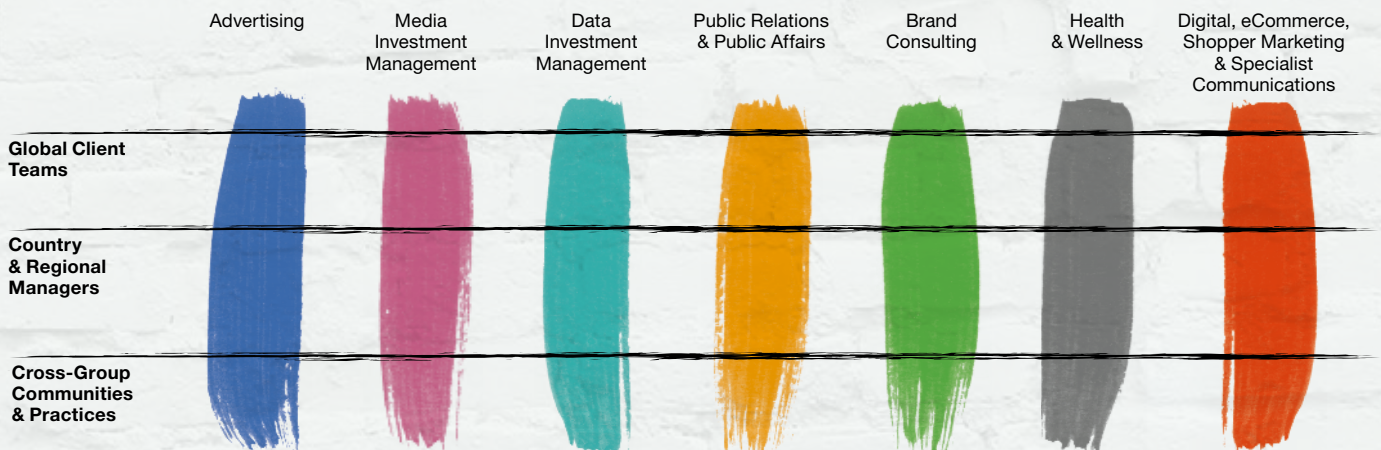
WPP's strategy focuses on three key areas that differentiate the Group's offering to clients: technology, data and content.

WPP has investments in innovative technology services companies including Globant and Mutual Mobile, and ad technology companies such as AppNexus, comScore, Domo, mySupermarket, Percolate and ScrollMotion.

Digital content investments include All Def Digital, Fullscreen, 88rising, Indigenous Media, Imagina, MRC, Mic, Mitú, Refinery29, Uproxx Media Group and VICE.

WPP's digital assets also include Acceleration (marketing technology consultancy), Cognifide (content management technology), Conexance (data cooperative), Deeplocal (innovation studio), Salmon (ecommerce) and Hogarth (digital production technology).

A complete list of WPP companies, WPP Digital agencies and investments, and a searchable directory is available at www.wpp.com/WPP/Companies.



Our major networks

AKQA
Burson Cohn & Wolfe
FITCH
Geometry Global
Grey
GroupM
Hill+Knowlton Strategies
J. Walter Thompson
Kantar
Landor

MediaCom
Mindshare
Ogilvy
POSSIBLE
Superunion
tenthavenue
VML
Wavemaker
Wunderman
Y&R Group

Our cross-Group communities and practices

Government & Public Sector Practice
The Store
WPP Health & Wellness
WPP Sports Practice

Where we operate

The Group has over 200,000 people (including associates and investments) working in over 3,000 offices in 112 countries.

Who we work for

WPP companies work with 369 of the Fortune Global 500, all 30 of the Dow Jones 30, and 71 of the NASDAQ 100. Some 913 clients are served in three disciplines. 629 are served in four disciplines; these clients account for over 53% of Group revenues. The Group also works with 477 clients in six or more countries.

WPP, the parent company

WPP was formed in 1985 when founder Sir Martin Sorrell took control of a shell company, Wire & Plastic Products PLC, and established it as a marketing services group in 1986.

Our role

WPP actively seeks to complement the professional activities of our individual companies through initiatives and programs that:

- Provide greater value to our clients.
- Offer competitive advantage to our companies.
- Create opportunities and rewards for our people.
- Accelerate our development in growth areas.

As well as coordinating financial matters centrally, WPP plays an across-the-Group role in the management of talent, property management, procurement, IT, knowledge sharing, practice development and sustainability.

Our mission

**To develop and manage talent;
to apply that talent,
throughout the world,
for the benefit of clients;
to do so in partnership;
to do so with profit.**

Our 4 strategic priorities

- **Horizontality:** Ensure our people work together for the maximum benefit of clients.
- **New markets:** Increase share of revenues from faster-developing markets to 40-45% by 2020.
- **New media:** Increase share of revenues from new media to 40-45% by 2020.
- **Data Investment Management:** Maintain share of more measurable marketing services at 50% of revenues.

Our 4 key differentiators

- Talent and creativity
- Technology
- Data
- Content

Sustainability

We strive to be a responsible and sustainable business. We work to maximise the positive value our business creates for clients, share owners, our people, supplier partners, pro bono partners and the communities in which we operate, and to reduce negative social and environmental impacts associated with our activities.

Full details of our sustainability activities and performance and a showcase of pro bono work are available at www.wpp.com/sustainability.

Financial data

Reported revenues ¹	£15.3 billion	\$19.7 billion
Reported billings ¹	£55.6 billion	\$71.7 billion
Market capitalisation ²	£22.2 billion	\$27.7 billion

¹ As at December 2017. ² As at 12 April 2017.

WPP is quoted on the London Stock Exchange and the New York Stock Exchange.

WPP's Annual Report and other financial information is available at www.wpp.com/WPP/investor.

Recognition and awards

- Member: FTSE100, Euro FT300, Forbes Global 2000, FTSE4Good Index and the Dow Jones Sustainability Index.
- WPP named Holding Company of the Year at the 2017 Cannes Lions International Festival of Creativity for seven consecutive years.
- WPP ranked Most Effective Holding Company, Globally, in 2017 Effie Effectiveness Index for sixth year running.
- WPP named Warc's most effective Holding Company 2017 for third year running.
- WPP's Annual Report and Sustainability Report both took three Platinum Awards for excellence and ranked No.3 and No.8 in world respectively at world's largest annual report competition, LACP 2016.
- WPP's global newspaper, *The WIRE*, is consistently ranked among Top 50 worldwide in LACP Inspire Awards.

Parent company locations

WPP has approximately 400 people working centrally, with offices in London and New York and hubs in Shanghai and Singapore.

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Sustainability

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