

WPP

CANNES LIONS 2011/12/13/14
HOLDING COMPANY OF THE YEAR



EFFIE AWARDS 2012/13/14
MOST EFFECTIVE HOLDING COMPANY



Trading Statement for the First Quarter 2015



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1 First Quarter 2015



First Quarter 2015

Highlights

- Revenue growth of 8.3%, with like-for-like growth of 5.2%, 2.2% growth from acquisitions and 0.9% from currency.
- Revenue growth of 20.9% in euros and down 1.1% in dollars reflecting relative strength of currencies.
- Net sales growth of 6.0%, with like-for-like growth of 2.5%, 2.5% growth from acquisitions and 1.0% from currency.
- Profits and net sales margin in the first quarter well ahead of last year and well above target.
- Constant currency revenue and net sales growth in all regions and business sectors.
- Net new business of almost \$1.0bn in first quarter and leading position in new business league tables maintained for the quarter, as for last three years.

First Quarter 2015

Summary – Revenue and Net Sales Growth

% Growth	Revenue	Net Sales
Like-for-like	5.2	2.5
Acquisitions	2.2	2.5
Constant currency	7.4	5.0
Foreign exchange	0.9	1.0
Reportable sterling	8.3	6.0
Reportable US dollars¹	-1.1	-3.2
Reportable euros²	20.9	18.3

¹ Translated into US\$, using among other currencies, average exchange rates of US\$/£ for Q1 2015 of \$1.51 (Q1 2014: \$1.66)

² Translated into Euros, using among other currencies, average exchange rates of €/£ for Q1 2015 of €1.35 (Q1 2014: €1.21)

First Quarter 2015

Revenue and Net Sales by Sector

	Revenue ¹				Net Sales ¹			
	2015 £m	Reported	% Change		2015 £m	Reported	% Change	
			Constant Currency	Like-for- like ²			Constant Currency	Like-for- like ²
Advertising, Media Investment Management	1,236	13.5	12.6	10.7	1,061	6.3	5.7	3.8
Data Investment Management	558	-1.4	0.3	0.0	407	0.4	1.6	1.2
Public Relations & Public Affairs	224	5.2	2.3	0.9	219	4.5	1.6	1.2
Branding & Identity, Healthcare and Specialist Communications	765	8.8	6.5	2.4	732	9.4	7.0	1.6
Total	2,783	8.3	7.4	5.2	2,419	6.0	5.0	2.5

¹ Disclosure of revenue and net sales figures necessary to more accurately show underlying trends, given the significant increase in both on-line media buying as principal, together with pass-through costs for data investment management

² Digital revenue grew by 5.1% and Digital net sales by 4.3%

First Quarter 2015

Advertising, Media Investment Management

- Strongest performing sector with like-for-like revenue growth almost 11% and net sales growth 3.8%.
- Advertising remains challenged in mature markets. Young & Rubicam and Grey performed well in Asia Pacific, with J. Walter Thompson Worldwide, Ogilvy & Mather and Grey up strongly in Latin America.
- Media Investment Management remains strong with like-for-like revenue and net sales up double-digit, with even stronger net sales growth in North America, UK and Africa.
- Media investment management acquisitions of ActionX (mobile performance) and Medialets¹ (mobile campaign management) for Xaxis, and further investment in AppNexus (advertising technology), all in USA.

¹ Acquired post 1 April 2015

First Quarter 2015

Data Investment Management

- Data Investment Management like-for-like revenue flat, net sales up 1.2%.
- Net sales growth in all regions except UK, with particularly strong growth in Asia Pacific, Latin America and the Middle East.
- Kantar Media, Kantar Health, Kantar Retail, Kantar Worldpanel and Kantar Indian Market Research Bureau performed strongly.
- Investment in comScore¹ (internet measurement) and incremental investment in Rentrak (media measurement), both in USA.

¹ Acquired post 1 April 2015

First Quarter 2015

Public Relations & Public Affairs

- Public Relations and Public Affairs like-for-like revenue up 0.9%, net sales up 1.2%.
- All regions, except UK and Western Continental Europe, grew revenue and net sales, with Belgium, Germany, Italy and Scandinavia challenging. Strong performance from Burson-Marsteller, Penn Schoen Berland and Cohn & Wolfe.
- Particularly strong growth in content development in USA through SJR.



First Quarter 2015

Branding & Identity, Healthcare and Specialist Communications

- Constant currency revenue up 6.5% and net sales up 7.0%, with like-for-like revenue growth 2.4% and net sales growth 1.6%.
- Growth in the Group's Direct, Digital and Interactive and Healthcare businesses, but Branding & Identity more difficult.
- Investment in Bruin Sports Capital (sports marketing) in USA and step-up majority investment in Ogilvy Healthcare in Australia.



First Quarter 2015

Direct, Digital and Interactive

- At 31 March 2015, Direct, Digital and Interactive revenues were \$1.6bn or almost 37% of total revenue (2014: \$1.5bn and 35% respectively), up 10.8% in constant currency and up 5.1% like-for-like.
- The number of people working in the Group in this practice area is over 43,000 or 35% of headcount.
- Acquisition of Phantasia (digital marketing) in Peru and investment in FlowNetwork (over-the-top television service) in Sweden.



First Quarter 2015

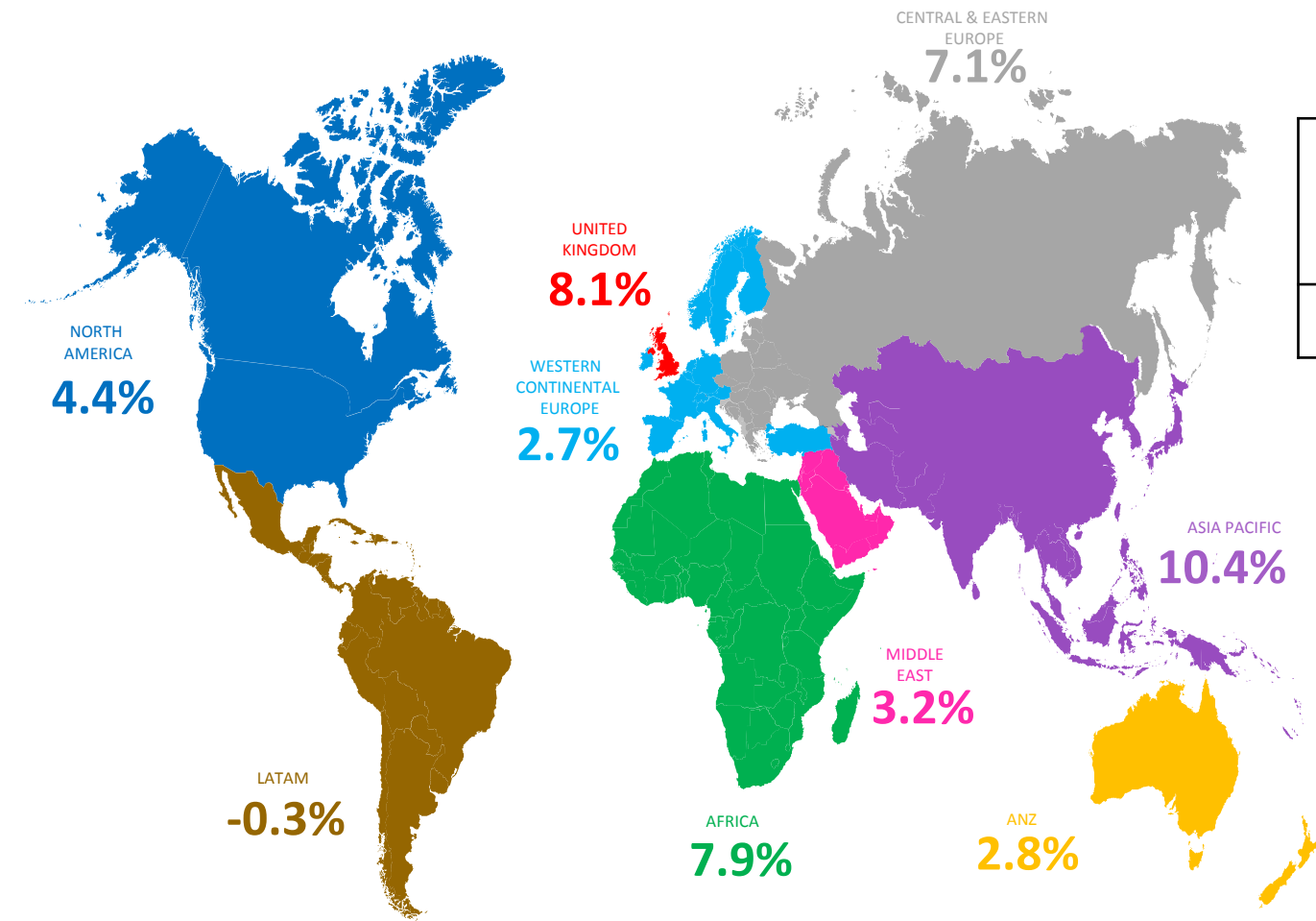
Revenue and Net Sales by Region

	Revenue ¹				Net Sales ¹			
	2015 £m	Reported	% Change		2015 £m	Reported	% Change	
			Constant Currency	Like-for- like			Constant Currency	Like-for- like
North America	1,036	13.2	4.1	4.4	915	10.7	1.8	2.1
UK	417	16.7	16.7	8.1	350	10.5	10.5	3.6
Western Continental Europe	547	-7.6	2.5	2.7	462	-8.2	1.7	0.3
Asia Pacific, Latin America, Africa & Middle East and Central & Eastern Europe	783	10.9	11.1	6.8	692	8.9	9.1	4.0
Total	2,783	8.3	7.4	5.2	2,419	6.0	5.0	2.5

¹ Disclosure of revenue and net sales figures necessary to more accurately show underlying trends, given the significant increase in both on-line media buying as principal, together with pass-through costs for data investment management

First Quarter 2015

Revenue Growth¹ by Region

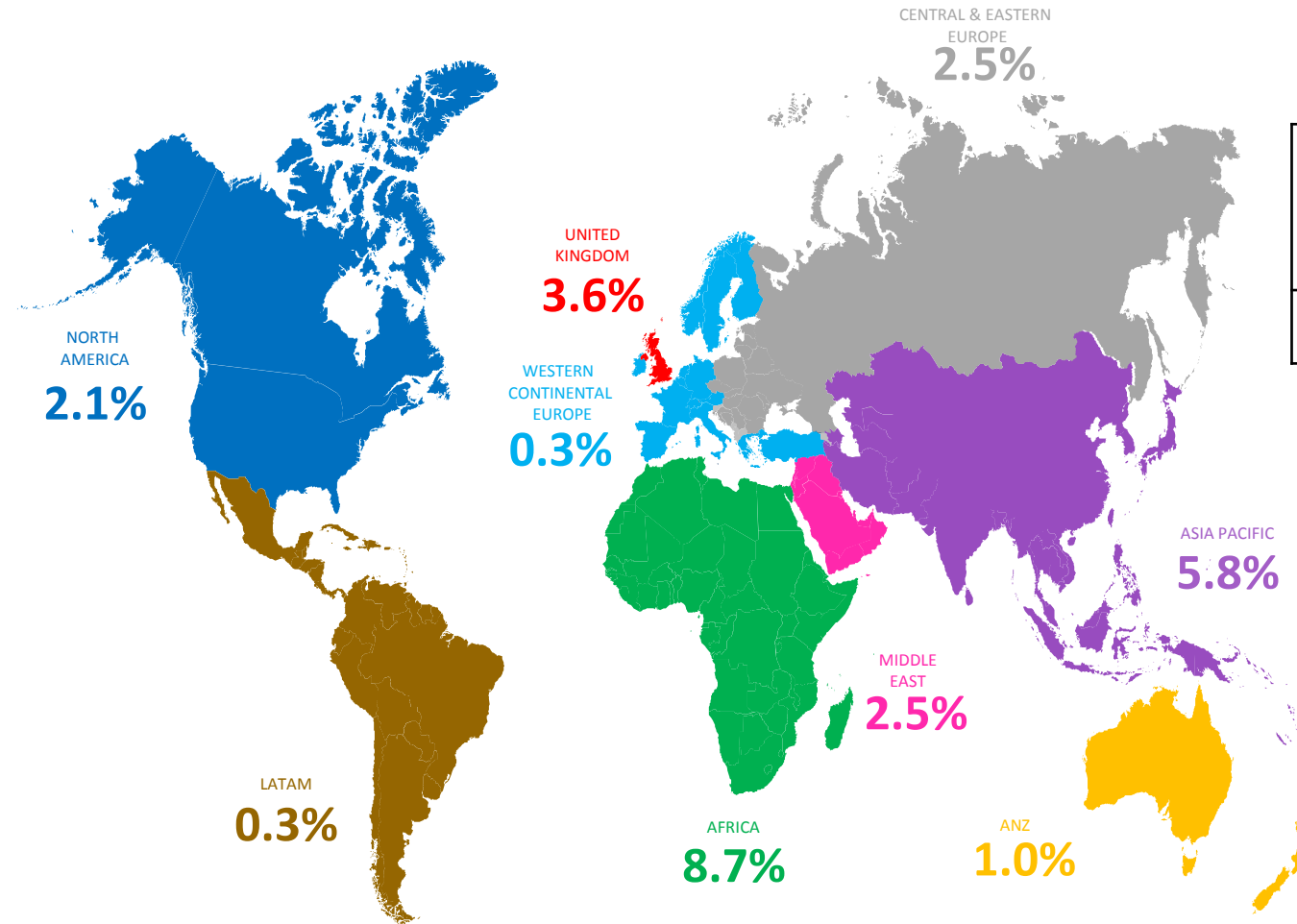


Mature Markets	4.7%
Faster Growing Markets	6.8%
Total	5.2%

¹ Like-for-like revenue growth vs. 2014

First Quarter 2015

Net Sales Growth¹ by Region



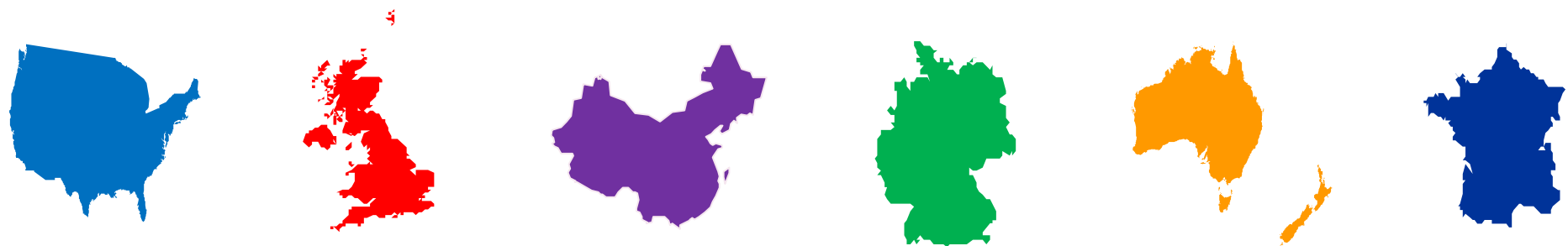
Mature Markets	1.9%
Faster Growing Markets	4.0%
Total	2.5%

¹ Like-for-like net sales growth vs. 2014

First Quarter 2015

Top 6 Markets - Over 67%¹ of Revenue and Net Sales, Like-For-Like Revenue Growth of 5.6%¹ and Net Sales Growth of 3.0%¹

	Including associates:					
Revenue	\$1.5bn	\$0.8bn	\$0.3bn	\$0.3bn	\$0.2bn	\$0.2bn
People '000 ²	24	16	15	7	4	5



USA

UK

Greater China⁴

Germany

ANZ

France

	USA		UK		Greater China ⁴		Germany		ANZ		France	
	Revenue	Net Sales	Revenue	Net Sales	Revenue	Net Sales	Revenue	Net Sales	Revenue	Net Sales	Revenue	Net Sales
2015 Q1 ³	4.7%	2.5%	8.1%	3.6%	9.2%	7.0%	6.9%	4.2%	2.8%	2.6%	-2.8%	-2.0%
2014 FY ³	9.9%	3.1%	12.9%	4.8%	7.9%	4.0%	5.2%	3.3%	3.2%	0.0%	-0.4%	-0.7%
2013 FY ³	2.9%	2.9%	4.8%	6.8%	4.0%	3.5%	3.3%	-0.3%	4.4%	4.6%	-2.6%	-2.2%

¹ % excluding associates

² Closing headcount at 31 March 2015

³ Like-for-like growth vs. prior year, excluding associates

⁴ Includes Hong Kong & Taiwan

First Quarter 2015

BRICs Markets - Over 11%¹ of Revenue and Net Sales, Like-For-Like Revenue Growth of 10.2%¹ and Net Sales Growth of 4.8%¹

Including associates:				
Revenue	\$0.3bn	\$0.1bn	\$0.1bn	\$0.05bn
WPP Rank ⁵	#3	#8	#9	#22
People '000 ²	15	6	14	2



Greater China⁴



Brazil



India



Russia

	Greater China ⁴		Brazil		India		Russia	
	Revenue	Net Sales	Revenue	Net Sales	Revenue	Net Sales	Revenue	Net Sales
2015 Q1 ³	9.2%	7.0%	-4.2%	-4.2%	35.5%	9.9%	1.3%	4.4%
2014 FY ³	7.9%	4.0%	-0.5%	0.7%	25.4%	10.4%	6.1%	7.5%
2013 FY ³	4.0%	3.5%	8.5%	7.8%	4.6%	6.2%	7.9%	5.5%

¹ % excluding associates

² Closing headcount at 31 March 2015

³ Like-for-like growth vs. prior year, excluding associates

⁴ Includes Hong Kong & Taiwan

⁵ Ranked by WPP revenue by market

First Quarter 2015

Growth by Region

- Asia Pacific, Latin America, Africa & the Middle East and Central & Eastern Europe was the strongest region, with constant currency net sales growth 9.1% and like-for-like growth 4.0%.
- Faster Growing Markets represented almost 29% of Group net sales, up almost 1% from prior year first quarter.
- UK grew strongly with constant currency net sales growth 10.5% and like-for-like growth 3.6%, the second strongest region. Advertising and Media Investment Management and Direct, Digital and Interactive performed strongly.
- North America with constant currency net sales growth 1.8% and like-for-like growth 2.1%, was stronger than the last quarter of 2014. Advertising and Media Investment Management, Direct, Digital and Interactive and Healthcare performed well.
- Western Continental Europe with constant currency net sales growth 1.7% and like-for-like growth 0.3%, compared with 1.7% in the first quarter of 2014 which was the strongest quarter of the year. Germany, Greece, Italy, Portugal and Spain were strong but Austria, France, Norway, Sweden and Switzerland were more difficult.

First Quarter 2015

Revenue Growth by Country

Revenue Growth¹

Countries

>20%

India

10% to 20%

Argentina, Mainland China, Poland

5% to 10%

Germany, Greater China², Italy, Netherlands, UK

Below 5%

Australia, Belgium, Brazil, Canada, Denmark, France, Japan, Mexico, Russia, Singapore, South Africa, South Korea, Spain, Sweden, Thailand, Turkey, USA

¹ Like-for-like growth

² Includes Hong Kong and Taiwan

First Quarter 2015

Revenue Growth by Category

Revenue Growth¹

More than 10%

Categories

Media & Entertainment

5% to 10%

Automotive, Retail, Travel & Airline

Less than 5%

Computers, Drinks, Electronics, Financial Services, Food, Government, Oil, Personal Care & Drugs, Telecommunications

¹ Like-for-like growth

First Quarter 2015

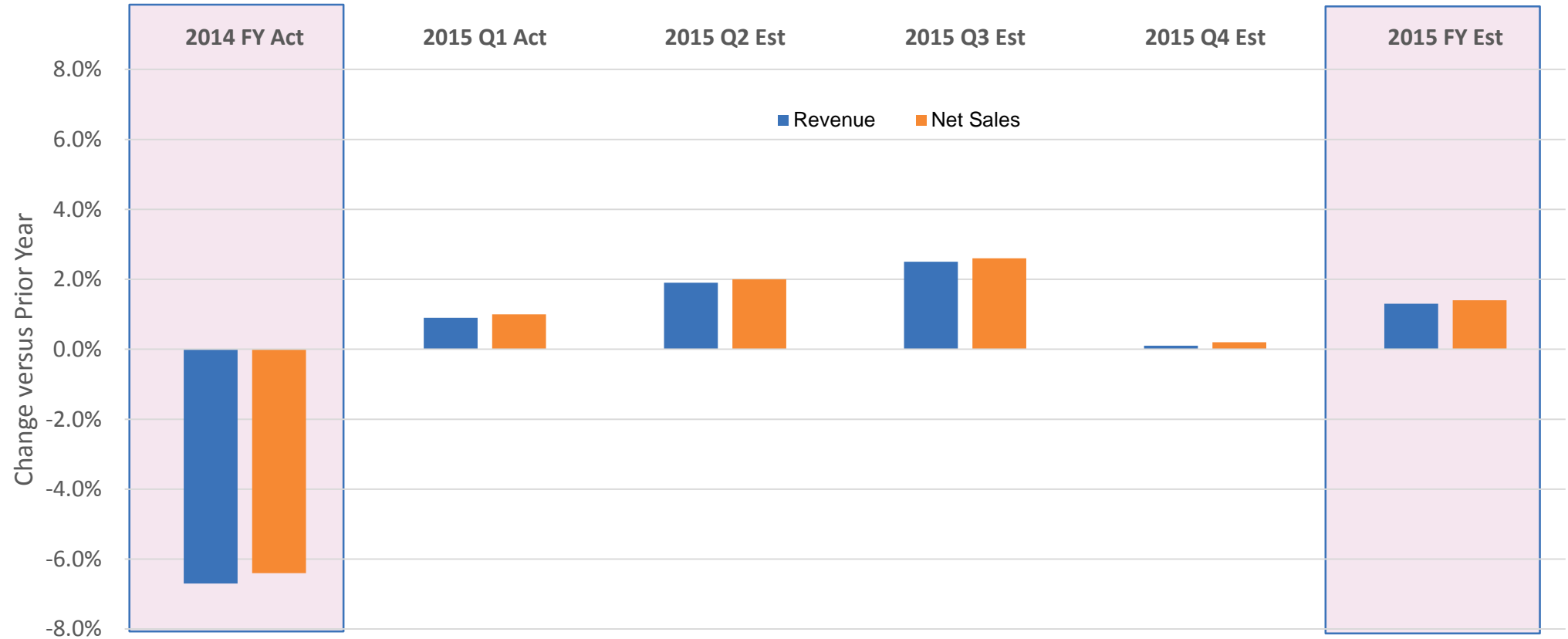
Effects of Currency

- Currency movements accounted for a 0.9% increase in reported revenue and 1.0% in net sales, reflecting the overall weakness of the £ sterling, particularly against US\$.
- Sterling (weaker) or stronger as follows:

	Q1 2015	Q1 2014	Sterling (Weaker)/Stronger
US\$	1.51	1.66	-9%
€	1.35	1.21	12%
¥	180	170	6%
Chinese Renminbi	9.4	10.1	-7%
Brazilian Real	4.34	3.91	11%
Australian \$	1.93	1.85	4%
Canadian \$	1.88	1.83	3%
Indian Rupee	94	102	-8%
Singapore \$	2.05	2.10	-2%
Russian Rouble	95.3	58.0	64%
South African Rand	17.8	18.0	-1%

First Quarter 2015

Projected impact of Foreign Exchange¹



- 2015 full year impact if rates remain at current levels projected to be 1%-2% on both revenue and net sales.

¹ Q2-Q4 2015 estimates based on latest FX rates incl US\$/£ at \$1.49 and €/£ at €1.38

First Quarter 2015

Trade Estimates of Major New Business Wins

WPP Agency	Incumbent	Account	Office	Billings(\$m)
Grey	RKCR/Y&R	Vodafone	UK	80
JWT	Various	Treasury Wine Estates	Global	70
GroupM	IND	Airtel	India	64
CH&I Partners	None	Not Disclosed	Global	60
JWT	N/A	askme.com	India	56
Team WPP	None	Pandora Jewellery	Global	55
JWT	PUB	Mondelez	Europe	51
Mindshare	MediaCom	Insurance Australia Group	Australia	50



First Quarter 2015

Trade Estimates of Major New Business Losses

WPP Agency	Winning Agency	Account	Office	Billings(\$m)
m/SIX	PUB	Dixons Carphone	UK	135
RKCR/Y&R	Grey	Vodafone	UK	80
MediaCom	MDC	American Legacy	USA	50
MediaCom	Mindshare	Insurance Australia Group	Australia	50



First Quarter 2015

Internal Estimates of Net New Business Wins

(\$m)	Creative	Media	Total
Advertising	277	422	699
Other Businesses	300	-	300
2015	577	422	999

Leading position in new business league tables



First Quarter 2015

Trade Estimates of Major New Business Wins/Losses Since 1 April

	WPP Agency	Winning Agency	Account	Office	Billings(\$m)
LOSS	Y&R	In House	Land Rover	Global	300



First Quarter 2015

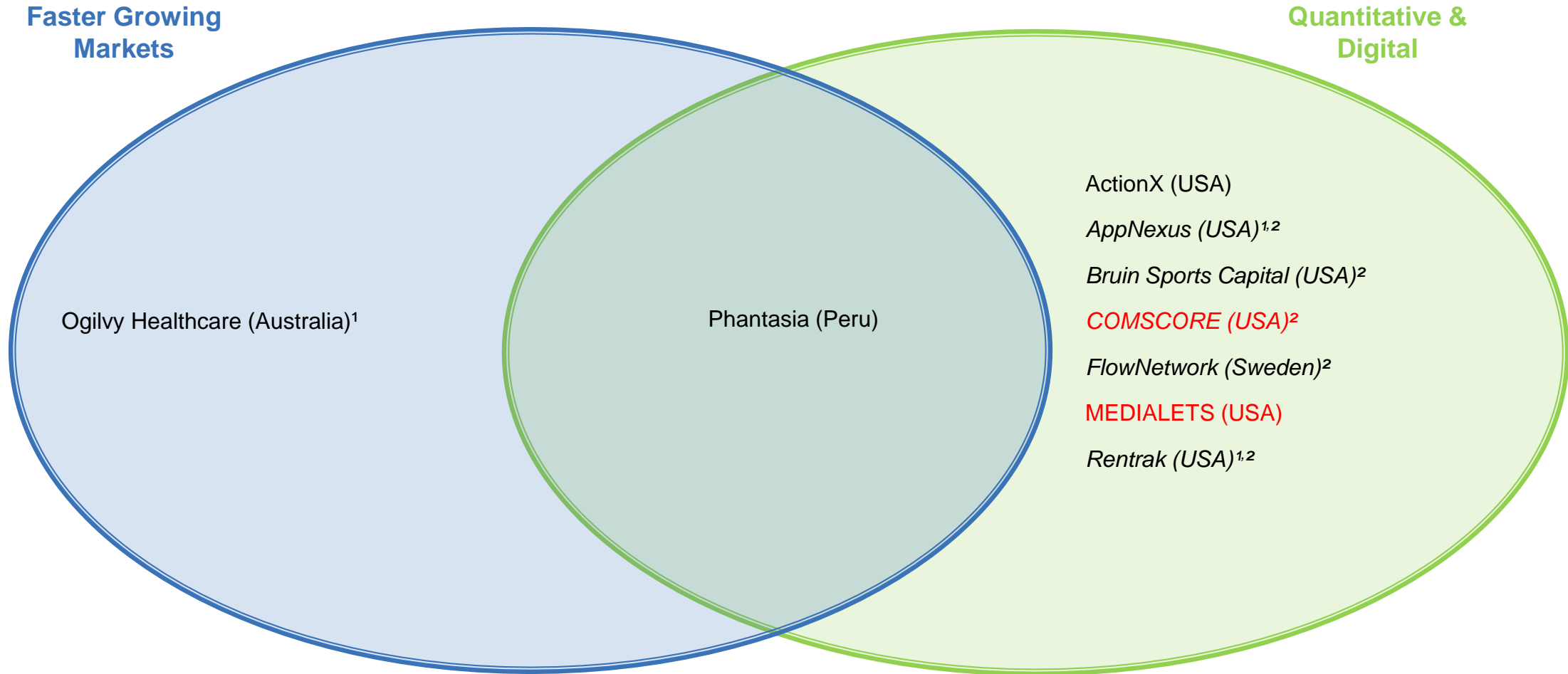
Cash Flow and Net Debt

- Average net debt in the first three months up £185m to £2.734bn, compared to £2.549bn in 2014, at 2015 exchange rates.
- Net acquisitions (including earnouts) of £22m and share buy-backs of £156m in first quarter of 2015.
- Net debt at 31 March up £218m to £3.175bn, compared to £2.957bn last year, at 2015 exchange rates, reflecting improvements in NWC offset by higher spend over last 12 months on share buy-backs and acquisitions.
- In the quarter the Group issued a 15 year €600m bond at 1.625% and exchanged €252m of the €750m 6.625% bond due May 2016 into a three year € bond with a 0.43% coupon.
- Average net debt to Headline EBITDA, for 12 months to 31 March, remains at the lower end of our target range of 1.5x - 2.0x, giving scope for greater leverage.



First Quarter 2015

Acquisitions and Investments - Year to Date



¹ Step-ups in investments, associates and subsidiaries' equity

² Investments

CAPITALS ARE ACQUISITIONS SINCE 1 APRIL

First Quarter 2015

Uses of Free Cash Flow

Category	Target	March YTD 2015	March YTD 2014	FY 2014
Acquisitions ¹	£300-£400m ²	£14m ³	£91m	£461m
Share purchases:	n/a	£156m ⁴	£173m	£511m
% of issued share capital	2%-3%	0.8%	1.0%	3.0%
Dividend increase	n/a	n/a	n/a	12%
Pay-out ratio	45% ⁵	n/a	n/a	45%
Headroom: Undrawn facilities & surplus cash	n/a	£3.1bn	£2.5bn	£3.9bn

¹ Acquisitions are initial payments, net of cash acquired and disposal proceeds, and include other investments and associates

² Excluding larger-sized acquisitions like IBOPE or comScore

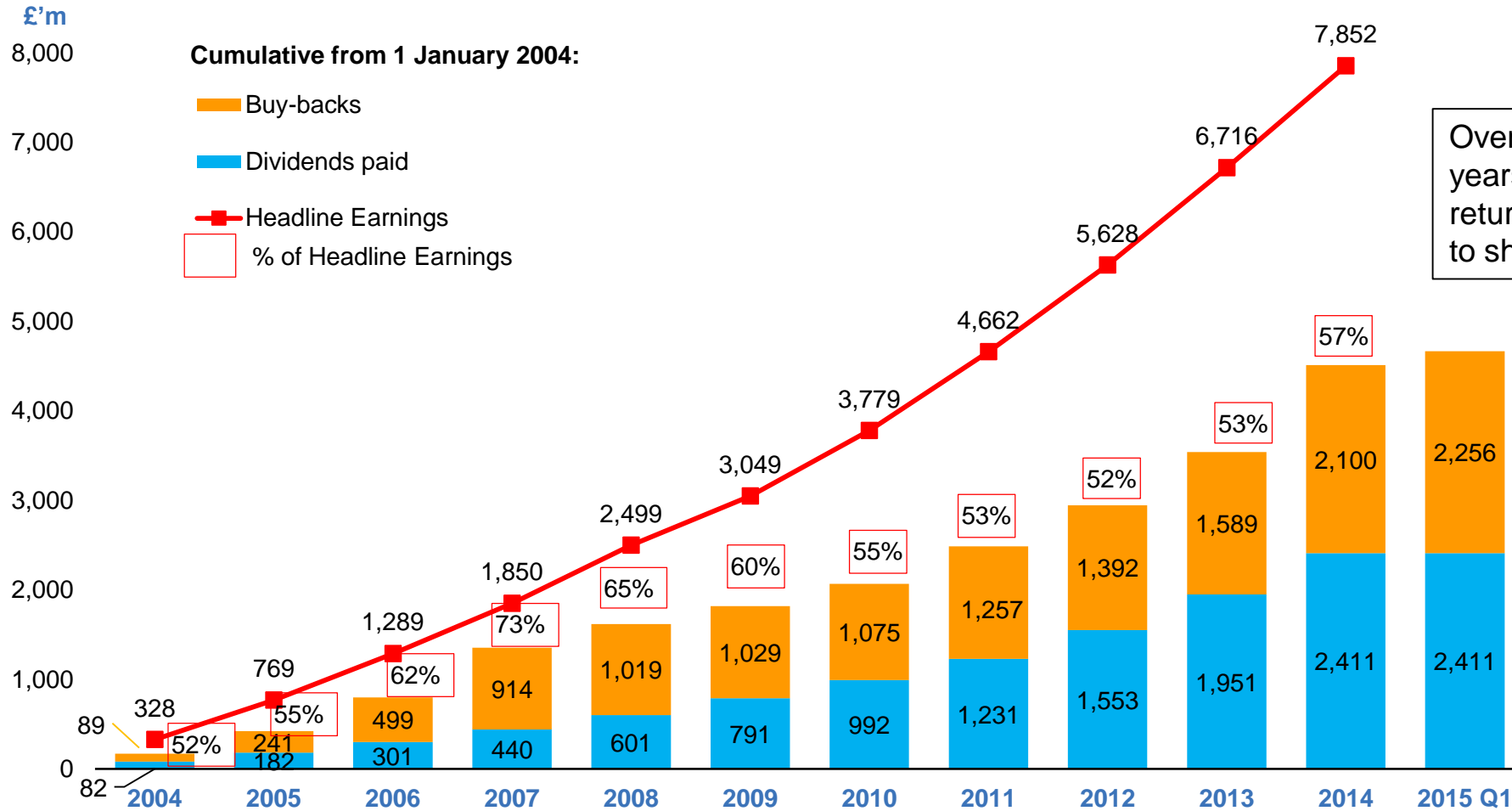
³ After offsetting proceeds of £33m from sale of interest in eRewards

⁴ 10.5 million shares at a cost of £156m and an average price of £14.86 per share

⁵ Future target ratio to be considered by the Board shortly

First Quarter 2015

Using Free Cash Flow to Enhance Share Owner Value
Distributions to Share Owners Since 2004



Over the ten years to 2014 we returned **£4.3bn** to share owners

First Quarter 2015

Market Environment

Macro

- Uniformly slightly higher nominal and real GDP projections for 2015 than for 2014 at this stage of the year.
- Continued recovery in USA and UK, signs of growth in Eurozone (Germany, Spain, Italy).
- Strong growth in India but slowing GDP in China, weak growth in Brazil and decline in Russia.
- Deficit management still key for USA and UK and growing concerns about impact of tapering.
- Pressure on traditional media from viewing habits and hyperactivity continues in new media.
- Geopolitical concerns include Syria, Yemen, Libya, Russia/Ukraine and now the possibility of Grexit/Brexit.
- Opportunities possible in Cuba, Egypt and Iran.

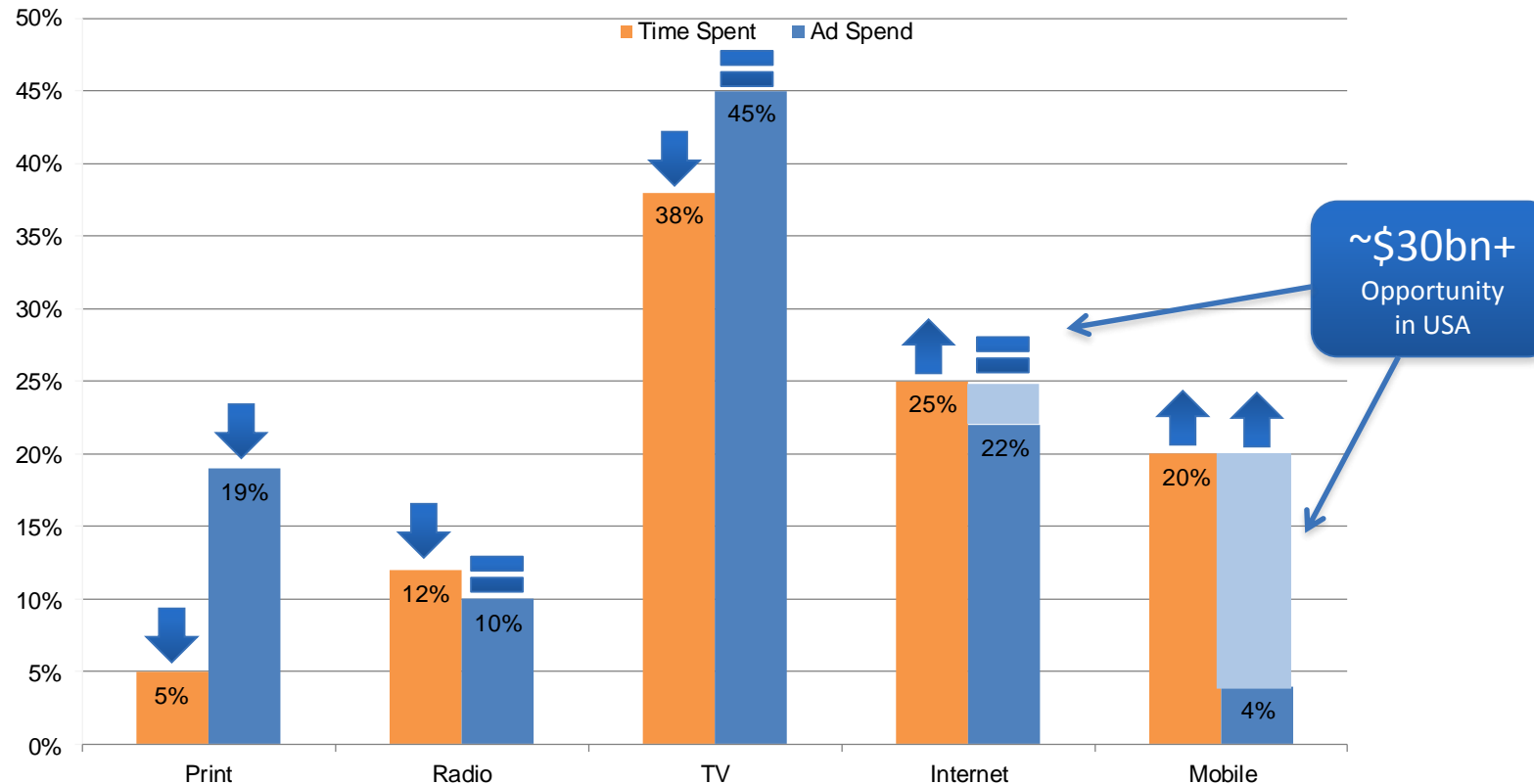
Micro

- Clients focused on opportunities in faster growing markets and on following consumers in new media.
- Client investment in capacity and brands in faster growing markets and brands in mature markets to maintain or gain share.
- Growing importance of Horizontality and Shopper Marketing.
- Increasing focus on application of technology, use of data and content.
- Efficiency and effectiveness still key with client pressure on pricing, payment terms and contractual issues. Pressure for continuous improvement.
- Development of cost-based consolidation model in FMCG and Pharma at one end of spectrum and digital disrupters at other.
- Significant increase in new business activity.

First Quarter 2015

Media Time Spent vs. Ad Spend Not Aligned

% of Time Spent in Media vs. % of Advertising Spending, USA 2013



Source: (KPCB 2014)

Note: Print includes newspaper and magazine. \$30bn+ opportunity calculated assuming Internet and Mobile ad spend share equal their respective time spent share. Source: eMarketer 7/13

* Based on \$ spend, not impressions

First Quarter 2015

Quality Time = Increased Advertising Response

UK newspaper brands vs Google



Source: Newsbrands – NRS PADD January 2014 to December 2014 + comScore November 2014; Google – comScore November 2014

- Ebiquity Payback 3¹ shows that print is 2.5 times more effective *per impact* than online display - and delivers a return of £1.40 for every £1 spent
- For some categories, such as retail, this return is even higher
- A Brand Science study for Microsoft shows that print delivers £6.41 revenue for every £1 spent, compared with just £2.84 for online

¹ Payback 3 is an econometric analysis of 3,000 ad campaigns across nine advertising sectors between 2006 and 2011

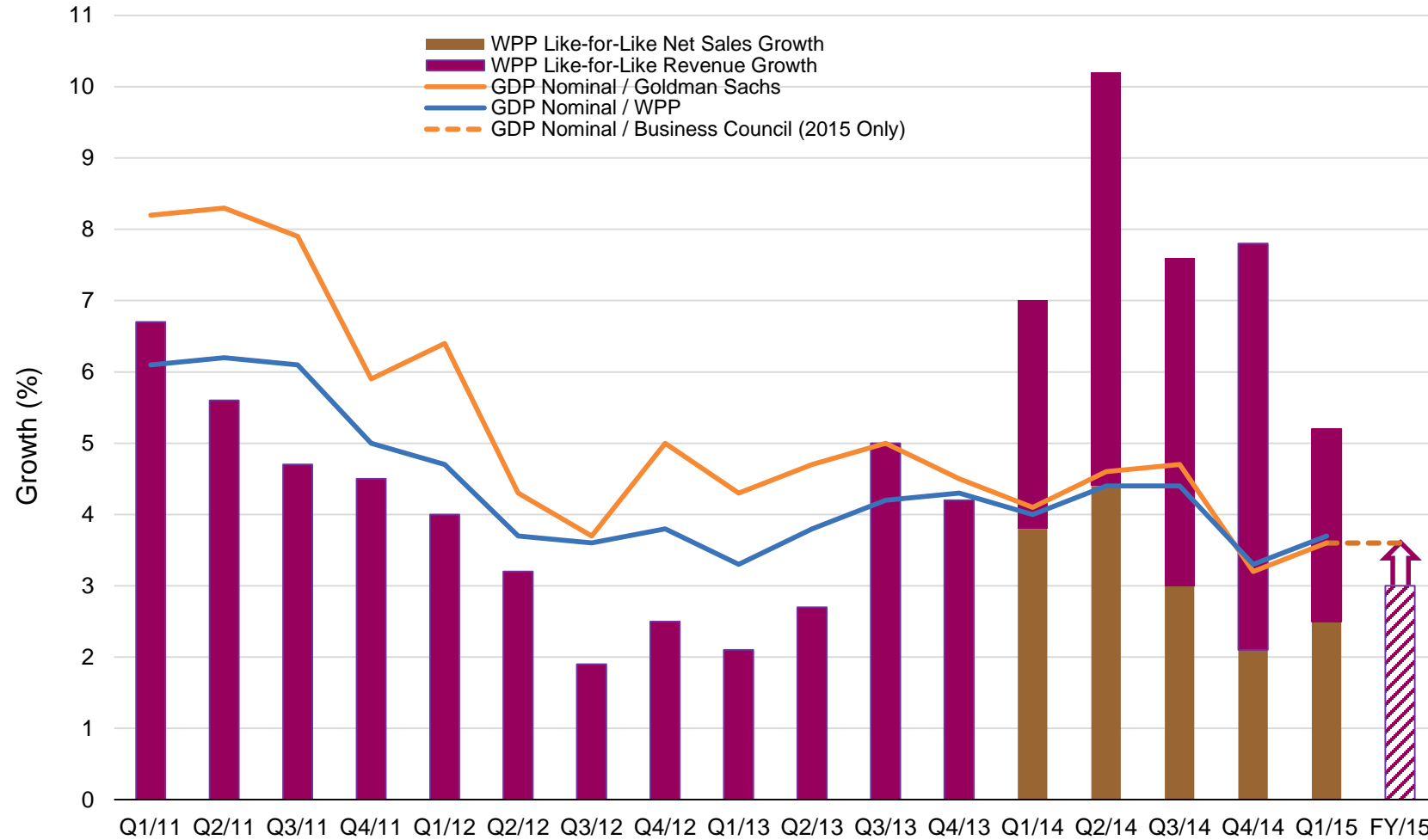
First Quarter 2015

Operational/Efficiency and Effectiveness Programmes

- Transfer of 1,200 people to IBM during February and March as part of our strategic partnership agreement and IT transformation programme to deliver \$50m of savings in 2016 and \$75m in 2017.
- Central business services team with direct reports, now managing IT, communications and development costs across the Group.
- Established new Shared Service Centres in the quarter in Spain, Malaysia and USA for Healthcare and PR businesses.
- Appointed International Head of Shared Service Centres from outside the Group to drive our programme in Asia and Europe, reflecting our commitment to improvements in efficiency and effectiveness.

First Quarter 2015

Like-for-Like Growth and GDP



First Quarter 2015

Summary - Our 4 Strategic Priorities

- Faster growing markets to be 40-45% of total Group revenue over the next five years.
- New media to be 40-45% of total Group revenue over the next five years.
- Data Investment Management and quantitative disciplines to be one half (achieved) with focus on the application of technology, data and content.
- Horizontality – ensuring our people work together through client teams and country and sub-regional managers for the benefit of clients.



First Quarter 2015

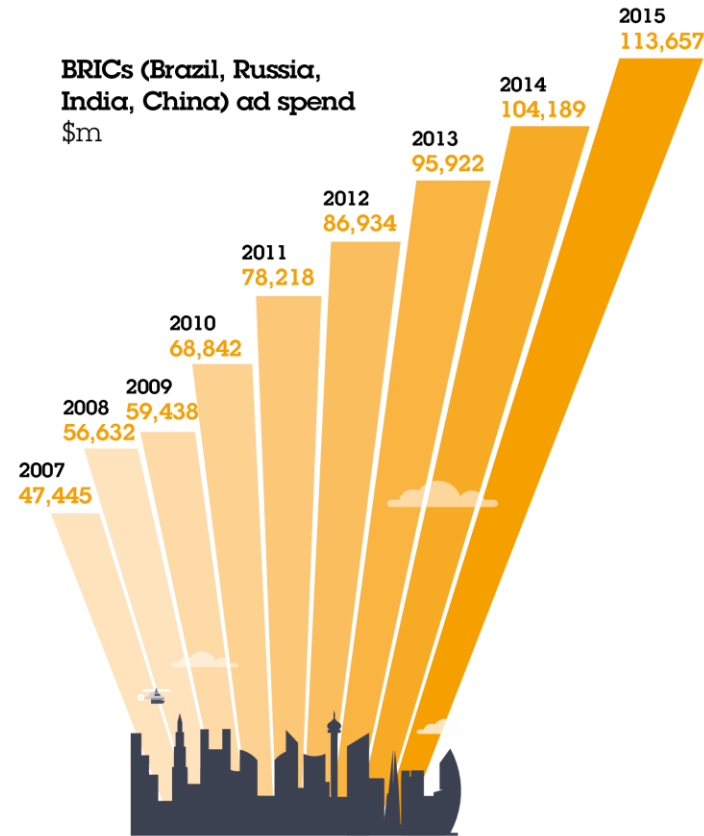
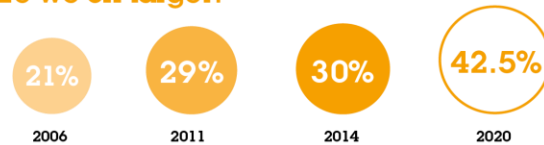
Our 4 strategic priorities

NEW MARKETS

Our target

Increase the share of revenues from faster-developing markets to 40-45%

Are we on target?



Source: GroupM This Year, Next Year Worldwide, December 2014



First Quarter 2015

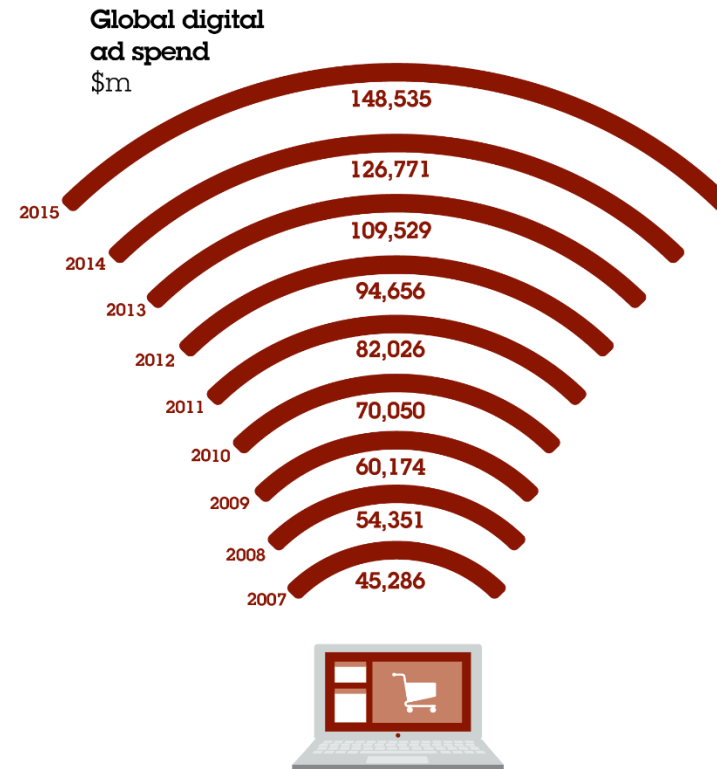
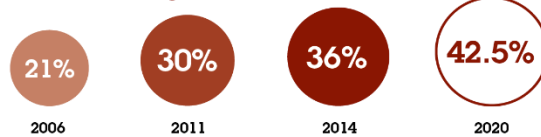
Our 4 strategic priorities

NEW MEDIA

Our target

Increase the share of revenues from new media to 40-45%

Are we on target?



Source: GroupM *This Year, Next Year Worldwide*, December 2014

First Quarter 2015

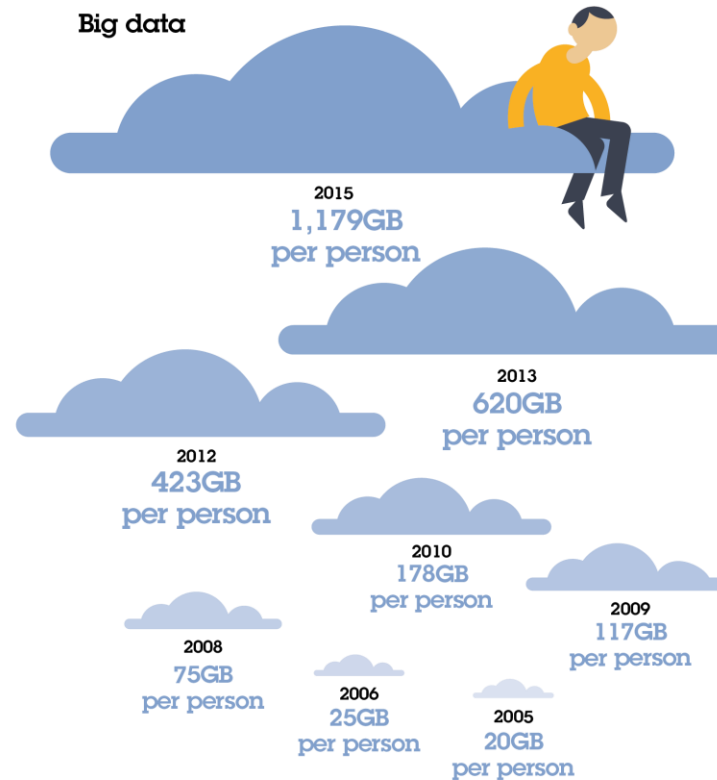
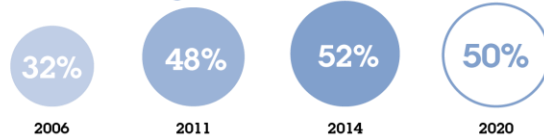
Our 4 strategic priorities

DATA INVESTMENT MANAGEMENT & APPLICATION OF TECHNOLOGY

Our target

Maintain the share of more measurable marketing services at 50% of revenues

Are we on target?



Source: IDC: The Digital Universe of Opportunities

First Quarter 2015

Our 4 strategic priorities

HORIZONTALITY

Our target

Advance 'horizontality' by ensuring our people work together for the benefit of clients

Cross-Group client teams



38,000+
people work on
our top 40
accounts



First Quarter 2015

WPP Investments in Technology, Data and Content

- New areas key to supporting clients.

Technology	Data	Content
AppNexus	Rentrak (\$172m ¹ vs \$110m ²)	Vice (\$300m ¹ v \$36m ²)
Globant (\$152m ¹ vs \$80m ²)	comScore ³ (\$316m ¹ vs \$220m ²)	Imagina
Mutual Mobile	Invidi	Fullscreen
ActionX	Infoscout	China Media Capital
Medialets ³		Media Rights Capital
		Indigenous Media

- WPP investments in Technology, Data and Content valued at over \$1billion¹.

¹ Current value based on latest funding round or market value for quoted entities

² Total cost of investment including contribution of assets

³ Acquired post 1 April 2015

First Quarter 2015

Outlook

- Preliminary quarter 1 revised forecast in line with budget.
- Like-for-like revenue and net sales growth target of over 3%.
- Very good start to year on margin goal supported by restructuring and IT transformation, full year target improvement remains 0.3 margin points before impact of currency.
- Headcount reduced in first quarter; hires to support growth in revenue will be controlled as revenue builds in balance of year.
- The Group is well placed geographically and functionally to capitalise on industry trends and to deliver in line with our targets. The Group has the leading position in new markets, in new media, in data investment management, including data analytics and the application of technology and horizontality. This is reinforced by the consistently and globally recognised leading creative and effectiveness position in the industry and emphasis on technology, data and content.

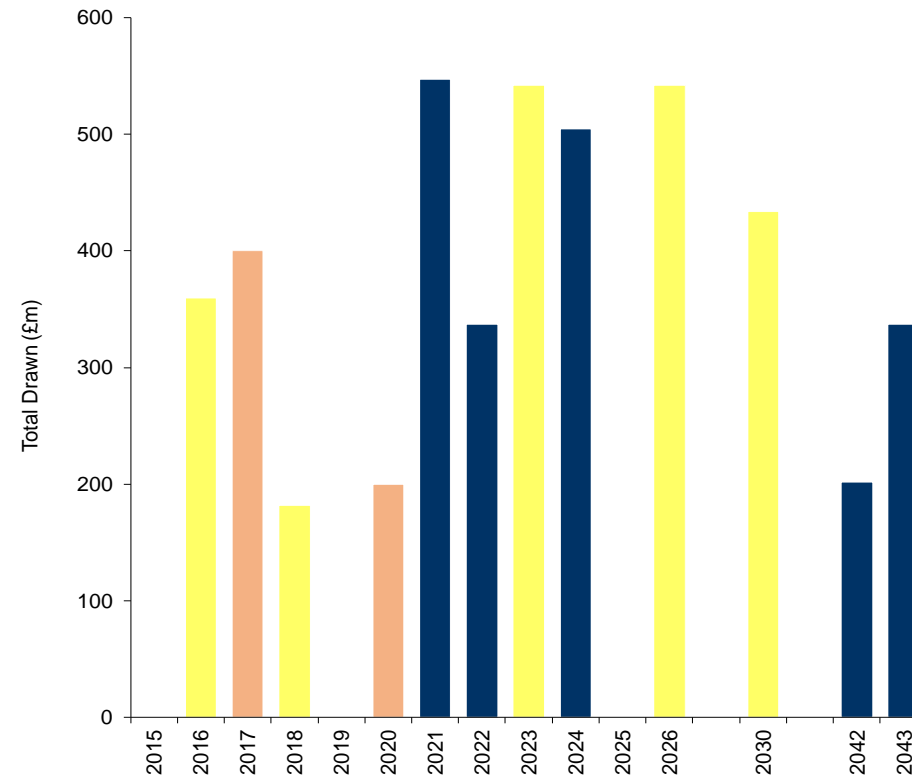


2 Other Financial Information *(Hard Copy only)*



Debt Maturity Profile £m

31st Mar 2015		
	Total Credit	Total Drawn
US bond \$500m (5.625% Nov'43)	337	337
US bond \$300m (5.125% Sept'42)	202	202
Eurobonds €600m (1.625% Mar'30)	434	434
Eurobonds €750m (2.25% Sept'26)	542	542
US bond \$750m (3.75% Sept'24)	505	505
Eurobonds €750m (3.00% Nov'23)	542	542
US bond \$500m (3.625% Sept'22)	337	337
US bond \$812m (4.75% Nov'21)	547	547
£ bonds £200m (6.375% Nov'20)	200	200
Eurobonds €252m (0.43% Mar'18)	182	182
£ bonds £400m (6% Apr'17)	400	400
Eurobonds €498m (6.625% May'16)	360	360
Debt facilities	4,588	4,588
Bank revolver ¹ (\$2,500m)	1,684	-
Net cash, overdrafts and other adjustments	-	(1,413)
Total Borrowing Capacity/Net debt	6,272	3,175



Available Liquidity £3,097m

¹ These instruments are subject to financial covenants - As from 23 July 2014 the Bank Revolver increased in size to \$2.5bn
31 March 2015 exchange rates of \$/£ 1.48 €/\$ 1.38

First Quarter 2015

Acquisitions

ActionX – USA (Xaxis)

ActionX is a leading mobile performance-based marketing business with an e-commerce orientation in the United States. ActionX's proprietary mobile-first data, audience targeting and dynamic creative advertising technology allows its clients to engage customers on multiple screens on the path to the point of purchase. Clients include e-commerce and media subscription companies such as Forbes, JackThreads and Hearst. ActionX employs 25 people and is based in New York.



Bruin Sports Capital¹ – USA (WPP)

Bruin Sports Capital is a global sports marketing firm launched by George Pyne, the former President of IMG Worldwide's global sports and entertainment business. Bruin Sports Capital will build its portfolio organically, as well as through acquisitions and investments in established sports marketing businesses, sports federations, leagues and franchises. WPP will have a preferred partnership arrangement with Bruin Sports Capital that will allow its operating companies' clients access to unique media and sponsorship opportunities in sport.



comScore^{1,2} - USA (Kantar)

Kantar has entered into a strategic global alliance with comScore, the US-based internet audience measurement company. The alliance, which covers territories outside the US, is designed to deliver world class cross-media audience and campaign measurement capabilities by bringing together products, technology, data assets, research panels and relationships from both companies.



¹ Investment

² Acquired post 1 April 2015

First Quarter 2015

Acquisitions

FlowNetwork¹ - Sweden (WPP Digital)

FlowNetwork is a new, Swedish, over-the-top television service, delivering its programmes via the internet, which supplies Sweden's regional newspapers with technology and content. Newspapers served by FlowNetwork include Norrköpings tidningar, Folkbladet, Motala Vadstena Tidning, Norrländska Socialdemokraten, Östgöta Correspondenten, Norrbottens-Kuriren, Västervik-Tidningen, Hela Gotland and UNT. FlowNetwork is co-producer of the new Swedish drama series "Gåsmamman".



Phantasia - Peru (Wunderman)

Phantasia is a leading digital marketing agency in Peru. Clients include Telefonica, Backus, Banco de Credito, Samsung and Coca-Cola. Phantasia employs 200 people and is based in Lima. The agency, which provides consulting, digital marketing, creative and media buying services to its clients, was founded in 1998. It has been a Wunderman affiliate since 2012.



Medialets² - USA (Xaxis)

Medialets is a creator of technology that helps marketers manage and measure the complete return on investment of mobile ad campaigns. Clients include American Express, HBO, Johnson & Johnson and SKY Sports television. The company employs almost 50 people and is based in New York with sales operations in Los Angeles, Chicago and London. Medialets was founded in 2008.



¹ Investment
² Acquired post 1 April 2015

Organic Growth Rates

WPP Two Year Trends¹

%	Revenue	Net Sales
Q1 2014	9.1	5.7
Q2 2014	12.9	7.2
Q3 2014	12.6	7.3
Q4 2014	12.0	6.4
Q1 2015	12.2	6.3

¹Two Year trend is total growth for the named quarter and same quarter one year earlier

Organic Growth Rates

Two Year Revenue Trends¹

%	WPP	OMC	Pub	IPG
Q1 2014	9.1	7.2	4.6	8.9
Q2 2014	12.9	8.6	5.5	6.9
Q3 2014	12.6	10.6	4.5	9.1
Q4 2014	12.0	10.1	3.9	8.5
Q1 2015	12.2	9.4	4.2	n/a

¹Two Year trend is total growth for the named quarter and same quarter one year earlier

Organic Growth Rates

Global

	Q1	Q2	Q3	Q4	FY '13	Q1	Q2	H1	Q3	Q4	FY '14	Q1 '15
WPP	2.1	2.7	5.0	4.2	3.5	7.0	10.2	8.7	7.6	7.8	8.2	5.2
<i>Net Sales</i>	1.9	2.8	4.3	4.3	3.4	3.8	4.4	4.1	3.0	2.1	3.3	2.5
OMC	2.9	2.8	4.1	4.2	3.5	4.3	5.8	5.1	6.5	5.9	5.7	5.1
Publicis	1.3	5.0	3.5	0.7	2.6	3.3	0.5	1.8	1.0	3.2	2.0	0.9
Havas	-0.9	1.7	1.2	1.6	1.0	3.0	7.9	5.7	6.0	3.5	5.1	
IPG	2.3	2.2	2.8	3.7	2.8	6.6	4.7	5.6	6.3	4.8	5.5	
DAN*			12.5	14.0	5.9	9.6	8.4	9.0	10.3			

* Dentsu Aegis Network

Organic Growth Rates

USA

	Q1	Q2	Q3	Q4	FY '13	Q1	Q2	H1	Q3	Q4	FY '14	Q1 '15
WPP	-0.9	2.2	4.7	5.6	2.9	9.9	12.1	11.1	8.1	9.5	9.9	4.7
<i>Net Sales</i>	-1.3	2.3	4.4	6.2	2.9	4.6	4.4	4.5	2.4	1.4	3.1	2.5
OMC	4.1	2.7	5.0	3.0	3.7	4.8	7.9	6.4	8.9	8.3	7.5	4.8
Publicis	4.4	7.7	4.5	2.4	4.7	4.3	1.3	2.8	1.5	2.4	2.3	0.8
Havas	-3.9	0.2	-1.9	-1.2	-1.7	3.7	5.3	4.5	4.7	7.3	5.4	
IPG	0.5	3.3	3.7	6.9	3.7	4.8	2.9	3.8	7.9	3.4	4.7	



Organic Growth Rates

International

	Q1	Q2	Q3	Q4	FY '13	Q1	Q2	H1	Q3	Q4	FY '14	Q1 '15
WPP	3.6	3.0	5.0	3.6	3.8	5.6	9.4	7.6	7.3	7.0	7.4	5.5
<i>Net Sales</i>	3.6	3.1	4.3	3.5	3.6	3.4	4.4	4.0	3.3	2.4	3.4	2.5
OMC	1.6	2.8	3.1	5.6	3.4	3.6	3.1	3.4	3.4	2.7	3.4	5.5
Publicis	-1.7	2.5	2.5	-0.6	0.7	2.3	-0.2	0.9	0.5	3.9	1.7	1.0
Havas	0.5	2.4	2.7	2.9	2.3	1.8	9.1	6.3	6.6	1.7	5.0	
IPG	4.9	0.8	1.6	0.5	1.7	9.1	7.1	8.0	4.2	6.4	6.6	



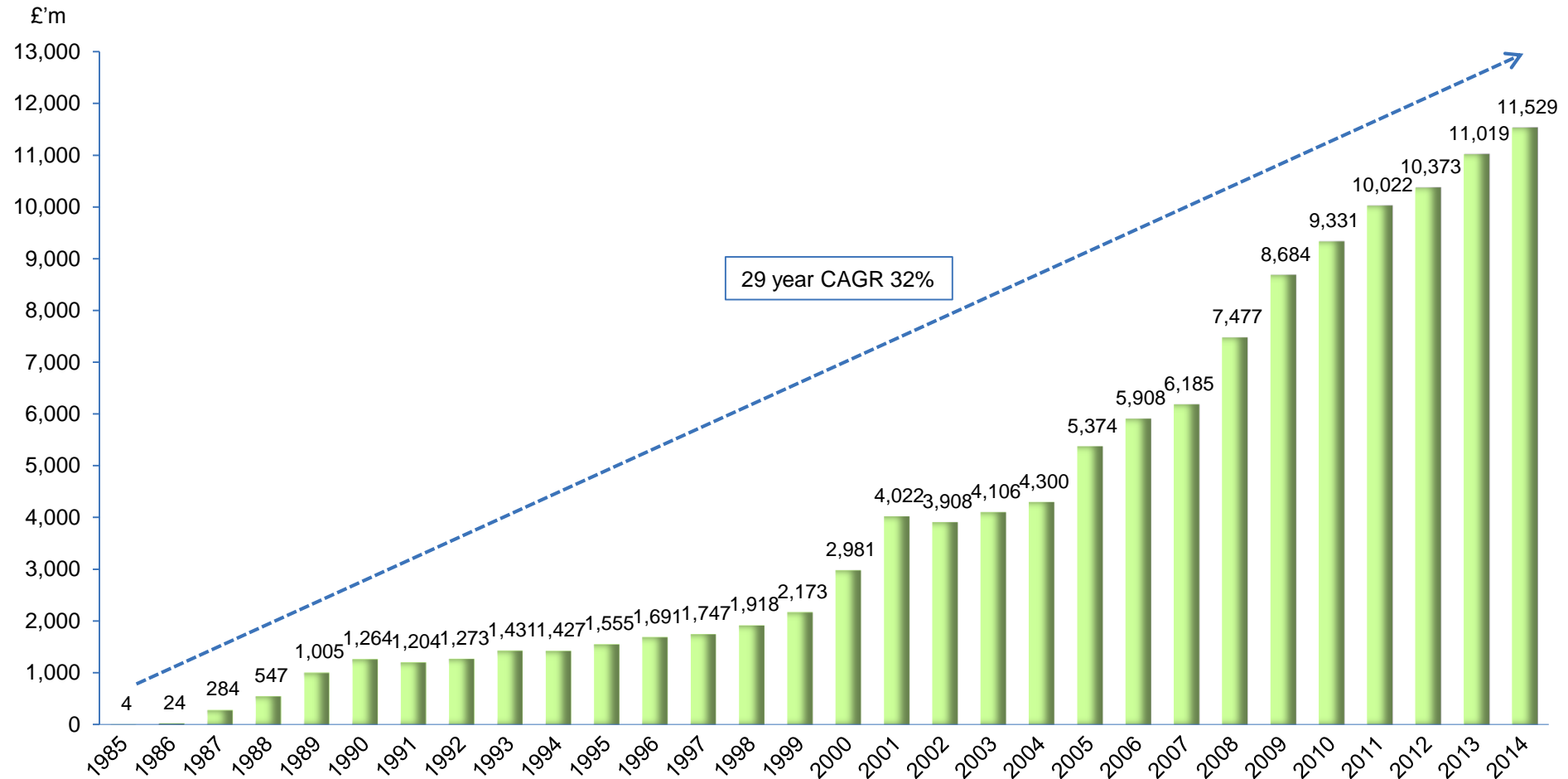
3 29 Year History

(Hard Copy Only)



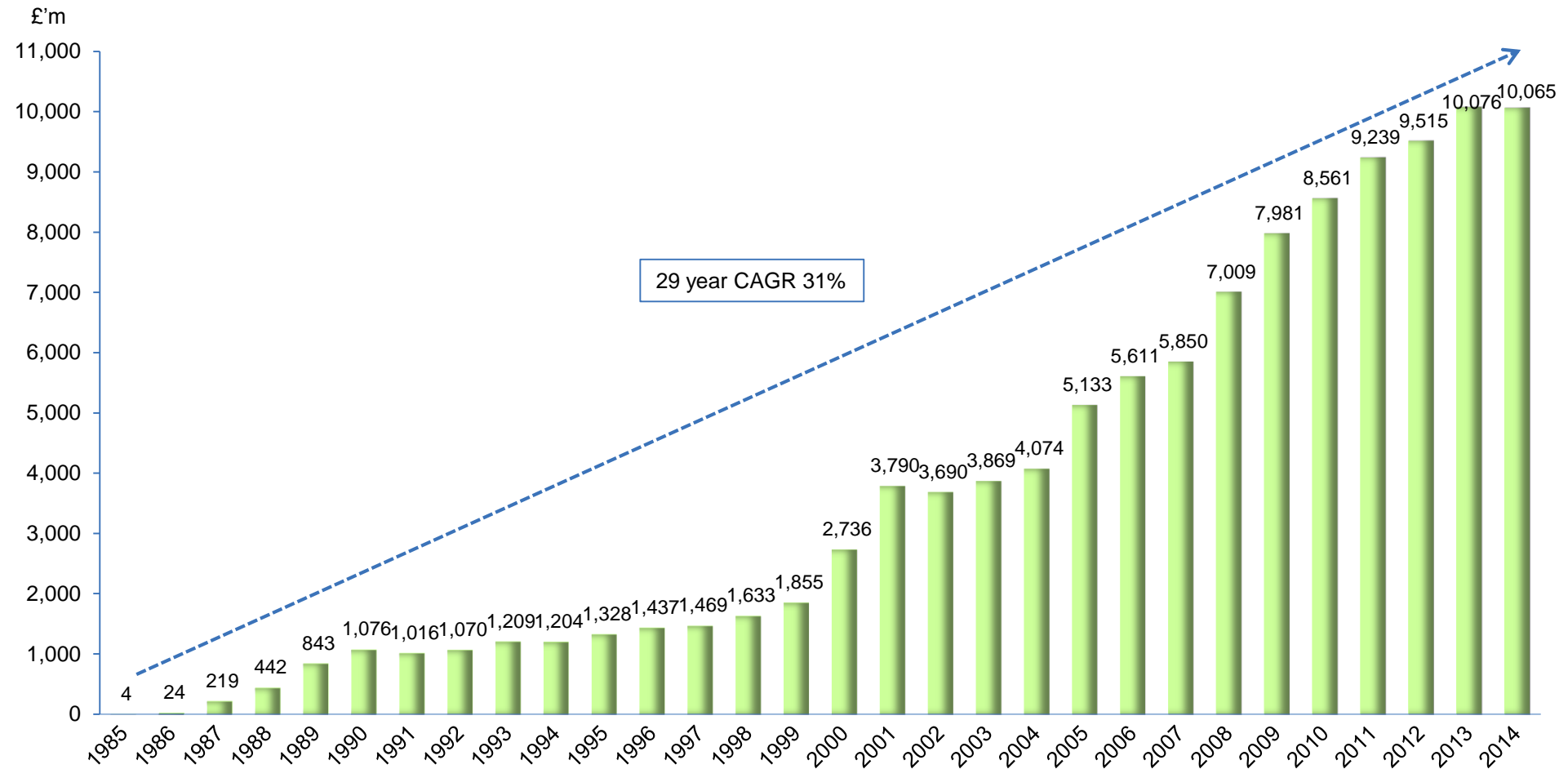
29 Year History

WPP Reported Revenue



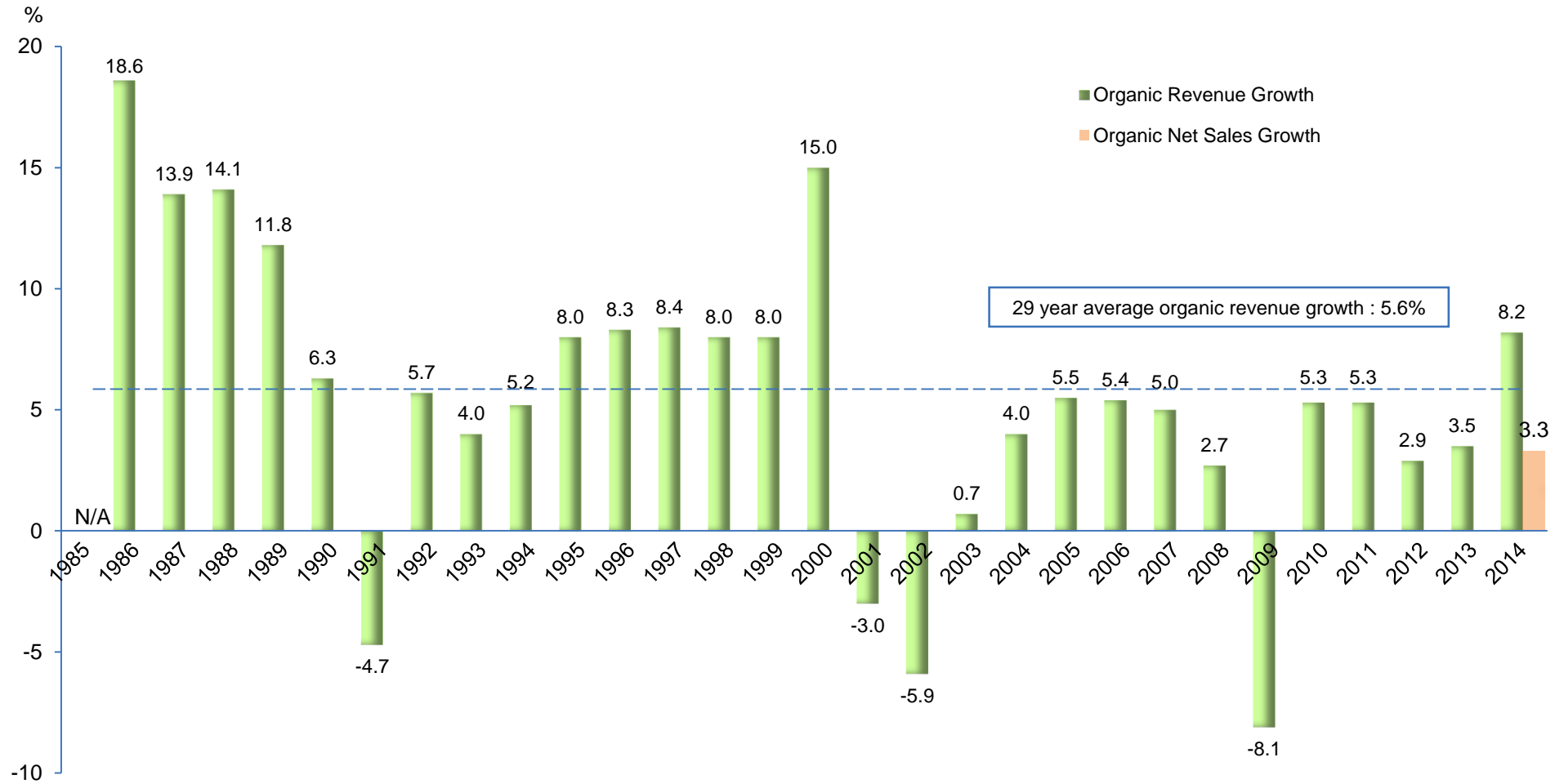
29 Year History

WPP Net Sales



29 Year History

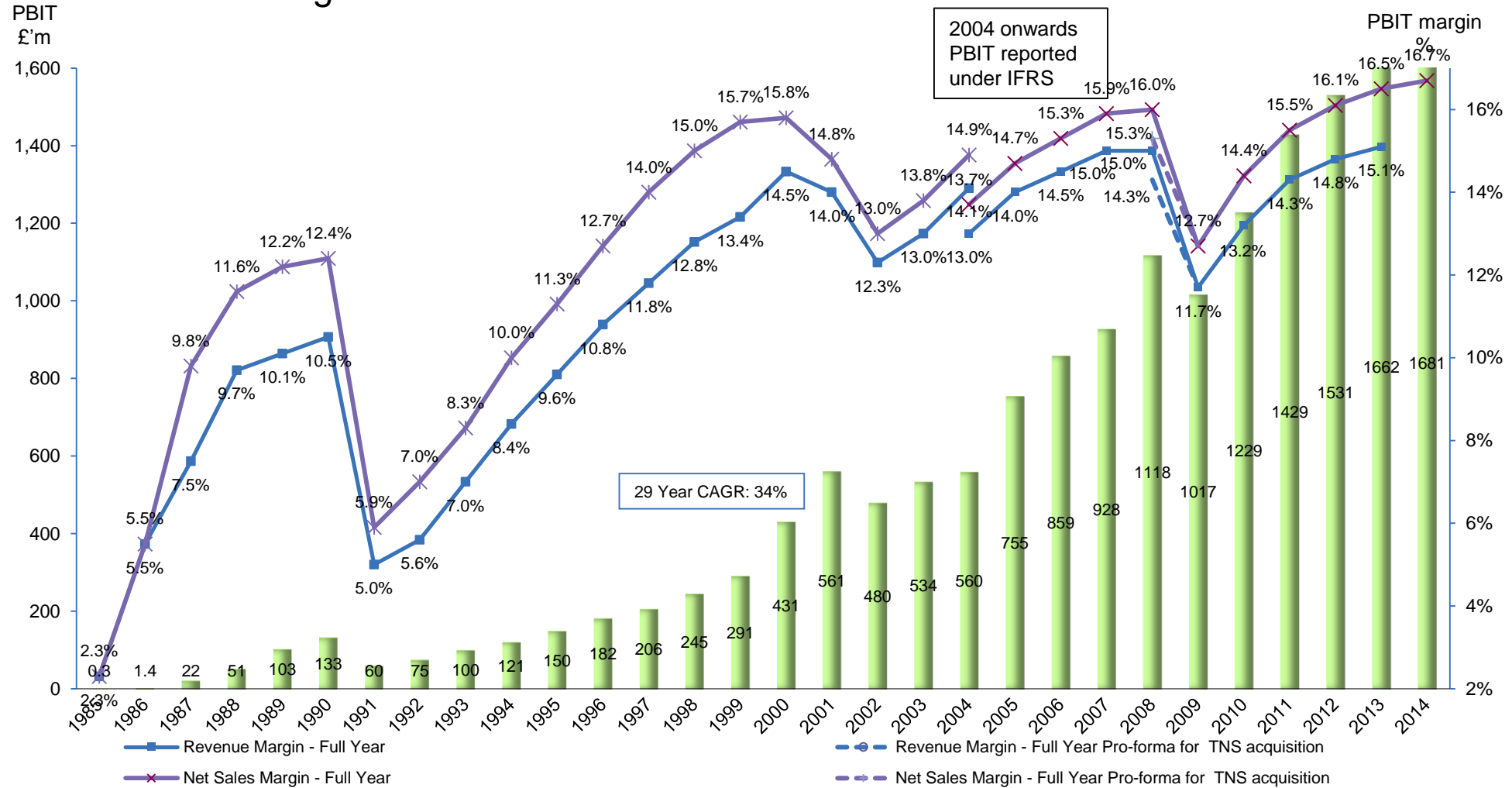
WPP Organic Growth



Note: Estimates for 1985-1990

29 Year History

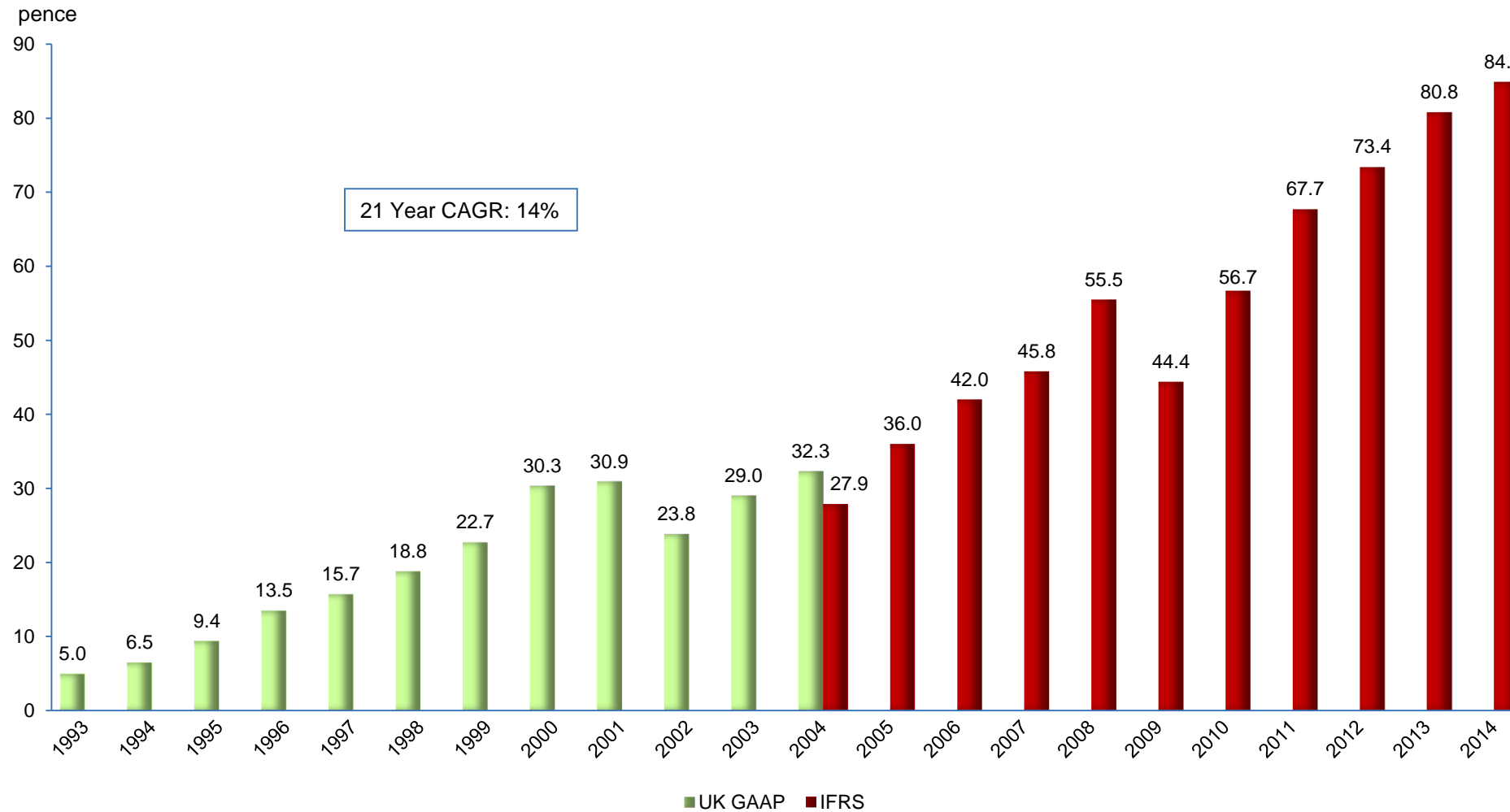
WPP PBIT and Margins



Note: Headline PBIT includes associates and excludes goodwill and intangible charges, gain on sale of New York property, restructuring charges, costs of changes in corporate structure, gains/losses on disposals of subsidiaries and investments, investment write downs and share of exceptional gains/losses of associates. For 2004 onwards, headline PBIT has been prepared under IFRS. 2003 and prior periods are in accordance with previous UK GAAP.

History

WPP Headline Diluted EPS Post 1992 Rights Issue



Note: 1993 adjusted to reflect 1992 rights issue. Headline Diluted EPS

WPP

CANNES LIONS 2011/12/13/14
HOLDING COMPANY OF THE YEAR



EFFIE AWARDS 2012/13/14
MOST EFFECTIVE HOLDING COMPANY



Trading Statement for the First Quarter 2015

