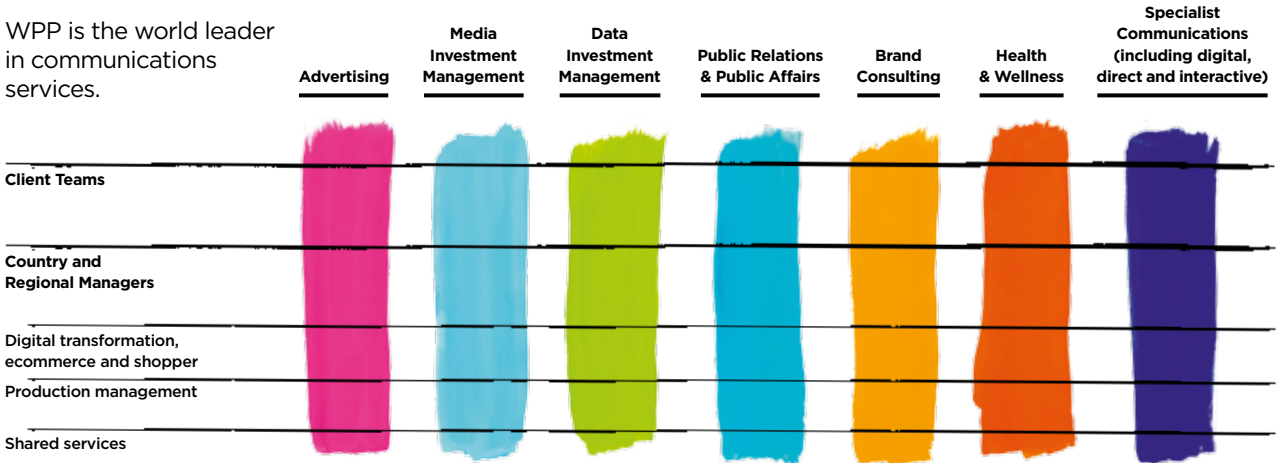


The fast read

Who we are

WPP is the world leader in communications services.



Our mission

Partners for growth

WPP has one simple purpose: to create growth for our clients.

We believe in data-driven insight and the transformative power of technology. Even more than that, we believe in the application of human intelligence, vision and creativity to the task of solving business problems.

That's why we've assembled a global powerhouse of talent, with every capability required to understand and reach audiences, build brands, sell products and services, and prepare organisations for the future.

As a worldwide team, we have the scale, flexibility and speed to deploy those skills where and when they are most needed, and to deliver the most effective and efficient growth solutions for our partners.

Where we work

203,000
people
(including associates)

3,000
offices

112
countries

The Group works 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.

Industry recognition



Cannes International Festival of Creativity
Holding Company of the Year
2011, 2012, 2013, 2014, 2015, 2016, 2017



Effie Global Effectiveness Index
Most Effective Holding Company of the Year
2012, 2013, 2014, 2015, 2016, 2017

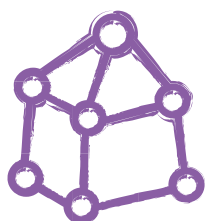


WARC 100
World's Top Holding Company
2015, 2016, 2017

Our 4 strategic priorities in 2017

Horizontality

Advance horizontality by harnessing the Group's collective capabilities for the maximum benefit of clients.



New markets

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



New media

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



Technology, data & content

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



Our global brands

AKQA
Burson Cohn & Wolfe
Finsbury
Geometry Global
Grey
GroupM:
Essence
MediaCom
Mindshare
Wavemaker
Xaxis
GTB
Hill+Knowlton Strategies
Hogarth
J. Walter Thompson
Kantar
Landor
Ogilvy
Superunion
tenthavenue
VML
WPP Health & Wellness
Wunderman
Y&R

How we're doing

Billings*

£55,563m

Reported +0.6%
Constant -3.9%

Revenue

£15,265m

Reported +6.1%
Constant +1.6%

Revenue less pass-through costs*

£13,140m

Reported +6.0%
Constant +1.4%

Training investment

£44.9m

Women Non-Executive Directors

33%

Headline PBIT*

£2,267m

Reported +4.9%
Constant +1.5%

Revenue less pass-through costs margin*

17.3%

Reported -0.1¹
Constant 0.0¹

Reported PBIT

£2,022m

Reported -4.3%
Constant -7.5%

Social contribution

£49.4m

Women company directors and executive leaders

35%

Headline PBT*

£2,093m

Reported +5.4%
Constant +1.9%

Reported PBT

£2,109m

Reported +11.6%
Constant +7.7%

Headline diluted EPS*

120.4p

Reported +6.4%
Constant +2.7%

Reduction in carbon footprint per £m revenue since 2006

67%

Women senior managers

49%

Reported diluted EPS*

142.4p

Reported +31.9%
Constant +26.9%

Dividends per share

60.0p

Reported +6.0%
Constant +6.0%

(% change from 2016 in reported and constant currency)

* Refer to financial summary on page 11 for additional information.

¹ Margin points.

Women total employees

54%

Who we are. And why.

No company in the world has a greater or more varied repertory of talent.

203,000 people work for WPP companies. Between them, they offer more than 80 distinct skills on which our clients can draw.

They can do figures and they can do fantasy. They can learn from the past to make sense of the future. They can buy time and space with a heavyweight's efficiency and they can fill that time and space with a storyteller's delicacy.

No two clients are alike, so the task of client management is both complex and simple. You need first to understand each client's needs: in depth and in detail. And then you need to know which of those 80-something skills - working in harmony and ignoring traditional divisions - will best meet those needs.

The management skill lies in the tailored application of talent to task. Because it disdains the vertical silos that can deter liberated collaboration, we call it horizontality. ●





What we do

Advertising

**Media
Investment
Management**

**Data
Investment
Management**



Client Teams

**Country and
Regional Managers**

**Digital transformation,
ecommerce and shopper**

Production management

Shared services

**Public Relations
& Public Affairs**

**Brand
Consulting**

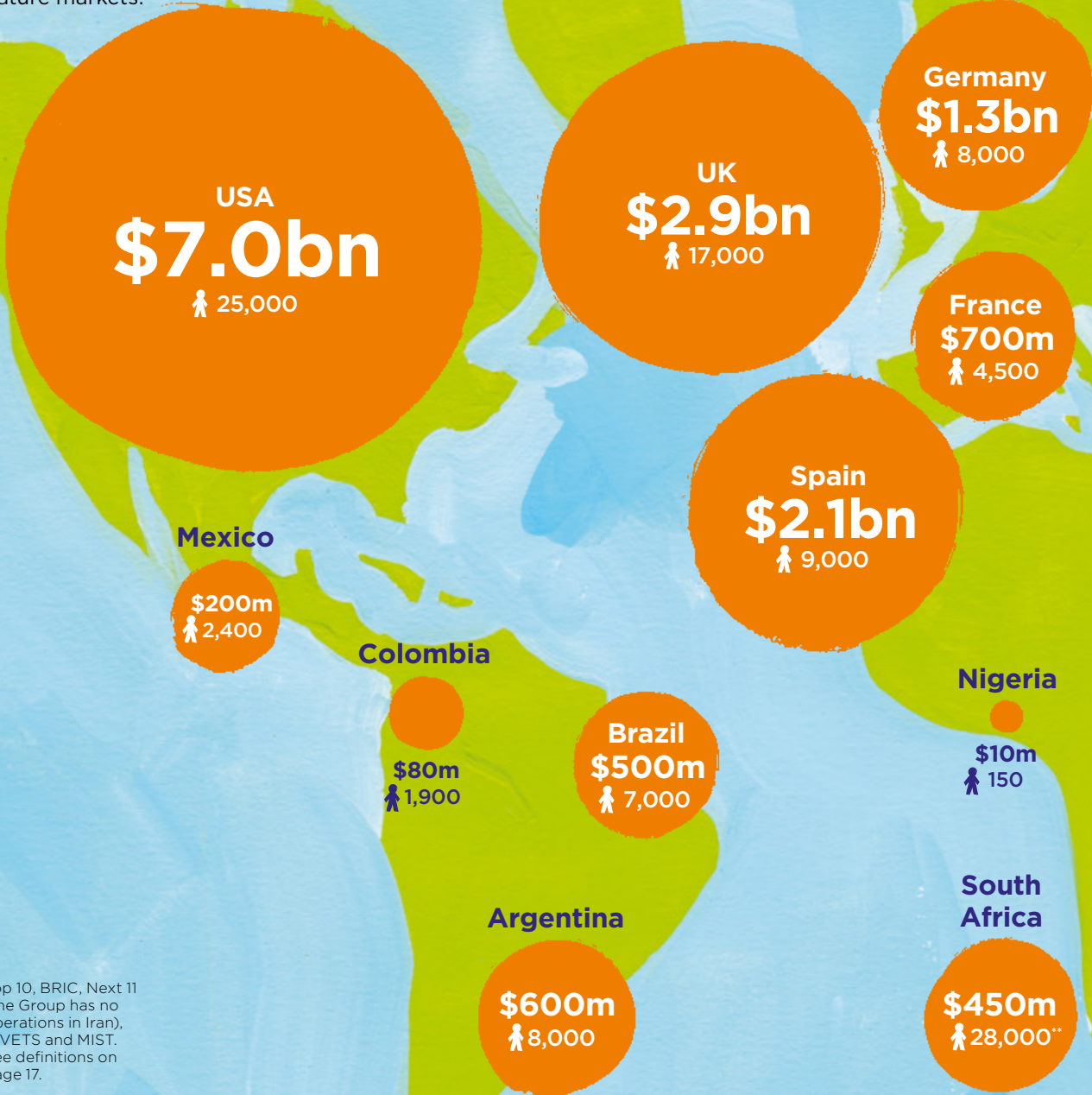
**Health
& Wellness**

**Specialist
Communications
(including digital,
direct and interactive)**



Where we are

WPP companies operate in 112 countries. Here we show the Group's strength in the faster-growing markets of the world as well as some of our key mature markets.*



*Top 10, BRIC, Next 11 (the Group has no operations in Iran), CIVETS and MIST. See definitions on page 17.

**Includes fieldforce of 25,000.

● **Revenues** denote the collective figure for all WPP companies (including associates) in a given country and are reported at 2017 constant currency rates.

👤 **People** denotes the number of people employed by WPP companies (including associates) in a given country.

As at 31 December 2017.

