

CHIEF EXECUTIVE'S STATEMENT



WE ARE DETERMINED TO USE OUR CREATIVITY TO PLAY OUR PART IN REALISING A MORE SUSTAINABLE, EQUITABLE FUTURE"

Mark Read
Chief Executive Officer

WPP has a longstanding commitment to the principles of sustainability in business. Our purpose – to use the power of creativity to build better futures for our people, planet, clients and communities – helps us focus on the impact we have on the world around us. This report sets out how our people and agencies are working to deliver that purpose and bring about change.

Our greatest impact is through the work we do for our clients. We're proud of the many campaigns we've been part of in 2022, which range from raising awareness of the scale of food waste in the UK, to fighting for women's rights in countries around the world, to helping blind and low-vision people access information on healthcare packaging. You can read more about our work throughout this report.

Our agencies have long been required to follow rigorous standards of honesty and integrity. In 2022 we launched a Green Claims Guide, informed by guidance from regulators and underpinned by legal compliance advice. The guide is designed to help our agencies ensure that any environmental claims made on behalf of clients are fair and accurate, and to avoid content that could be misleading in any way.

We also established a revised Assignment Acceptance Policy and Framework to help our agencies review new clients and client work. The framework looks at all sectors, but we've developed a specific set of principles for working with and assessing new assignments from energy clients, given their central role in the energy transition (see page 31).

We know our people want to work for a company that's willing to stand up for the issues they care about. At WPP we try, when relevant to our business, to match words with actions.

In Ukraine, in addition to direct support for our colleagues, we formed a partnership with UNHCR, the UN's refugee agency, and raised \$1.34 million through an employee match-funding campaign. We also supported the Ukrainian government through a pro bono initiative to encourage inward investment and help revitalise the country's economy.

We all need to play our part in tackling the climate crisis, and at WPP we're committed to accelerating change across our industry. We've set ambitious near-term science-based carbon reduction targets (see page 18), which include emissions from media buying (more than half of our total footprint) – an industry first. In 2022, GroupM launched a global framework for media decarbonisation, with the support of a coalition of leading clients. We're working with industry trade bodies to agree a consistent and transparent methodology for calculating emissions from media placement.

We work hard to create a diverse, positive culture at WPP. In 2022 we were again recognised in the Bloomberg Gender-Equality Index, received a top score in the Human Rights Campaign's Corporate Equality Index and featured among the best places to work for LGBTQ+ equality.

We know there's more work to do across our industry to improve diversity at the most senior levels.

The proportion of women on the WPP Executive Committee grew from 35% to 40% in 2022, and we moved up from ninth to sixth in the FTSE 100 Women Leaders Review. In 2022 46% of Executive Committee members and their direct reports were women, against a FTSE 100 average of 34%. We continue to strive for gender parity at all levels of our business.

Our Racial Equity Programme aims to advance racial equity for our people and in communities. Since 2020, we have committed \$16.2 million to inclusion programmes, excluding amounts invested in 2022 which we intend to report later in the year (see page 34).

To be relevant to today's communities and build meaningful connections with consumers, we need to understand how people define themselves. In 2022 we launched the Consumer Equality Equation report, exploring the relationship between ethnicity and the consumer experience in the UK. These insights are driving award-winning work. In the United States, a cross-agency collaboration between VMLY&R, BCW, Wavemaker, Hogarth and Unite (our company-wide LGBTQ+ community) was awarded the Most Effective Integrated Marketing Campaign at The Drum Awards for the Reality Flag campaign, highlighting the freedoms denied to LGBTQ+ people in 29 American states (see page 12).

Our sustainability commitments are not just the right thing to do, they are also good for business. In a fast-changing and increasingly complex landscape, our clients need partners who can help them find and scale solutions that unlock growth while delivering positive impact. We are determined to use our creativity to play our part in realising the more sustainable, equitable future we all want to see.

Mark Read
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