


ABOUT OUR REPORTING

We have reported on our sustainability performance since 2002. Our aim is to take an integrated approach to managing sustainability risks and opportunities and to reflect this in our reporting. We include key performance information into our 2022 Annual Report and provide further details, data and case studies in this Sustainability Report and online.

Sustainability data is for the calendar year 2022 and covers all subsidiaries of the Company.

The majority of our data is collected twice a year through our Company financial reporting system. This covers all subsidiaries of the Company – over 99% of direct employees. It does not include associate companies or joint ventures. Our per person carbon footprint figures are calculated using data for full-time equivalent employees (FTEs).

The selected ESG performance metrics marked with the symbol  throughout this report have been subject to independent limited assurance procedures by PricewaterhouseCoopers LLP (PwC) for the year ending 31 December 2022 in accordance with International Standard on Assurance Engagements 3000 (revised) and in respect of greenhouse gas (GHG) emissions data,

International Standard on Assurance Engagements 3410, issued by the International Auditing and Assurance Standards Board. A copy of PwC's assurance report is on page 53 and our methodology is available at wpp.com/sustainabilityreport2022.

GUIDELINES AND REPORTING FRAMEWORKS

We use external frameworks to help us implement good reporting practice, to ensure we are covering the topics of most interest to stakeholders and to aid comparison with other companies. These include:

- **Global Reporting Initiative (GRI):** our report references selected GRI Standards, and our GRI Standards content index (available online) lists these disclosures and their location in our report
- **Sustainability Accounting Standards Board (SASB):** we include some metrics for the Advertising and Marketing Sustainability Accounting Standard in our reporting standards index
- **Task Force on Climate-related Financial Disclosures (TCFD):** our fifth TCFD statement is published on pages 220 to 226 of our 2022 Annual Report

- **RE100:** WPP is a member of RE100, the global corporate renewable energy initiative. We have committed to sourcing 100% of our electricity from renewable sources by 2025 in line with its technical criteria
- **UN Global Compact (UNGC):** WPP is a member of the UNGC and reports its progress annually. We provide an index which summarises our approach and progress on the UNGC's ten principles on our website
- **UN Sustainable Development Goals (SDGs):** we have also indicated where our work on sustainability is supporting progress on the SDGs. More information is on page 50
- **World Economic Forum and International Business Council (WEF IBC) stakeholder capitalism metrics:** our disclosures against these metrics, launched in September 2020, are listed in our online reporting standards index
- **CDP:** we also disclose information through various investor indices and benchmarks including CDP climate change.



To read our online reporting standards index, visit wpp.com/sustainabilityreport2022 and to read our CDP climate change disclosure, visit cdp.net

OUR MATERIALITY PROCESS

We use a materiality process to ensure our sustainability strategy, investments and reporting focus on the issues of greatest importance and relevance to our business and our stakeholders.

We continually assess changing stakeholder priorities through ongoing dialogue (see page 52) in the course of doing business. We also periodically conduct formal materiality assessments. Our first formal materiality assessment was conducted in 2014 and we carried out further reviews in 2016, 2017 and 2020. Our most recent formal materiality assessment was completed in January 2023.



To read full definitions of each stakeholder priority, visit wpp.com/sustainabilityreport2022

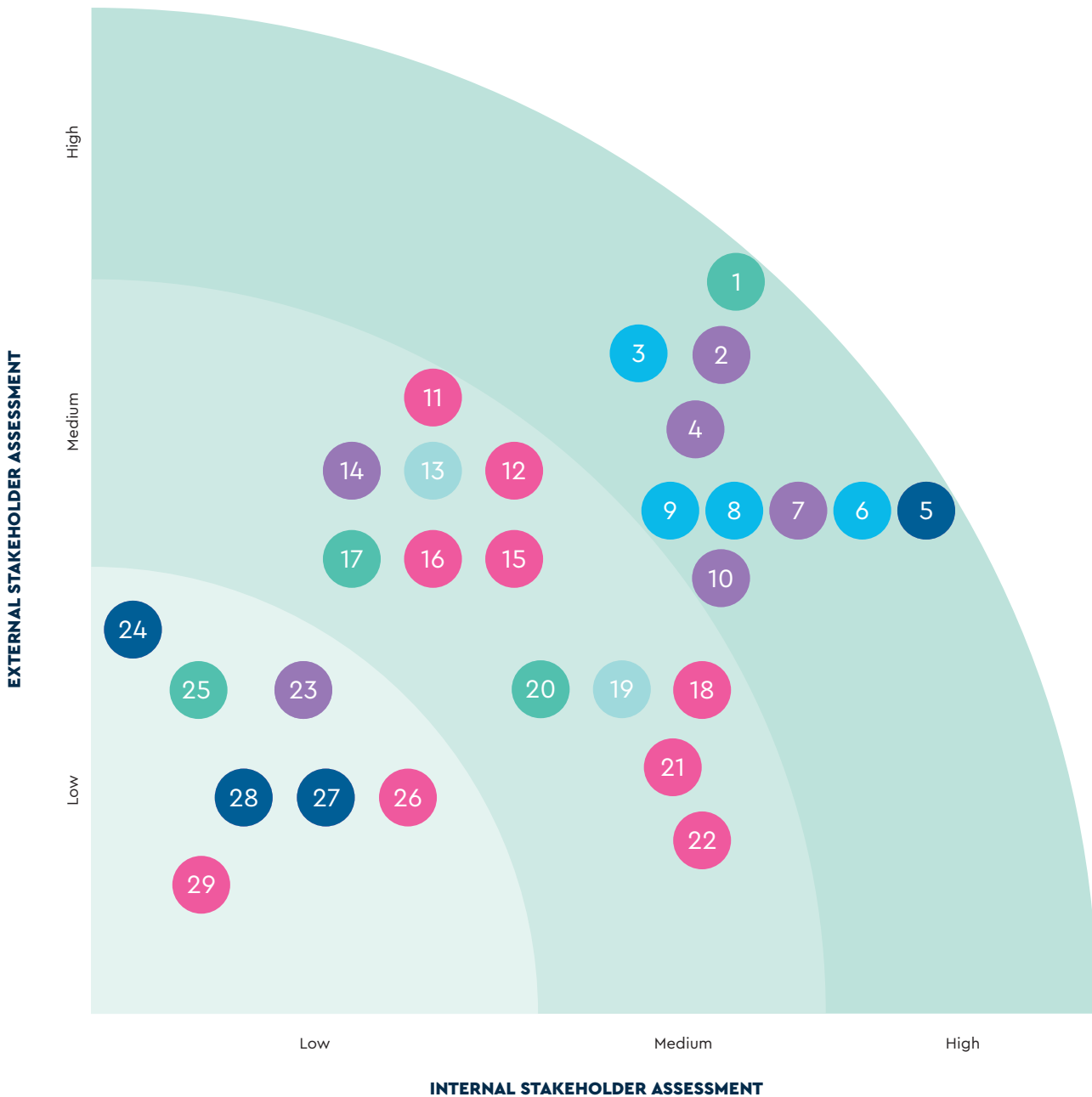
Our materiality matrix (page 49) shows the issues identified as important to our internal stakeholders (employees, future employees and leadership – horizontal axis) and external stakeholders (clients, investors, partners and suppliers, and civil society – vertical axis). Stakeholder priorities are assessed through a range of activities including employee listening activities, analysis of top client and supplier sustainability strategies and investor commentary.

Although there is no change in the top three most material issues, this assessment highlighted shifts in priorities for both our internal and external stakeholders when compared with the prior assessment conducted in 2020:

- climate change has risen in importance above diversity, equity and inclusion (DE&I) reflecting increased importance to internal stakeholders

- people- and community-related issues increased in priority for all stakeholders, reflecting growing societal pressures and the rising cost of living
- water and biodiversity, though less material to our direct operations, rise up the rankings in large part due to growing importance for clients. This contributes to the increased importance of 'environmental issues of our supply chain', which also reflects our new internal focus on media decarbonisation
- two rising governance priorities for our internal stakeholders are 'Operations in sensitive countries', driven by the war in Ukraine, and 'Client products and impacts' reflecting growing internal focus on the work we take on

WPP MATERIALITY ASSESSMENT



- People
- Planet
- Clients
- Communities
- Supply chain
- Governance and management

¹ Including content with negative social or environmental impacts, such as hate speech or greenwashing, and ad placement alongside harmful content

² Attracting talent includes issues such as pay while employee relations includes engagement and remediation

³ Including the decision over whether or not to work with clients in controversial sectors or on controversial topics or products

⁴ Including pro bono, donations and volunteering

⁵ Including artificial intelligence and ad tech

⁶ Including driving consumer behaviour change on social and environmental issues eg climate change

HIGH PRIORITY


- 1** Climate crisis
- 2** Misleading claims and misinformation¹
- 3** Diversity, equity and inclusion
- 4** Data ethics, privacy and security
- 5** Environmental impacts of our supply chain
- 6** Health, safety and wellbeing
- 7** Transparency in digital ad spend
- 8** Workplace culture, engagement and employee relations²
- 9** Attracting, developing and retaining talent²
- 10** Compliance with codes of practice and regulations

MEDIUM PRIORITY

- 11** Business integrity
- 12** Client products and impacts³
- 13** Investing in society⁴
- 14** Promoting sustainable business models
- 15** Operations in sensitive countries
- 16** Emergent technologies and innovation⁵
- 17** Circular economy
- 18** Sustainability leadership and strategy
- 19** Community relations
- 20** Water use
- 21** Anti-bribery and corruption
- 22** Government relations and lobbying

LOW PRIORITY

- 23** Promoting sustainable behaviours and culture⁶
- 24** Human rights and labour practices in our supply chain
- 25** Biodiversity
- 26** Tax payments
- 27** Fair treatment of suppliers
- 28** Supplier diversity
- 29** Joint ventures, affiliate and associate companies and acquisitions

 To read full definitions of each stakeholder issue, visit wpp.com/sustainabilityreport2022