

SUSTAINABILITY AND OUR STRATEGY

Our sustainability strategy sets out how we use the power of creativity to build better futures for our people, planet, clients and communities

Our sustainability commitments support our corporate strategy and help us navigate a dynamic social and economic landscape, responding to evolving stakeholder expectations and shaping our contribution to the world around us. They add focus and meaning for our people, who want to work for a company that shares their values, and our clients, who look to us to help them find and scale solutions to achieve their goals and deliver positive impact.

WPP IS THE CREATIVE TRANSFORMATION COMPANY

We aim to build better futures for our people, planet, clients and communities through the four pillars of our sustainability strategy

	WHY	HOW	PROGRESS
<p>PEOPLE</p> <p>Become the employer of choice for all</p>  <p>→ See more from page 7</p>	<p>To foster exceptional and diverse talent and equip our people with the knowledge and capability to creatively tackle some of society's biggest challenges</p>	<ul style="list-style-type: none"> - Build a culture where everyone is treated with dignity and respect - Ensure an inclusive working environment with fair representation - Grow sustainability skills and knowledge across our industry 	<ul style="list-style-type: none"> - 41% of executive leaders are women¹ (2022: 40%) - 53% of senior managers are women (2022: 54%) - 22% of senior and executive managers in the US, our largest market, are non-white (2022: 22%) - 14% increase in employee participation in our annual All In staff survey - Inclusion as a Skill training rolled out to all employees worldwide
<p>PLANET</p> <p>Maximise our positive impact on the planet</p>  <p>→ See more from page 17</p>	<p>To decouple our emissions from growth and lead the industry to decarbonise</p>	<ul style="list-style-type: none"> - Develop common carbon metrics across our industry - Build campuses that make a positive contribution to local communities - Reach net zero across our supply chain by 2030 	<ul style="list-style-type: none"> - 76% absolute reduction in tCO₂e emissions (Scope 1 and 2) since our 2019 baseline and 18% year-on-year - 0.19 tCO₂e emissions per person from direct operations (Scope 1 and 2), a 17% reduction year-on-year and 77% since our 2019 baseline (2022: 0.23 tCO₂e²) - 88% of electricity sourced from renewable sources (2022: 83%) - GroupM's coalition of leading advertisers – representing \$10 billion in global advertising investment – to accelerate decarbonisation of the world's media supply
<p>CLIENTS</p> <p>Enable our clients on their sustainability journeys</p>  <p>→ See more from page 27</p>	<p>To support progress towards a sustainable and inclusive economy where our clients thrive</p>	<ul style="list-style-type: none"> - Ensure fairness and high privacy and data ethics standards in our work - Ensure our client work is inclusive and accessible - Support our clients as they deliver their emissions reduction and wider sustainability goals 	<ul style="list-style-type: none"> - 8.0 out of 10 from clients for our ability to support their sustainability goals (new in 2023) and 8.3 for our ability to support their diversity, equity and inclusion goals (2022: 8.2) - 82% of top 50 clients have set or committed to set science-based carbon reduction targets (2022: 78%) - Client version of Green Claims Guide launched with targeted training for clients in potentially higher-risk and higher-emissions sectors
<p>COMMUNITIES</p> <p>Use the power of our creativity and voice to support healthy, vibrant communities</p>  <p>→ See more from page 35</p>	<p>To build a resilient global society where consumers and communities alike are included and empowered</p>	<ul style="list-style-type: none"> - Buy responsibly and build a diverse supplier network - Advance equity and inclusion through our work, external partnerships and initiatives - Work with partners, social enterprises and clients to drive sustainability 	<ul style="list-style-type: none"> - \$21.1m invested in inclusion programmes since 2020 as part of our commitment to invest \$30m in racial equity - £36.1m total social contribution, taking into account cash donations, pro bono work, in kind contributions, free media space and racial equity initiatives (2022: £35.5m) - £205,000 donated to disaster relief through employee donations matched by WPP

¹ Executive leadership roles are defined as the agency board and executive leadership population as reported through WPP's financial reporting system

² 2022 energy metric restated in line with the procedures set out in the WPP Sustainability Reporting Criteria 2023. For details of the nature and impact of the restatement, see page 61

⊙ Indicates the selected metrics have been subject to independent limited assurance procedures by PricewaterhouseCoopers for the year ending 31 December 2023. For PwC's 2023 Limited Assurance report and the WPP Sustainability Reporting Criteria 2023, see our 2023 Sustainability Report at wpp.com/sustainabilityreport2023