



WPP Fast Facts



Who we are

WPP is the world leader in marketing communications services, comprising leading companies in:

- Advertising
- Media Investment Management
- Consumer Insight
- Public Relations & Public Affairs
- Branding & Identity
- Healthcare Communications
- Direct, Digital, Promotion & Relationship Marketing
- Specialist Communications

Through our companies and associates, WPP offers a comprehensive and, when appropriate, integrated range of communications services to national, multinational and global clients. Our major networks include:

Bates 141	Landor Associates
The Brand Union	Maxus
Burson-Marsteller	MediaCom
Cohn & Wolfe	Mediaedge:cia
CommonHealth	Millward Brown
Fitch	Mindshare
G2	Ogilvy Group
ghg	The Store
Grey	Sudler & Hennessey
GroupM	TNS
Hill & Knowlton	United Network
JWT	Wunderman
Kantar	Y&R

Through WPP Digital, WPP makes acquisitions and strategic investments in companies that improve the Group's understanding of the digital space and provide access for WPP companies and their clients to a portfolio of digital experts. These include:

- 24/7 Real Media, digital marketing technology
- BLUE, customer relationship management
- iconmobile*, mobile marketing
- Invidi*, addressable television
- JumpTap*, mobile search
- Quasar, digital marketing
- Schematic, interactive design
- VideoEgg*, online video platform
- Visible World*, customised video ads

*investment.

A complete list of WPP companies and a searchable directory is available at www.wpp.com/WPP/Companies.

Where we operate

The Group has 138,000 people (including associates) working in 2,400 offices in 107 countries.

Who we work for

WPP companies work with 354 of the Fortune Global 500; 28 of the Dow Jones 30; 60 of the NASDAQ 100; and 33 of the Fortune e-50. Nearly 700 clients are served in three disciplines. More than 440 are served in four disciplines; these clients account for over 56% of Group revenues. The Group also works with over 320 clients in six or more countries.

As part of a growing trend, certain multinational clients requiring a full range of marketing services are served directly through the 'portal' of WPP, the parent company. Current Group clients include Allianz, Dell, Ford, HSBC, Johnson & Johnson, Procter & Gamble, Shell and Vodafone.

Financial data (as at December 2009)

Reported revenues:	£8.7 billion	\$13.6 billion
Reported billings:	£37.9 billion	\$59.4 billion
Market capitalisation:	£7.7 billion	\$12.4 billion

WPP is quoted on the London Stock Exchange and NASDAQ in New York (WPPGY).

WPP's Annual Report and other financial information is available at www.wpp.com/WPP/Investor.

Key WPP executives

Sir Martin Sorrell, Group Chief Executive
Paul Richardson, Group Finance Director
Mark Read, Director of Strategy

Parent company locations

WPP has approximately 300 people working centrally, with offices in Dublin, New York and London and hubs in Shanghai, Tokyo and São Paulo.

WPP plc
6 Ely Place
Dublin 2
Tel +353 1669 0333

WPP EMEA
27 Farm Street
London W1J 5RJ
Tel +44 (0)20 7408 2204

WPP US
125 Park Avenue
New York NY 10017-5529
Tel +1 (212) 632 2200



wpp.com



Our history

WPP was formed in 1985 when Martin Sorrell took control of a shell company, Wire & Plastic Products PLC. It made its first acquisitions in 1986, buying 10 marketing services companies by year-end.

In 1987, WPP bought the J. Walter Thompson Group and, in 1989, the Ogilvy Group.

After financial restructuring in the early 1990s, WPP continued to develop its operations with the formation of CommonHealth, a healthcare communications network, in 1992.

Acquisitions and operational developments continued throughout the 1990s, including the creation of Kantar, the parent company for WPP's research businesses, and combining the media operations of O&M and JWT to form Mindshare.

During 2000-2002, WPP acquired Young & Rubicam Inc. and The Tempus Group, and continued to build stakes in a number of Chinese and other Asian businesses. Cordiant Communications was acquired in 2003 and Grey Global Group in 2005.

In 2007, WPP Digital was created to develop the Group's digital capabilities. TNS, one of the world's leading custom market research specialists, was acquired by WPP in 2008 and joined Kantar.

A detailed timeline is available at www.wpp.com/WPP/About/Whoweare.

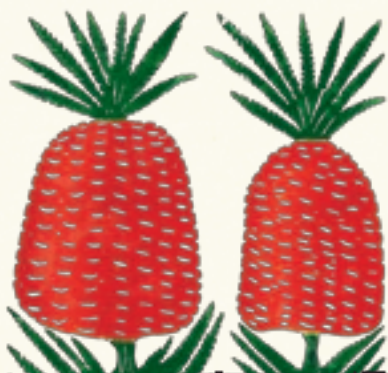


The role of the parent company

WPP actively seeks to complement the professional activities of our individual companies through initiatives and programs that:

- Provide greater value to our clients.
- Offer competitive advantage to our companies.
- Create opportunities and rewards for our people.
- Accelerate our development in growth areas.

WPP also plays an across-the-Group role in the management of talent, including recruitment and training; in property management; in procurement and IT; and in knowledge sharing and practice development.



WPP strategy

- To be the preferred provider of multinational and national communications services by adding value to clients' business.
- To provide clients with a comprehensive and, when appropriate, integrated range of communications services of the highest quality; both strategically and tactically.
- To grow and maintain companies of such excellence that they provide the most stimulating career opportunities for talented professionals in all disciplines.
- To provide those professionals with rewards and incentives which encourage a sense of ownership.
- Last, but not least, to enhance share owner value.



Recognition and awards

- Member: FTSE100, Euro FT300, Forbes Global 2000.
- Winner in the UK's 2009 Building Public Trust Awards, FTSE100 category, for excellence in corporate reporting – based on the Annual Report, Corporate Responsibility Report and investor presentations.
- In 2009, WPP's website was named Best of Industry for Outstanding Achievement in Web Development by the US Web Marketing Association.
- In the 2009 International ARC Awards, WPP took Gold for Best Online Annual Report in Class and Honors for Best Annual Report across All Classes.
- The *Annual Report on Annual Reports 2009* gave WPP an A Rating 'Excellent' and ranked it 11 out of 300 companies.
- WPP's global newspaper, *The WIRE*, was voted No.1 out of an international field of over 400 in the 2008 LACP Inspire Awards, taking the top overall Platinum Award and a second Platinum Award for Most Engaging Publication.
- WPP's Corporate Responsibility Report contains information on WPP's ratings by socially-responsible investors and is available at www.wpp.com/WPP.



Contact points

Investor relations

Paul Richardson, prichardson@wpp.com
Chris Sweetland, csweetland@wpp.com
Fran Butera, fbutera@wpp.com

Media relations

Feona McEwan, fmcewan@wpp.com
Kevin McCormack (US), kmccormack@wpp.com
Belinda Rabano (Asia Pacific), brabano@wpp.com