



WPP Fast Facts

Who we are

WPP is the world leader in 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:

The Brand Union	MediaCom
Burson-Marsteller	MEC
Cohn & Wolfe	Millward Brown
FITCH	Mindshare
G2	Ogilvy CommonHealth Worldwide
ghg	Ogilvy Group
Grey	Sudler & Hennessey
GroupM	tenthavenue
Hill & Knowlton	TNS
JWT	United Network
Kantar	WPP Digital
Landor Associates	Wunderman
Maxus	Young & Rubicam

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 State Digital, consumer activation
- Deliver, digital production
- iconmobile, mobile marketing
- Invidi*, addressable television
- JumpTap*, mobile search
- Possible Worldwide, digital communications
- True Worldwide, digital communications
- Syzygy, digital communications and marketing
- Say Media*, online video platform
- Vice Media, youth media
- 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 153,000 people (including associates) working in 2,400 offices in 107 countries.

Who we work for

WPP companies work with 336 of the Fortune Global 500; 29 of the Dow Jones 30; 60 of the NASDAQ 100; and 32 of the Fortune e-50. Some 640 clients are served in three disciplines. More than 400 are served in four disciplines; these clients account for over 58% of Group revenues. The Group also works with 326 clients in six or more countries.

As part of a growing trend, many of our clients, requiring a full range of communications services, are served directly through the 'portal' of WPP, the parent company. There are over 25 WPP team leaders assigned to focus on clients such as Bayer, Colgate, Danone, Dell, Ford, HSBC, Johnson & Johnson, Kimberly-Clark, Mazda, Procter & Gamble, Shell and Vodafone.

Financial data

Reported revenues ¹	£9.3 billion	\$14.4 billion
Reported billings ¹	£42.6 billion	\$65.9 billion
Market capitalisation ²	£9.1 billion	\$14.8 billion

¹ As at December 2010. ² As at April 2011.

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/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.

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Tel +1 (212) 632 2200

WPP EMEA 27 Farm Street London W1J 5RJ
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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 investments and acquisitions in new media (digital) companies in 1995, 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.

During 2009/2010, WPP continued to build its presence and expertise in digital, faster-growing markets and consumer insights through acquisitions, partnerships and investments.

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, FTSE4Good Index and the Dow Jones Sustainability Index.
- Recent awards for WPP's Annual Report:
 - Gold Award, Online Annual Report, Astrid Awards 2011.
 - Winner, FTSE 100 Companies, Accountancy Age Awards 2010.
 - Gold Award in Top 100 Annual Reports, LACP 2010.
 - Gold Awards for Overall Annual Report, Interactive Annual Report, Written Text, Green/Environmentally Sound Annual Report, International ARC Awards 2010.
- WPP's global newspaper, *The WIRE*, was ranked in the Top 20 for Internal Communications Materials in the LACP Inspire Awards 2010.
- WPP's Corporate Responsibility Report contains information on WPP's ratings by socially-responsible investors and is available at www.wpp.com.



Contact points

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