

## **WPP plc**

### First Interim Dividend for 2011

#### Key Dates

24 August 2011: Release of Interim Results including announcement of first interim dividend (to include dividend amount, record date, election date for scrip and payment date)

12 October 2011 :Ex-dividend date

14 October 2011: Dividend record date

14 October 2011 :Last date for receipt of Election Notice to participate in Dividend Access Plan in order to be effective in respect of the first interim dividend

20 October 2011 : Announcement of scrip reference share price

5.00 p.m. on 28 October 2011: Last time and date for receipt of Scrip Dividend Mandate Forms/CREST Dividend Election Input Messages

5.00 p.m. on 28 October 2011 :Last time and date for receipt of all necessary documentation in order to avoid Irish dividend withholding tax being imposed in respect of the scrip dividend and the entitlement to New Shares being correspondingly reduced

14 November 2011: Dividend payment date

14 November 2011: Date of admission and 1<sup>st</sup> day of dealings on LSE