

WPP

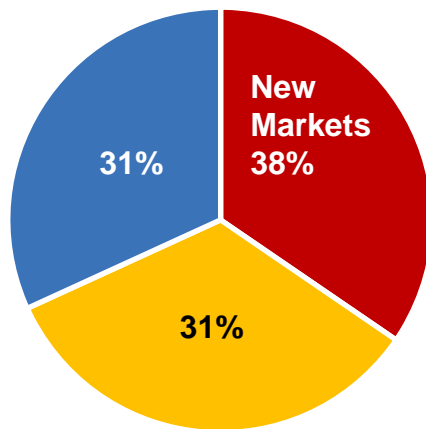
Investor Day Focus on Kantar Consumer Insight

April 7, 2011

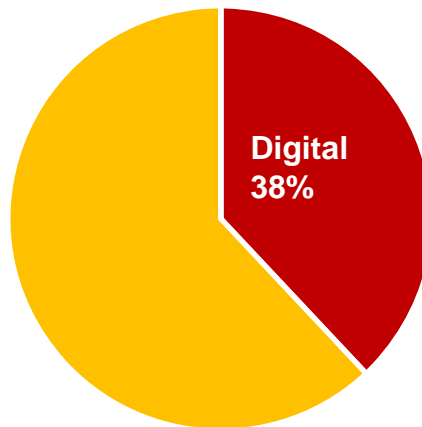


Our Three Strategic Priorities

1. New Markets



2. New Media



3. Measurability (Quantative)



- N. America
- Europe
- Asia, LatAm, MEA

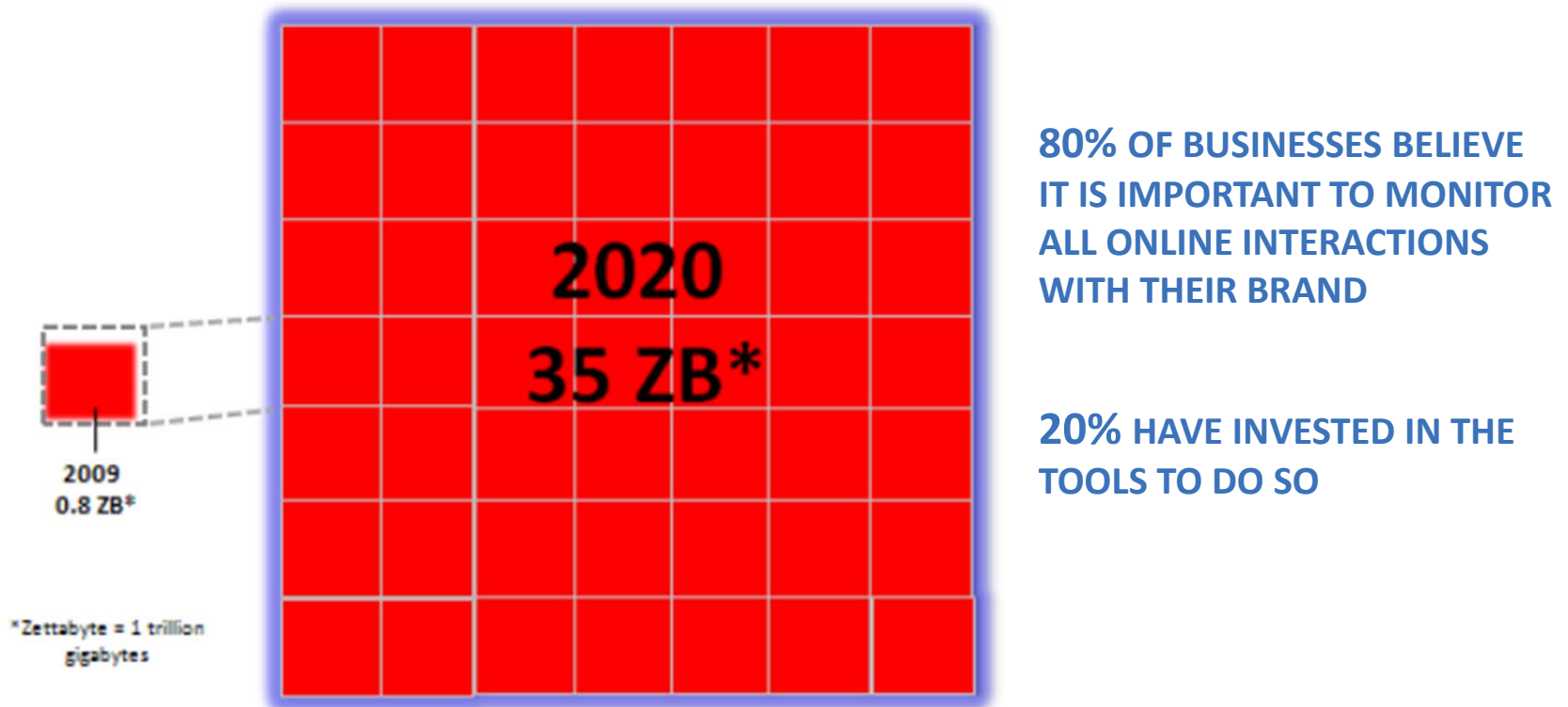
- Digital
- Other

- Quantative
- Qualitative



Data increasingly critical with growth of digital universe

Figure 1: The Digital Universe 2009 – 2020
Growing by a Factor of 44



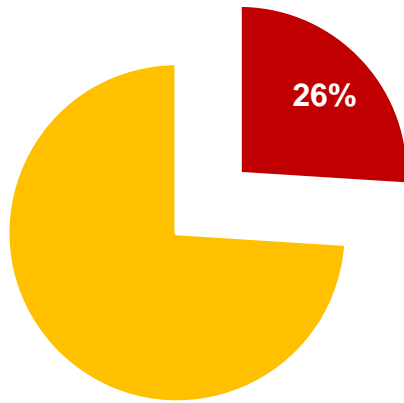
WPP

Focus on Kantar – Consumer Insight

- In July 2008 WPP made its offer to acquire TNS
- We stated the acquisition represents an opportunity to
 - position the business as market leader, particularly in “faster growing markets”
 - strengthen offer in Digital, Retail & Shopper, Media and Healthcare
 - deliver material and executable cost savings on integration
- Today we want to give an update on Kantar



Focus on Kantar – Consumer Insight Development post acquisition



£'m	2007	2009	2010
	Act	Act	Act
Revenue	905	2297	2430
EBIT	104	197	235
Margin	11.5%	8.6%	9.7%

Synergies of £60m delivered in 2010 but offset by net decline in revenues post 2008

Focus on Kantar – Consumer Insight

Agenda for Today

Introduction	Sir Martin Sorrell	WPP CEO
Kantar Overview	Eric Salama	Kantar CEO
	Robert Bowtell	Kantar CFO
Kantar Media	Richard Marks	Global CEO, Kantar Media Audiences
Communication Effectiveness	Eileen Campbell	Global CEO, Millward Brown
Leadership in Retail & Shopper	Josep Montserrat	Worldwide CEO, Kantar Worldpanel
	Wayne Levings	Global CEO, Kantar Retail
Deep Cultural Insight	Claire Scott	Strategic Development Director, Added Value
	Izzy Pugh	Creative Director, Added Value
Focus on China	Serene Wong	CEO, TNS China
Digital	Nick Nyhan	Chief Digital Office, Kantar
Q&A	Panel	

