A CRITICAL PARTNER FOR OUR CLIENTS

LINDSAY PATTISON

THREE PRINCIPLES BEHIND THE NEW ORGANISATION

More client-centric organisation to deliver results to clients

Fewer and stronger companies each positioned to grow

More integrated country operations to leverage our strengths

PROUD OF UNRIVALLED CLIENT RELATIONSHIPS

FORTUNE

369

OF THE FORTUNE 500

DOW JONES

30

OF THE DOW JONES 30

FTSE

67

OF THE FTSE 100

BRANDZ™ TOP100 Most Valuable Chinese Brands 最具价值中国品牌100强

7

OF 10 MOST VALUABLE BRANDS IN CHINA

WE TRANSFORM ESTABLISHED BRANDS

Work with 9/10 largest FMCG brands. But with reinvented relationships

- Co-creating disruptive products like Day2
- Operate & continue to innovate Unilever Adobe platform
- High growth in commerce with Team Unilever Shopper in US

- Live Command Centre built locally – always-on unit operating across channels
- Co-created third-party razor – one of TIME's inventions of the year
- Data science driving effectiveness

AND DRIVE GROWTH FOR THE DISRUPTORS

Work with 17 / 20 top public companies in Silicon Valley

NETFLIX

Launched in India & Brazil. Hyper local & tech driven content

lyft

Creative technology partners: bringing heart to Silicon Valley brand

MORE BRANDS THAN EVER TURNING TO WPP

NEW CLIENTS

EXPANDED REMIT

GROWTH MARKETS IN 2018

76%+
GROWTH IN BRAZIL
NEW BUSINESS

80%
OF NEW BIZ WINS ARE
TECH, DATA, EXPERIENCE

14%+
GROWTH IN INDIA
NEW BUSINESS

16%+ FRANCE
49%+ ITALY

WE LEAD THE WAY WITH CLIENT TEAMS

15
YEARS

55
TEAMS

SINGLE
ENTRY POINT INTO WPP

30%
OF REVENUE

HIGHLY AGILE & CONSTANTLY REINVENTING

BRITISH AIRWAYS

Co-located

Agile creativity

Best ever sales performance

BOSE

Hyper personalisation

Single consumer view

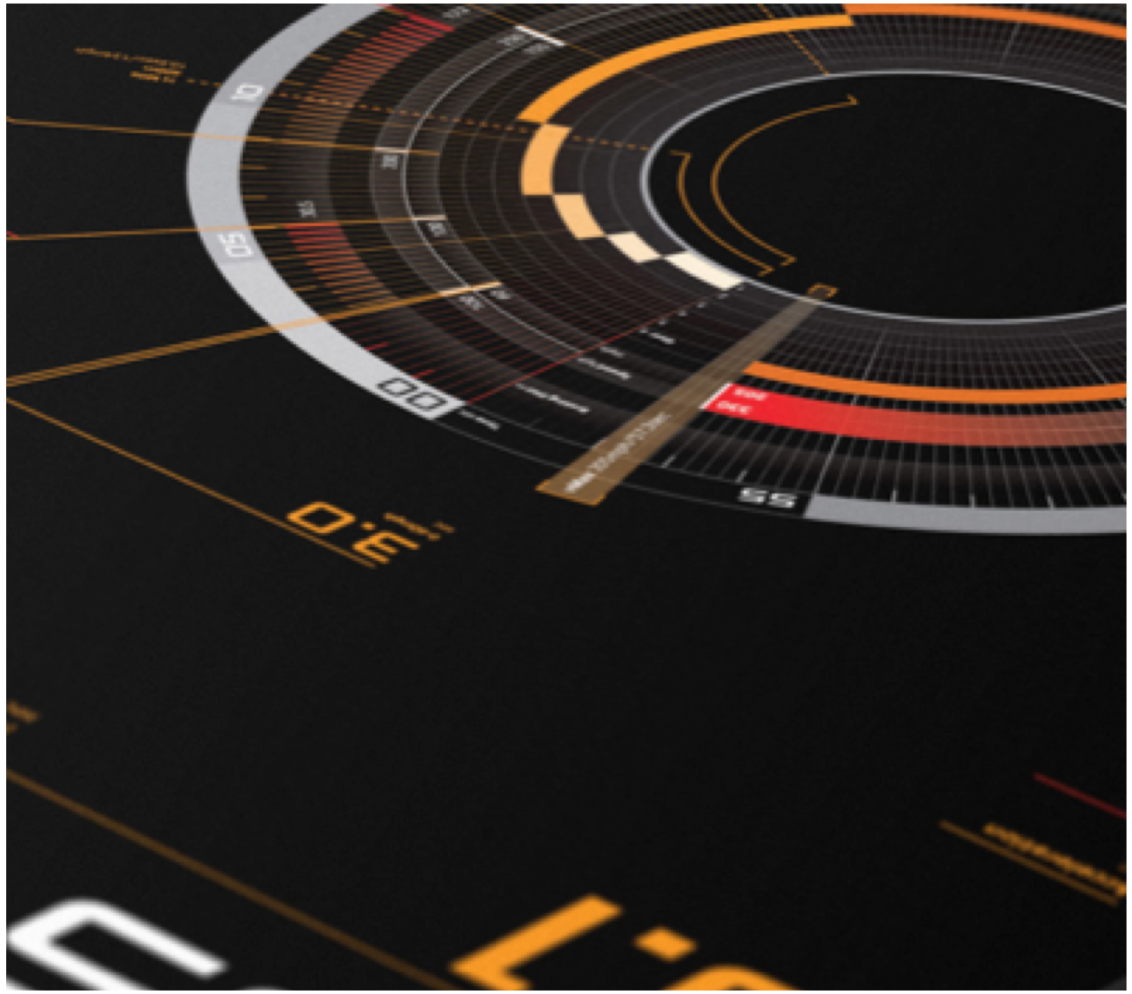
KraftHeinz

Indonesia Integrated Team

Leader part based @ Client

RESPONDING TO FUTURE NEEDS

1. Proving marketing ROI critical
2. Cut silos
3. Personalised omnichannel journeys
4. Tech expertise coupled to creativity
5. Ego-less partnerships
6. Trust and transparency



LEADING WITH AGILITY

- Providing easy access to the "Best of WPP"
- Central SWAT
- Teams become fixed / fluid, formal / informal
- Future-focused capabilities
- Client leaders from consulting & tech background
- Living the values: **Open, Optimistic, Extraordinary**

LOCATING WITH AGILITY

Getting ahead of industry changes

News Corp WSJ

Co-located to embed data & tech at heart of the newsroom

Unilever

Team of 30 co-located with the client delivering innovation and integration

T··Mobile·

Empowering T Mobile to take search, and analytics in-house