

LAZARD

2 October 2019

The Directors
WPP plc
Sea Containers
18 Upper Ground
London
SE1 9GL

Dear Sirs,

We refer to the Class 1 circular to be published on 8 October 2019 relating to the proposed disposal by WPP plc of its Kantar division (the Circular), a near final draft of which is attached and initialled by us for identification purposes.

We hereby confirm that we have given and not withdrawn our consent to the inclusion in the Circular of the references to our name in the form and context in which they appear.

Yours faithfully

A handwritten signature in black ink, appearing to read 'R Hoyle', with a horizontal line underneath.

Richard Hoyle
Managing Director

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for and on behalf of

Lazard Frères & Co. LLC