



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

3 October 2019

Dear Sirs/Madams,

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").

We hereby confirm that we have given and not withdrawn our consent to publication of the Circular with the inclusion therein of references to Ardea Partners International LLP in the form and context in which such references are included in the Circular.



Manoj Nair  
Chief Administrative Officer

For and on behalf of  
Ardea Partners International LLP

Ardea Partners International LLP is authorised and regulated by the  
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