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We hereby confirm that we have given and not withdrawn our consent to publication of the Circular with the inclusion therein of references to Ardea Partners International LLP in the form and context in which such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