

WPP plc  
Sea Containers  
18 Upper Ground  
London SE1 9GL

For the attention of: The Board of Directors

7 October 2019

Dear Sirs and Mesdames,

**Re: Class 1 Circular in relation to the disposal of a majority stake in the Kantar business by WPP plc (the "Transaction")**

In connection with its proposed disposal of a majority stake in the Kantar business, WPP plc (the "**Company**") has asked Merrill Lynch International to provide consent to the publication of the Class 1 Circular (the "**Circular**") with the references made in them to our name in the form and context in which they appear. It is intended that the Circular will be released on 7 October 2019.

Merrill Lynch hereby confirms that it has provided and not retracted its consent to the inclusion of its name in the Circular in the form and context in which they appear, a copy of which (in substantially final form) is attached to this letter and which we have signed for the purposes of identification.

This letter has been prepared solely for the use of the Company and may not be disclosed or distributed to any other party without Merrill Lynch International's prior written consent, provided that the Company may disclose this letter without the requirement for Merrill Lynch International's prior written consent to: (i) directors, employees, officers (on a confidential and need-to-know basis); (ii) professional advisers (on a confidential and need-to-know basis, and provided that they may place no reliance on the content of this letter);; and (iii) in connection with any disputes, claims or litigation, arbitration or regulatory proceedings or investigations concerning the Transaction and expressly relating to the contents of the Circular.

Yours faithfully,

By:   
\_\_\_\_\_  
Authorised Signatory

Date:

For and on behalf of Merrill Lynch International