Annual General Meeting

WPP AGM

9 June 2021
Roberto Quarta
Chairman
2020-2021 WPP Board Appointments

Angela Ahrendts DBE

Tom Ilube CBE

Dr. Ya-Qin Zhang
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WPP'S COVID-19 RESPONSE

1. Maintain health and safety of our people
2. Provide uninterrupted service to our clients
3. Help our communities through our creativity, media and technology
4. Ensure WPP's financial resilience to protect all our stakeholders
REVIEW OF 2020
Improved organic growth performance
  - Sequential recovery since initial lockdowns
  - CPG, Tech, Pharma growing well in Q4

Stronger client performance
  - 15 of top 30 clients grew in 2020
  - Growing demand for commerce services
  - $4.4 billion in net new business

Improved financial position
  - Net debt lowest since 2004

Taken action during COVID to be ready for 2021
  - Strong financial discipline
  - Positioned WPP for the future: AKQA Group, VMLY&R Commerce, Finsbury Glover Hering
WE HAVE WON AND RETAINED MAJOR CLIENTS

<table>
<thead>
<tr>
<th>Media Agency GROUPS</th>
<th>TOTAL New Business Values (incl. billings retained)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1  GroupM</td>
<td>4,808</td>
</tr>
<tr>
<td>2  Dentsu international</td>
<td>1,833</td>
</tr>
<tr>
<td>3  Publicis Media</td>
<td>1,666</td>
</tr>
<tr>
<td>4  Omnicom Media (OMG)</td>
<td>1,588</td>
</tr>
<tr>
<td>5  Havas Media Group</td>
<td>1,133</td>
</tr>
<tr>
<td>6  Mediabrands</td>
<td>844</td>
</tr>
</tbody>
</table>

Source: COMvergence

<table>
<thead>
<tr>
<th>RANK THIS QUARTER</th>
<th>RANK LAST QUARTER</th>
<th>HOLDING GROUP</th>
<th>ESTIMATED CREATIVE YTD REVENUE (USD $m)</th>
<th>ESTIMATED MEDIA YTD REVENUE (USD $m)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>WPP</td>
<td>334.2</td>
<td>273.1</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>Publicis Groupe</td>
<td>189.6</td>
<td>155.7</td>
</tr>
<tr>
<td>3</td>
<td>5</td>
<td>Interpublic</td>
<td>169.5</td>
<td>150.7</td>
</tr>
<tr>
<td>4</td>
<td>3</td>
<td>Omnicom</td>
<td>96.1</td>
<td>195.9</td>
</tr>
<tr>
<td>5</td>
<td>4</td>
<td>Dentsu</td>
<td>137.2</td>
<td>102.2</td>
</tr>
<tr>
<td>6</td>
<td>6</td>
<td>Havas</td>
<td>94.2</td>
<td>60.2</td>
</tr>
<tr>
<td>7</td>
<td>7</td>
<td>Accenture</td>
<td>94.7</td>
<td>2.5</td>
</tr>
</tbody>
</table>

Source: R3
WE HAVE ALSO MADE SIGNIFICANT PROGRESS ON OUR PURPOSE AGENDA

PEOPLE

PLANET

CLIENTS

COMMUNITIES
**DESPITE THE PANDEMIC, WE GREW HALF OF OUR TOP 30 CLIENTS IN 2020**

<table>
<thead>
<tr>
<th>SIGNIFICANTLY IMPACTED</th>
<th>BALANCED RESPONSE</th>
<th>MORE RESILIENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>22%</td>
<td>21%</td>
<td>57%</td>
</tr>
<tr>
<td>Automotive</td>
<td>Telco, Media, Ent</td>
<td>CPG</td>
</tr>
<tr>
<td>14%</td>
<td>7%</td>
<td>26%</td>
</tr>
<tr>
<td>Luxury, Premium</td>
<td>Retail</td>
<td>Tech</td>
</tr>
<tr>
<td>6%</td>
<td>5%</td>
<td>18%</td>
</tr>
<tr>
<td>Travel, Leisure</td>
<td>Financial services</td>
<td>Healthcare, Pharma</td>
</tr>
<tr>
<td>2%</td>
<td>4%</td>
<td>13%</td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td></td>
</tr>
</tbody>
</table>

-7.9% in Q4
-9.8% in FY

-6.9% in Q4
-4.7% in FY

+1.9% in Q4
+0.9% in FY

Note: all figures relate to LFL revenue less pass-through costs from WPP's top 200 designated clients attributable to each industry for continuing operations in 2020, and include an allocation of GroupM trading revenue less pass-through costs. These clients comprise 64% of WPP total revenue less pass-through costs, and 82% of total designated clients for 2020 on this basis.
OUR CLIENT SATISFACTION HAS SYSTEMATICALLY IMPROVED

WPP CLIENT SATISFACTION

<table>
<thead>
<tr>
<th>LTR</th>
<th>2018 H1</th>
<th>2018 H2</th>
<th>2019 H1</th>
<th>2019 H2</th>
<th>2020 H1</th>
<th>2020 H2</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.2</td>
<td>7.1</td>
<td>7.4</td>
<td>7.3</td>
<td>7.6</td>
<td>7.8</td>
<td></td>
</tr>
</tbody>
</table>

| NPS     | -5      | -5      | 5       | 2       | 9       | 21      |

SOURCE: WPP Vantage; 2.4K-59K+ client responses per period;
LTR = Likelihood to recommend (scores out of 10), NPS = Net promoter score (-100 to +100)
Q1 '21 AND OUTLOOK
STRONG START TO THE YEAR IN Q1

- Peer group-leading organic growth of 3.1%\(^1\) (first time since 2013)
- Growth across all segments and most major markets
- Encouraging performance in our merged agencies
- $1.3 billion net new business
- Ongoing strategic execution:
  - Choreograph
  - Strategic acquisitions
  - WPP AUNZ buy-in
  - Net zero target for 2030

\(^1\) LFL revenue less pass-through costs
LEADING PERFORMANCE IN Q1

WPP VS. AVG ORGANIC GROWTH — USA
% BY QUARTER, 2016-Q121

WPP vs. AVG ORGANIC GROWTH — GLOBAL
% BY QUARTER, 2016-Q121

BASIS OF PREP: USA includes Dentsu ‘Americas’. Dentsu does not disclose USA alone prior to Q3 2019.
SOURCE: Company reports
PRIORITY FOR 2021 AND THE MEDIUM TERM

• 2021:
  - Managing continued COVID impact on people and clients
  - New business, new growth opportunities
  - Tangible progress on our purpose agenda

• Medium term:
  - Drive through transformation programme to reinvest in growth
  - Differentiate through creativity, technology and culture
  - Deliver superior returns to shareholders
THANK YOU
WPP