

# UKRAINE

## Our response

We have all been moved by the extraordinary courage and resolve of the Ukrainian people, and horrified by the terrible human cost of the invasion. We have 200 people in the country, and their safety has been our priority. I would like to share the actions we have taken to support them, alongside our wider response to the crisis.

We have been in constant contact with our leaders in Ukraine to provide whatever help we can for our employees, including immediate financial support, assistance with evacuation and accommodation, and medical and security advice.

We have made a commitment to provide ongoing employment for all our people, whether they have left or remain in Ukraine. For employees and their families who have had to leave the country we are offering a comprehensive package of support, covering areas such as housing, living expenses, healthcare, schooling and language classes.

The reaction of our people in countries close to Ukraine was spontaneous and immediate. Employees in Poland, Romania, Hungary, Slovakia, the Czech Republic and elsewhere rushed to help. Many drove to the border to collect Ukrainian colleagues and welcomed them into their homes.

Our leaders in Central and Eastern Europe (CEE) have formed a 'United for Ukraine' taskforce to keep track of Ukrainian colleagues and their families in the region and meet their short- and medium-term needs. Given the psychological and emotional impact of these traumatic events on our people we have stepped up counselling support across the region.

Our Warsaw Campus is collecting items people need, from mattresses to children's car seats, managing a special online channel

to enable the exchange of information, and hosting Ukrainian colleagues in its new digital hub and our agencies in the city.

In Romania, our people are welcoming Ukrainian colleagues at the main railway station in Bucharest, and offering accommodation, office space and equipment. They are also donating blood to the Red Cross and organising collections for the wider Ukrainian refugee community.

In Prague, our agencies are pairing offers of support with requests for help, providing housing, workspaces and funds. And in Hungary and Slovakia they are arranging transport from the border, accommodation and essentials such as food, clothes and children's toys.

Our people around the world have made their own contribution by donating to the UNHCR appeal set up by WPP agency Blue State to support those forced to flee their homes. More than 4,000 individuals between them donated \$670,000, which WPP has matched, bringing the total to \$1.34 million.

A number of clients, inspired by our appeal, donated a further \$1.4 million. And through GroupM, we arranged \$1.5 million in pro bono media support for the UNHCR campaign, thanks to the generosity of our media partners.

The wider public campaign run by Blue State with UNHCR has generated nearly \$70 million at the time of writing. The funds raised are being used by UNHCR, the UN Refugee Agency, to provide emergency shelter, relief items such as blankets, emergency payments and community support for the millions of people displaced by the conflict.

In the UK we are working to match Ukrainian colleagues with our employees who are planning to host evacuees through the Government's Homes for Ukraine scheme.

We are also part of a coalition of businesses offering full-time English language training, recertification, resettlement skills and employment to evacuees as they settle in the UK.

On 4 March we announced that the Board of WPP had decided that we would discontinue our operations in Russia.

This followed a week of very careful consideration and internal debate focused on the impact of such a decision on our nearly 1,400 people in Russia, who have been dedicated members of the WPP family for many years. Our conclusion was that to continue operating in Russia would be inconsistent with our values as a company, and that we would do everything we can to support our Russian colleagues as we discontinued our activity in the country.

We are working to transfer our companies in Russia to local ownership to ensure continuity of employment for our people wherever possible.

I deeply regret the effect of our decision on our people in Russia, but this was a moment when we felt we had to take action. While it was not the reason we made it, we have had overwhelming support for the decision from our people, clients and partners.

As I write, the war in Ukraine continues. We all hope for a swift and peaceful resolution to this appalling conflict and humanitarian crisis. The bravery and resilience of our people in Ukraine has been truly inspiring, and we are very proud of them all. I would also like to thank our employees around the world for their instinctive generosity towards and support for their colleagues in Ukraine.

**Mark Read**  
Chief Executive Officer