

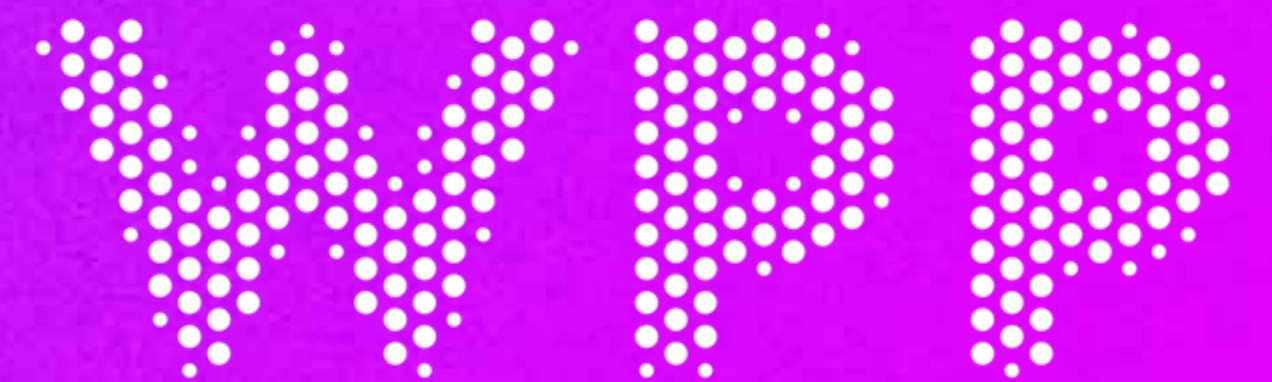


INVESTOR WEBINAR

PR AND PUBLIC

AFFAIRS

6 JULY 2022



bcw

JULY 2022

BCW at a Glance



A woman with voluminous curly hair, wearing a white and blue striped button-down shirt, is sitting at a dark desk in an office. She is smiling and looking at a laptop screen. A large, bright green abstract shape is positioned behind her. The background shows a blurred office environment with a window and a hanging light fixture.

In a world of exponential change,
our clients' organizations and industries
are evolving at an unprecedented pace.



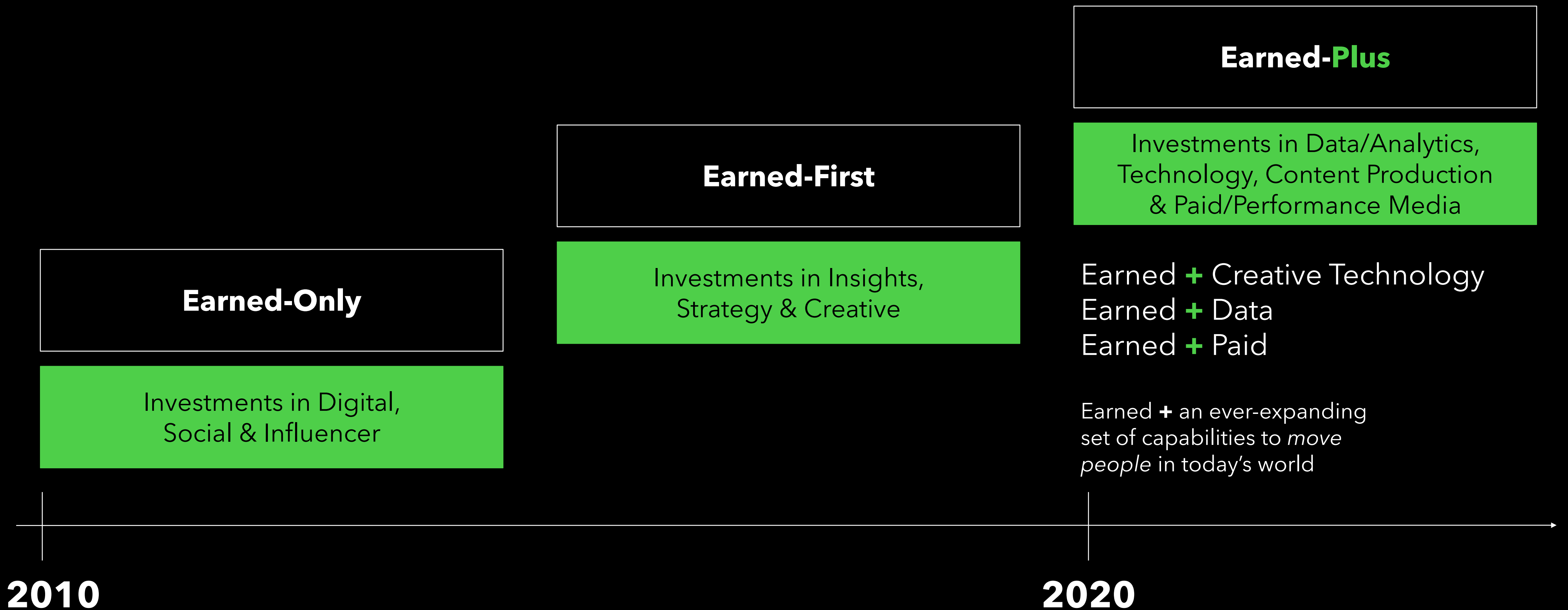
They operate in increasingly complex, connected stakeholder ecosystems.

And they need to move people – all kinds of people – to think differently, feel deeply and act urgently.

bcw *Moving
People*

We've transformed our agency and offer

From media relations to integrated communications



BCW's Earned-Plus Offer

Full-Service Offer:

Brand Marketing • Corporate Reputation • Public Affairs
Government Relations • Issues & Crisis • Purpose / CSR / ESG
Financial Communications • Influencer Advocacy • DEI / Polycultural

Powered by Core Capabilities:

Research & Strategy • Creative • Data & Analytics • Integrated Earned,
Paid & Owned Media • Digital & Social • Technology

Deep Expertise Across Industries:

Agriculture • Automotive & Transportation • Beauty & Fashion • Energy
Entertainment • Financial Services • Food & Beverage • Governments
Health & Wellness • Manufacturing • Professional Services • Real Estate
Retail & Consumer Products • Technology • Travel & Hospitality



People



Offices



Countries

Strategic Priority: Corporate Affairs



Corporate Positioning & Narrative Development



Executive Visibility & Communications



Purpose & ESG
(Environmental, Social, Governance)



Diversity, Equity & Inclusion



Financial Communications



Business Transformation,
Employee Engagement
& Activision



Issues & Crisis



Public Policy, Advocacy & International Trade

Work Highlights

DOLLAR GENERAL[®]

www.hereforwhatmatters.com



MÄRK FÖR LIVET

En livsviktig tatuering



TRYGG HANSA

MÄRK FÖR LIVET

Drunkning är den vanligaste dödsolyckan bland barn i åldern 1-6 år. Med Märk för livet uppmanar vi alla vuxna att lära sig hjärt- och lungräddning (HLR) på barn, för att kunna agera om det värsta inträffar. Använd gärna tatueringen för att sprida livsviktig kunskap.

Tatueringen visar de fyra livsavgörande stegen för **HLR** på barn vid drunkning:

1. RÄDDA
2. BLÄS IN
3. GÖR BRÖSTKOMPRESSIONER
4. LARMA

Läs mer om HLR-utbildning och hur du räddar liv på www.trygghansa.se/HLR eller genom att scanna QR-koden. Tack för att du bidrar till att göra Sveriges badplatser till en tryggare plats för våra barn.



SÅ HÄR ANVÄNDER DU MÄRK FÖR LIVET

1 TA BORT SKYDDSPLASTEN

2 FUKTA BAKSIDAN
med en fuktig handduk
cirka 15 sekunder

3 PLACERA TATUERINGENS BAKSIDA MOT HUDEN

4 TA VARSAMT BORT PAPPERET

5 Släng plast och papper i en papperskorg

Tatueringen är temporär och tvättas bort med tvål och vatten eller babyolja. Den är giftfri och rekommenderas från tre år. Använd inte tatueringen kring ögonen.

TRYGG HANSA



BCW.
Moving People.

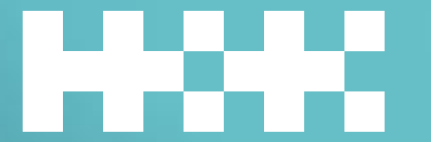


Hill+Knowlton

Strategies

**WPP Investor
Webinar**

July 2022



Hill+Knowlton Strategies

**The original strategic communication consultancy,
innovating our craft for almost a century.**

“We need counselors who understand interdependencies and who are able to fly into integrated unclear areas – disciplines are all converging.”

“I have a strong bias for a lead firm who acts as an integrator to take the complexity out of a massively complex environment.”

“It’s imperative to have true business acumen. You can tell almost instantly who’s a business leader who does communications vs a communicator who works in a business. If you are the latter, you can’t drive strategy.”

“You (H+K) have the advantage of being an established and sophisticated, mature firm that can apply a disruptive mindset - and also better synthesize strategy and execution.”

Investing for our next era of achievement

- **Corporate Advisory**
- **Public Affairs**
- **Innovation and Creativity**
- **ESG and Sustainability**
- **Data and Technology**
- **People and Culture**
- **Client Service**

Working at the heart of sustainable value creation



H+K mines the fusion of Growth, Risk and Reputation to transform outcomes

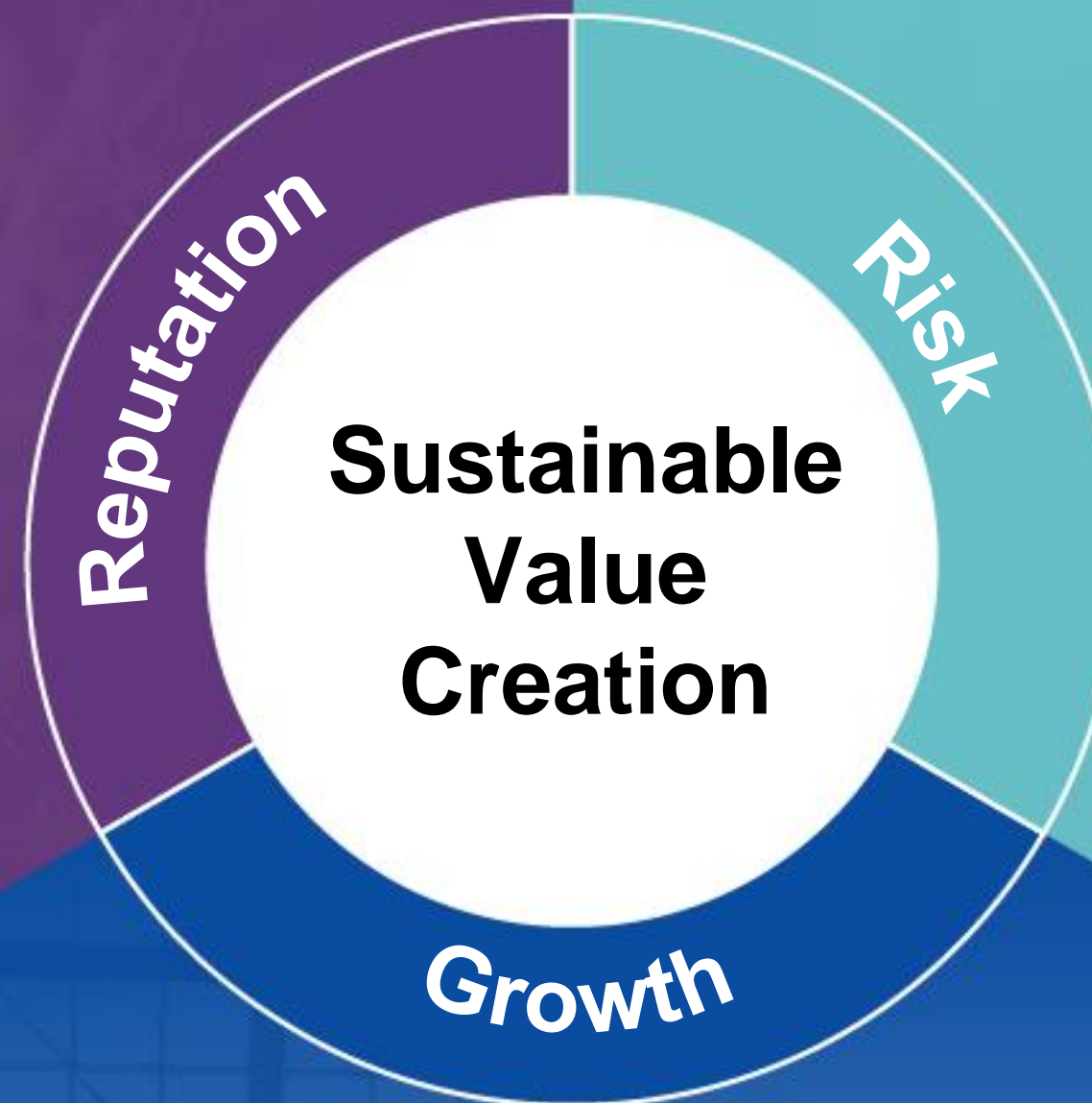


Working at the heart of sustainable value creation



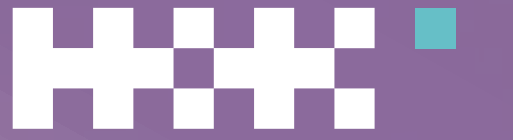
H+K mines the fusion of Growth, Risk and Reputation to transform outcomes

A global natural resources company experienced a crisis that profoundly damaged the credibility of management and board. H+K board level engagement established proactive reputation strategies as central to value creation. A purpose-centric approach improved all outcomes, including shareholder return.



H+K has been engaged by the global management board and risk management team of a leading global retailer to provide ongoing political and military analysis and scenario planning before and after Russia's invasion of Ukraine, informing crisis management, business continuity, ongoing operations, and supply chain.

H+K has developed bespoke brands for one of the world's largest airlines for its cleanliness and broad ESG initiatives, increasing awareness and preference for the master brand to capture market share globally.



ESG Advisory





Deliver the plan to fulfill a net zero by 2050 pledge and assemble the world's largest battery-electric locomotive fleet.

- Reducing Scope 1 and 2 greenhouse gas emissions 26% by the end of this decade.
- Publishing a comprehensive report disclosing climate risk assessment strategy and climate governance.
- Followed by an announcement to make the largest investment in battery-electric locomotive technology by a U.S. Class I railroad.

NET ZERO 2040



IT'S
OUR
HOME

Walgreens



Driving vaccine equity to fight COVID-19

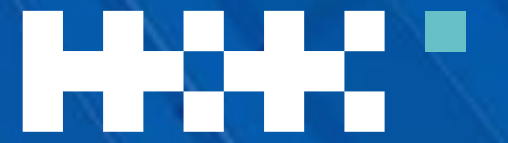
15 million+

vaccinations at zip codes ranked high on the Social Vulnerability Index.

Intent to get vaccinated among minority audiences increased from

55 to 72%

Successful campaign strengthened Walgreens' position as a trusted neighborhood health destination



An Emerging Growth Engine

H+K outperformed PR segments of major global holding companies during the pandemic

2019-2021 Net Sales CAGR for H+K and PR segments of top global holdings
(organic, constant currency)



Note: Comparison at holding company line of business level due to data availability (source: financial reports, press releases, PRWeek interview for IPG); 1. Organic, constant currency rate Full year net sales change (if not available, revenue change) for 2021, excluding impact of foreign exchange rates and acquisitions



H+K grew faster in 2021 than PR segments of key major holding companies

Net Sales change in 2021 for H+K and PR segments of top global holdings
(organic, constant currency)



Note: Comparison at holding company line of business level due to data availability (source: financial reports, press releases, PRWeek interview for IPG); 1. Organic, constant currency rate
Full year net sales change (if not available, revenue change) for 2021, excluding impact of foreign exchange rates and acquisitions

Our work has never mattered more

*We live in an era of disruption of unmatched scale and speed
Of historic risk and opportunity
One in which the endeavor to create long term value must engage all stakeholders*

*Today, there is a race to ignite innovation and generate growth
To protect our planet, and to shape a more civil and equitable world
To deliver on commitments today in ways that expand the opportunities of tomorrow*

*These grand challenges demand extraordinary communication –
and today's Hill+Knowlton is built for this purpose...*



Thank you

FGS Global

July 2022

WPP Webinar: PR and Reputation



The Stakeholder Economy Has Arrived.



The Strategic
Advisor For The
Stakeholder
Economy

Complete
Integrated Offering

Strong Momentum

Select Global
Clients

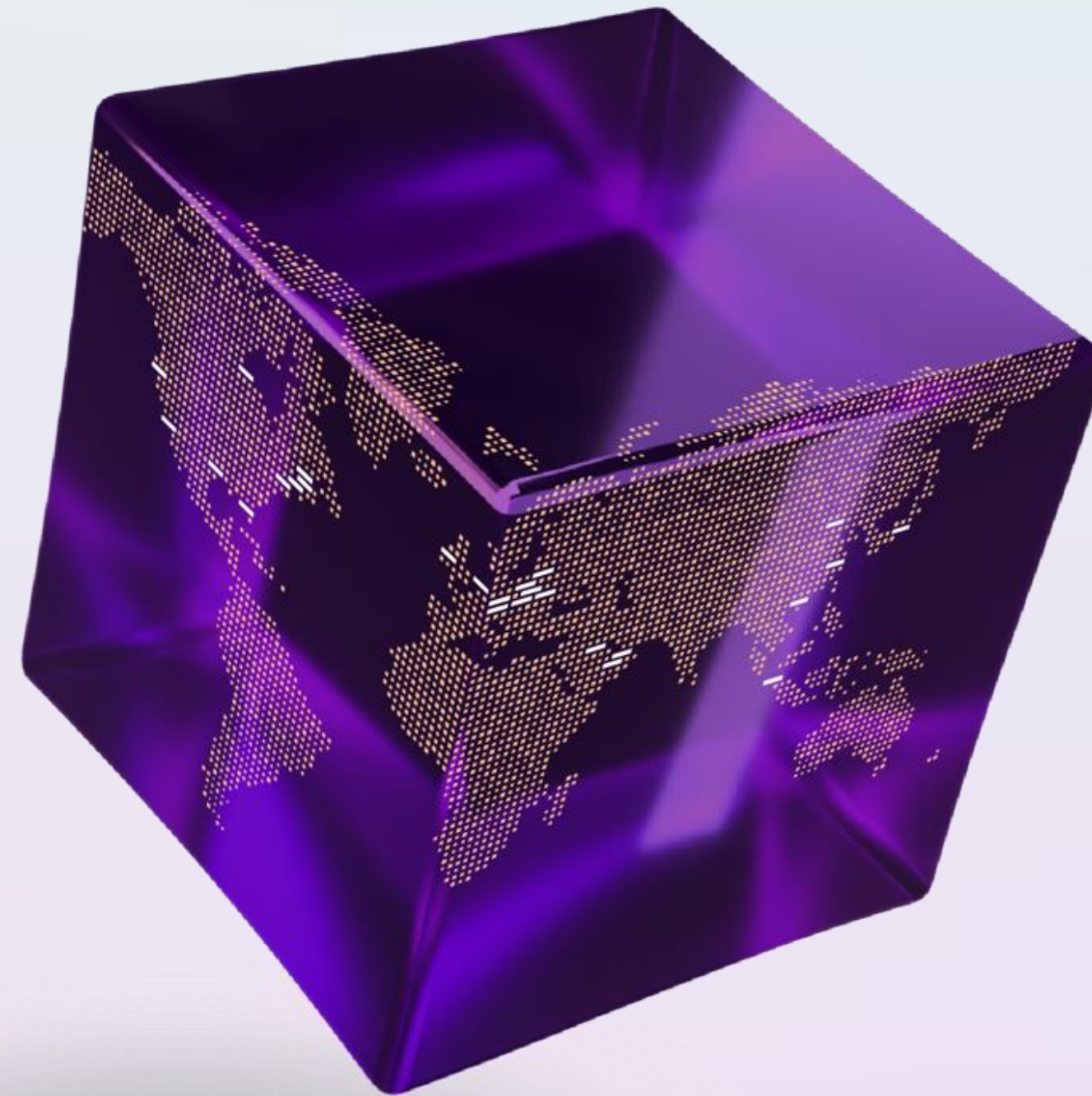
The Strategic Advisor For The Stakeholder Economy

 fgs global — Global Team. *Local Experts.*

26
Offices

1,200
Professionals

26
Languages spoken



NORTH AMERICA

Boston
Chicago
Houston
Kingston
Los Angeles
New York
San Francisco
South Florida
Washington, DC

EUROPE

Berlin
Brussels
Dublin
Düsseldorf
Frankfurt
London
Munich
Paris
Zurich

MIDDLE EAST

Abu Dhabi
Dubai
Riyadh

ASIA

Beijing
Hong Kong
Shanghai
Singapore
Tokyo

Complete Integrated Offering

Five Practice Areas

- Transaction and Financial Communications
- Corporate Reputation and Leadership Strategies
- Crisis Issues and Management
- Government Affairs, Policy, and Advocacy
- Transformation and Change

Additional Capabilities

- Presentation and Media Coaching
- Research and Insights
- Digital Strategy
- Design and Creative Services

#1

M&A firm by deal value and count in 2021 (Mergermarket)

>\$100B

of global IPOs since 2010

14

stock exchanges in which we have capital market experience

\$1.2T

combined AUM of top 5 PE clients

#1

firm for Crisis & Risk Management and
Litigation Support 2021/ 2022 (Chambers)

Strong Momentum

Highest-profile transactions



*Multi-regional
work increases*

200

clients expanded their
work across regions*

*Rising number of
integrated campaigns*

UNITEDHEALTH GROUP®

BIONTECH

zoom

*Clients continue
sticking with us*

150+

clients with a 10 year+
relationship

*Clients “double-
down” with us*

40%+

clients with fees in
excess of \$1M*

*2021 all-time high
new business*

18%

revenue growth in
2021 (YoY)

Select Global Clients



- Capital markets
- Activist strategy
- Across 3 continents



- CEO positioning
- Redefining ESG strategy
- Corporate Strategy



- Government relations
- Corporate & Leadership positioning
- Across 4 continents



- New corporate strategy
- Financial communications
- Across 3 continents



- M&A
- Strategic board room adviser
- Across 2 continents



- Crisis & litigation
- Leadership visibility
- External positioning
- Thought leadership



- C-suite advisers
- Litigation communications
- Issues management



- Deal of the decade in UK telecoms
- Board level adviser
- Comms and Government relations



- Issues management
- Reputation communications
- Government relations



- Financial communications
- Corporate narrative
- Across 3 continents



- M&A
- Regulatory
- Board room adviser



- Global fund expansion
- M&A



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Q & A

