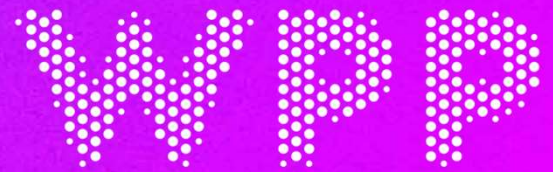


The background features a dense collection of spheres in various sizes and colors, including dark blue, light blue, orange, red, and green. Some spheres have a marbled or iridescent texture. The background itself is a gradient from deep purple at the top to bright magenta at the bottom.

INVESTOR WEBINAR

GLOBAL CLIENTS

30 MARCH 2022



TODAY

- 1. SNAPSHOT OF OUR LARGEST CLIENTS**
- 2. COLGATE-PALMOLIVE: THE MAGIC FORMULA FOR GROWTH**
- 3. INTEL: HELLO FROM TEAM WONDERFUL**

A REMINDER OF OUR CLIENT CENTRICITY MISSION: TO CREATE A COMPETITIVE ADVANTAGE FOR WPP

Our goal is to deliver excellent **client satisfaction**

helping our largest clients **transform**, by unleashing the power of our **creativity**, expanding into **experience, commerce & technology**, and by growing **their** business, drive organic growth for **WPP**

A REMINDER OF OUR TOP 20 CLIENTS AND OUR REVENUE CONCENTRATION:

WPP'S TOP 20 CLIENTS

CPG



TECHNOLOGY



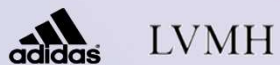
PHARMA & HEALTHCARE



AUTOMOTIVE



RETAIL



TELECOM, MEDIA & ENT.



TOP 30 = 30%
OF WPP NET SALES¹

18 OF TOP 20 CLIENTS
>\$100M NET SALES¹

85% TOP 100 WORK WITH 5
OR MORE AGENCIES

HIGHEST EVER C-SAT AT 8.1

1. Revenue less pass-through costs

OUR LARGEST CLIENTS ARE DOING WELL

LEANING IN TO WPP IN TIMES OF TROUBLE 2020

WPP 2020 PERFORMANCE¹

TOP 20 ACCOUNTS	ALL GCL LED ACCOUNTS	ALL WPP
-0.5%	-3.9%	-8.2%

"A trusted partner during the pandemic: helping them **react** by adjusting their marketing spend and communications, **recover**, by getting back to business; and **renew** their marketing and business models in preparation for a post-Covid world."

FANTASTIC YOYOY GROWTH IN 2021

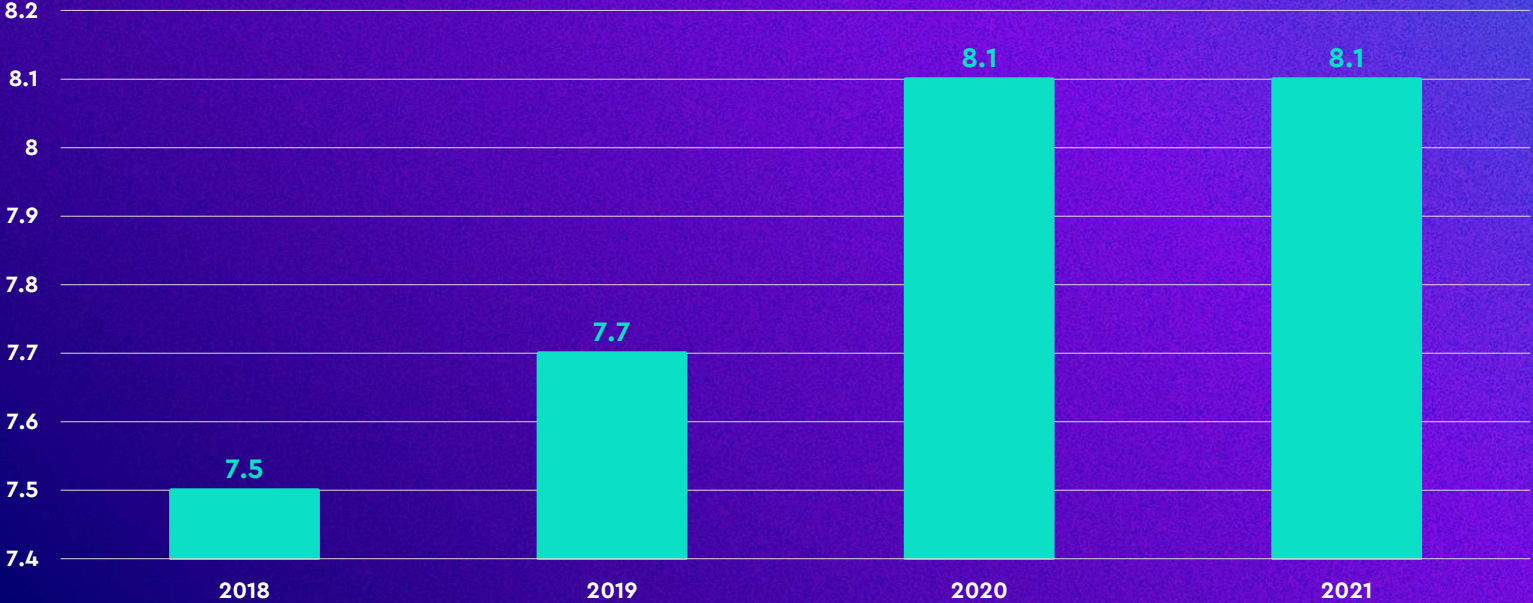
17 OUT OF TOP 30 CLIENTS GREW >10% ON 2-YEAR BASIS IN '21

8 OUT OF TOP 20 CLIENTS GREW >20% ON 2-YEAR BASIS IN '21

1. Growth in LFL revenue less pass-through costs

MAINTAINING 'LIKELIHOOD TO RECOMMEND' (LTR) SCORES AT RECORD LEVELS IN 2021

LTR TRENDING UP OVER TIME ACROSS ALL CLIENTS



**LTR (OR
ADVOCACY) IS
NOW PROVEN
TO PREDICT
REVENUE
GROWTH**

OUR KEY DRIVERS UNDERPIN OUR LEAD CLIENT SATISFACTION METRICS AND CONTINUE TO INCREASE

KPI's	2021	2020	2019	2018	2017	2020 > 2021
Business needs	7.82	7.72	7.24	7.26	7.02	+0.1
Collaboration	8.11	8.01	7.56	7.55	7.35	+0.1
Communication	8.28	8.20	7.84	7.77	7.61	+0.08
Creativity	7.58	-	-	-	-	-
Diversity, Equity & Inclusion	8.23	-	-	-	-	-
Quality of staff	8.39	8.35	8.00	7.93	7.79	+0.04
Proactivity	7.46	7.38	6.90	6.88	6.69	+0.08
Leadership	8.23	8.14	7.75	7.70	7.54	+0.09
Quality of work	8.11	8.03	7.73	7.63	7.51	+0.08
Understanding client	8.08	7.98	7.71	7.68	7.50	+0.1
Client service	8.33	8.29	7.93	7.86	7.71	+0.04
Value for money	7.58	7.46	7.08	7.12	6.79	+0.12

WALKING THE TALK ON DE&I FOR OUR CLIENTS

"On a scale of 1 to 10, how well do you rate our ability to support your DE&I goals?"

Global/Top 10 Markets	H2 2021
Global WPP	8.2
Spain	9.0
Germany	8.9
Italy	8.6
France	8.5
USA	8.4
Australia/New Zealand	8.3
India	8.3
Canada	8.1
China	8.1
United Kingdom	8.0

Google

Developed a **'Product Inclusion Tool'** for Google. The tool will enable Googlers to measure how inclusive their product or service is, how it compares to others and what, if anything, is needed to make it more equitable. [AKQA](#)



Walgreens Boots Alliance

Helped WBA deliver over **34 million vaccines, targeting under served communities**. Created a partnership with Uber to allow for safe transportation to Walgreen vaccine centres. **Walgreens named Brand of the Year** by PR Week Purpose Awards. [H+K Strategies](#)



Signed up to the **"2% Pledge"** in US - **Media Inclusion Initiative** - a commitment to invest in minority-owned media across all GroupM clients. We have increased spending by 120%. Also launching a dashboard to allow agency/team to track their own data. [Wavemaker](#)

FOUR PARTS TO THE CHIEF CLIENT OFFICER ROLE

GLOBAL CLIENT LEADERS

1. Our most experienced business leaders
2. Build high level stakeholder relationships
3. Relentlessly innovative
4. Put collaboration at the heart of solutions
5. Ensure the best of WPP every time

KEY CLIENT LEADERS

1. Build high level stakeholder relationships
2. Represent broader WPP
3. Enable Information and inspiration to flow

COMMUNITIES

1. Health
2. Business Transformation
3. B2B
4. Chief Client Officers
5. Chief Strategy Officers

WPP CLIENT EXPERIENCE

1. Playbooks on 'How to' and 'best of'
2. Events, connections & experiences
3. L&D
4. Thought Leadership

WITH A SMALL & PERFECTLY FORMED CENTRAL TEAM SUPPORTING THE GCLS AND WPP MORE WIDELY



Alan Davies

Head of Client Business Transformation

Business Transformation



Conrad Persons

Global Strategy

Growth – Strategy & Innovation



Ben Kay

Global Planning Director

Growth – Brand & Comms



Sarah Hardy

Managing Director, WPP Client Team

Learning & Development



Nina Rahmatallah

SVP, Client Experience

Experience



Peter Law-Gisiko

Group Commercial CFO

Commercials



Margaux Gatty

Senior Manager, Content & Strategy

Content



Poppy Acton Davis

Director, WPP Clients

Activation



Grace Walker

Account Executive, Client Team

Information

ELEVATING OUR GROWTH MINDSET VIA SCALED APPROACHES

RIGOROUS GROWTH PLANNING ACROSS T50

DEVELOPMENT OF PREDICTIVE GROWTH MODEL

CLIENT'S 3 KEY PRIORITIES FOR GROWTH IN 2022

01 02 03

GROWTH OPPORTUNITIES OVERVIEW
Please give topline overview against WPP's strategic priorities

EXPERIENCE COMMERCE TECHNOLOGY

How can we best...

WPP SHARE OF CLIENT SPEND
This should reflect best estimate

What is your current share today?	Best estimate on spend against these categories	WPP share of client spend	Key Competitors?	What role are the competition playing? Why are they in the mix?
100%	Advertising	XX%		
90%	Direct & Digital	XX%		
80%	Media	XX%		
70%	PR	XX%		
60%	Research	XX%		
50%	Branding	XX%		
40%	Other	XX%		

Million, 80%

Client name

WPP 34

Clients at Risk

Probability of changes in Net Sales

Net Sales Forecast for 2022 HY1
Probability of change in forecasted Net Sales in the next HY by Agency

Client Name	Region	Cou..	Agency	Sub Agency	Change Confidence	Net Sales	Survey Score
	NA	US			Increase (Stron.)	#####	8.2
	NA	US			Increase (Weak)	#####	7.7
	NA	US			Decrease (Mild)	#####	7.3
	NA	US			Increase (Stron.)	#####	7.9
	EMEA	UK			Decrease (Mild)	\$9.71M	7.8
	NA	US			Increase (Stron.)	\$9.48M	7.7
	NA	US			Increase (Mild)	\$8.82M	7.2
	NA	US			Decrease (Stron.)	\$7.66M	6.1
	EMEA	UK			Increase (Stron.)	\$7.54M	7.8
	NA	US			Increase (Weak)	\$7.16M	6.0

[Click to read the Notes on Forecasting](#)

Trend Analysis by Agency
Overall Net Sales (excessive NS accounts for non-forecasted data)

WPP | REDFUSE



What is the Magic Formula for Growth?

(especially on a large, global account)

Carl Hartman
WPP Red Fuse Global CEO

COLGATE/WPP BY THE NUMBERS

#1

Market Share in
Toothpaste
Worldwide

#1

Global Brand In
Terms of Worldwide
Household
Penetration

200

Colgate Sells in 200
Markets

#1

Company In
Household Products
Industry By The Dow
Jones Sustainability
Indices

58.5%

Households
Worldwide Have
Colgate Branded
Product

26

Agency of Record for
26 Years

THE ROLE OF THE GCL

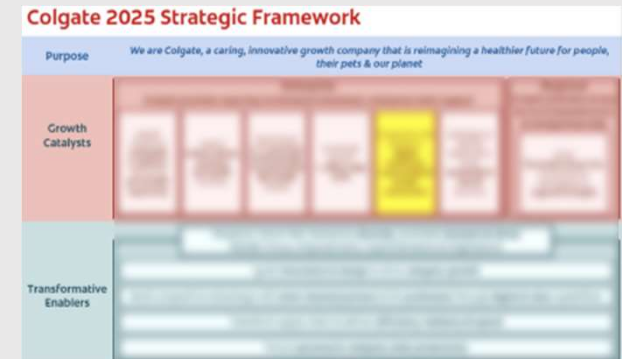
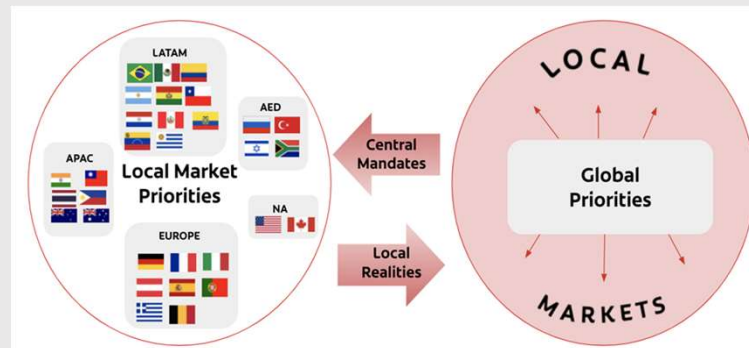


#1: INTIMACY

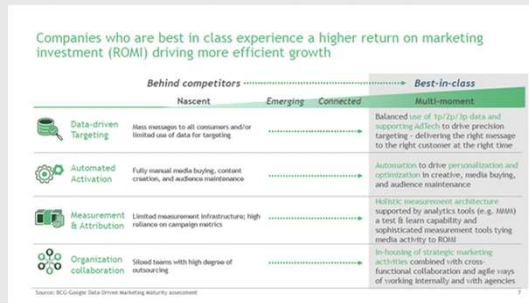
Knowing the clients

Knowing how decisions get made

Knowing the business priorities



#2: AGILITY



Moving toward areas of change



Comfortable with blowing up the past

Best of WPP - Digital Transformation

DIGITAL TRANSFORMATION

- WPP - Salesforce Marketing Cloud Partner of the Year
- VMLY&B, Ogilvy, Wunderman Thompson, AKQA - all Leaders in Gartner's Magic Quadrant: Global Marketing Agencies
- VMLY&B - Leader in Forrester Wave: Global Digital Experience

1. Master the Brilliant Basics, and Beyond. (Digital Conversion)	2. Expand to D2C, B2B and other selling formats	3. Master Programmatic	4. Drive Data Acquisition (DPA/CMP)	5. Dominate Search	6. Dominate Social
<ul style="list-style-type: none"> Worldwide Thompson Conversion raised Leader in Forrester Wave: Commerce Operations Source: Forrester Top WPP client: Adidas Organic Growth: Nike The agency to have a multi-brand account CMO, new Amazon's target client Worldwide & omnichannel Partnership partner 1st largest partner 	<ul style="list-style-type: none"> Global CMO through WPP (all continents) \$5.5Bn GMV via Amazon and Instacart \$3.3Bn of commerce made global on behalf of clients 	<ul style="list-style-type: none"> Global Performance (Media, Creative, PR, Influencer Marketing) Partnership in Forrester Wave: Performance Marketing Agencies Adidas & Google manage over 3.5Bn of programmatic ad spend Avias & Google (over 2000 programmatic agencies) and 200+ 3rd party ad networks Avias & Google (over 4000 ad networks) and 200+ 3rd party ad networks Trusted by Nike, P&G, Pepsi, Nike, Nike, Nike... 	<ul style="list-style-type: none"> Digitally in leader in Forrester Wave: Lead Gen Programs Digitally running the program for Spotify, Media, Doritos, and Kimberly Clark Digitally's global response attracted a global client Digitally's programmatic implementation Digitally's programmatic and analytics marketing with Nike on Google Ads and has been recognized in AHA, L'Oréal and EU for their work 	<ul style="list-style-type: none"> Google's content of the Google across 4 of 5 areas of total practice adoption Google-Managed Search, for Client: Amazon, Nike & Google Google Ads are well aligned with Google's algorithm & growth model Google's leading edge technology: automated keyword monitoring & insight adaptation 	<ul style="list-style-type: none"> Google's content of the VML&B Agency of the Year (Global and Asia) VML&B recognized for the most innovative brand of all time VML&B already engaged in social media VML&B was a Office for Social Media Campaigns in 2020

Tapping in to the best of WPP at every stage

CP/WPP Thought Leadership Series 2022 Speaker/Topics

Module 1 | **Module 2** | **Module 3** | **Module 4**

AI Digital Transformation & Disruption
David Holmes, CEO Senior Chief AI Officer, WPP

Data 2030
D'Neen, Global Head of Data & AI, WPP

Year 2031: A New Media Landscape
Cherie Aker, Global CEO, GroupM

Is Everything B.S.?
Barry Scheraga, Vice Chairman, Ogilvy UK

The Future of Voice
Andy Wood, VP of Emerging Technologies, WPP

AI & Beyond: A Strategic Overview of Strategic Trends
Jeff Bregan, Associate Director of Strategic Trends

The Imperative of Imagination: Boldier Bets in a Future of Disruption
A Madeline Bregan, Knowledge Lead Senior Consulting

This Year Next Year: End of Year Forecast
Bret Wisner, Global President Business Intelligence, GroupM

Creativity and Purpose
Rob Bailey, Global Chief Creative Officer, WPP

Finding Kigali: Technology Transformation V3
Stephan Prentiss, Global Chief Technology Officer, WPP

Inclusivity in Marketing
Christina Medina, Global Head of Inclusive Design & Digital Accessibility, Wunderman Thompson

Winning with Data
Kiprah O'Brien, Global Chief Innovation Officer, GroupM

Media, Inclusion & Business Ethics
WPP Media, Inc. CEO, GroupM

Media Dystopia
Lee Mearns, Chief Innovation Officer, Hershman

The Importance of Customer Experience
Jeff Cahela, Global Chief Experience Officer, VMLY&B

Ad Ops is the Nucleus of Digital Advertising
Walter Geer II, Executive Director Strategic Design, VMLY&B

Making AI Real
D'Neen, Global Head of Data and AI, WPP

David Engenberry, Global CTO, Transmedia
Armeded Paredes, Digital Transformation & AI, WPP

The Tech Partner
Stephan Prentiss, Global Chief Technology Officer, WPP

Leader in Forrester Wave: Strategic Partnerships (Global)
Cherie Aker, Global CEO, GroupM

Leading Agency, VP Strategic Partnerships (Americas)
WPP

WPP
WPP

The Social Partner
Stephan Prentiss, Global Chief of Strategic Development & Partnerships, WPP

Eric Lee, VP Strategic Partnerships (TA, UK, Americas)
WPP

Global Marketing, VP Strategic Partnerships (Americas)
WPP

Stephan Prentiss, VP Strategic Partnerships (Global)
WPP

Alisa Mitchell, VP Strategic Partnerships (Digital)
WPP

CP/WPP Futureproofing Program

Proving confidence of future-proofing

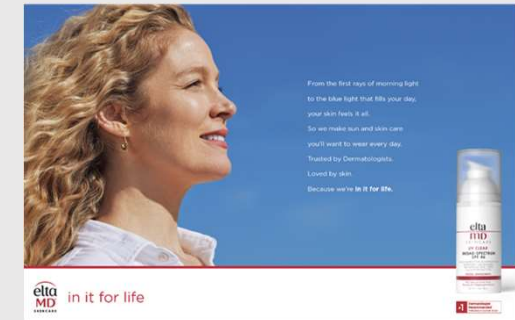
#3: CREATIVITY

Big ideas are at the heart of the WPP offering

“ Marketers, brands & companies who are better at inspiring, guiding, & **partnering with creative people** simply get **better business results.** ”

- Scott Campbell, VP Transformation Initiatives & Capabilities at CP

Proximity to culture



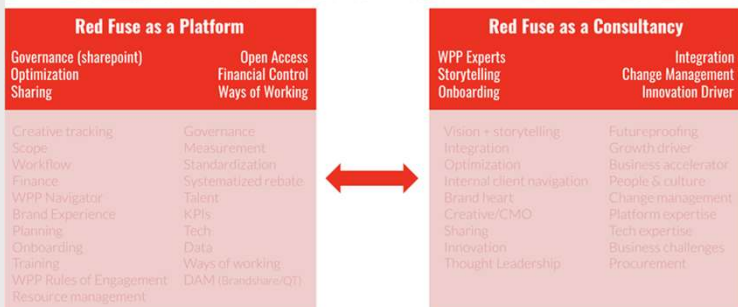
Creativity is the only differentiator

“ Creativity is our last **big competitive advantage.** It's the **X factor that makes a business thrive.** It makes the difference between a good business and a great business. ”

- Ben Kay, Head of Strategy at WPP

#4: THE RIGHT MODEL

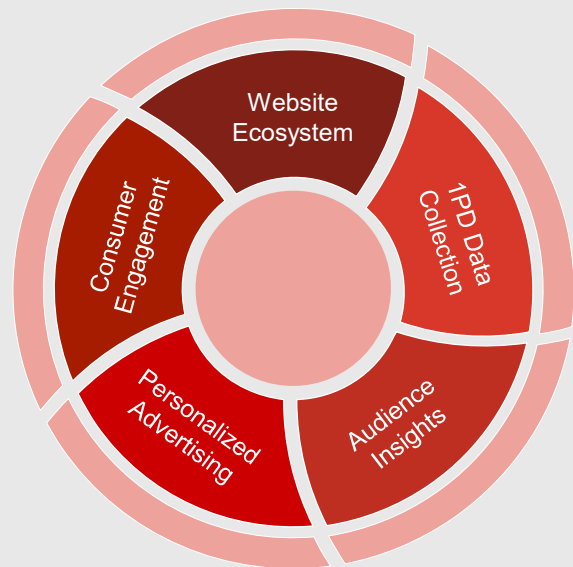
Let's start with our vision for what WPP Red Fuse can be



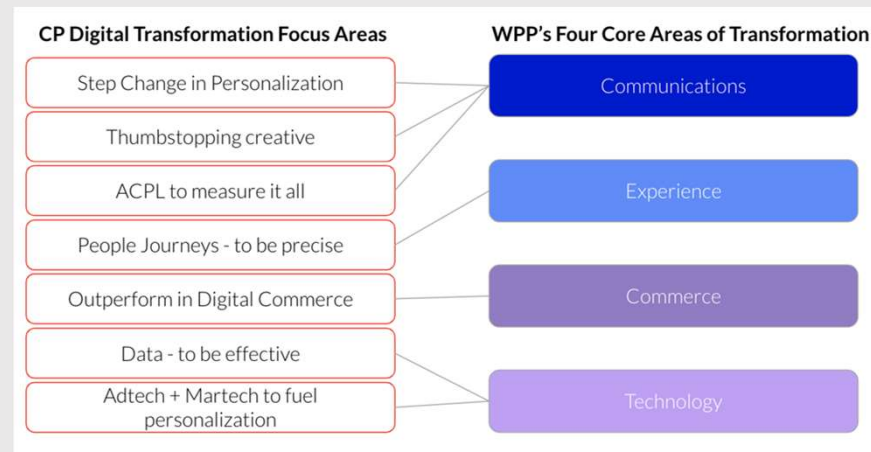
ACCESS TO THE BEST OF WPP	
Global	WUNDERMAN THOMPSON, KANTAR, superunion, DesignBridge, H&M Knowledge Strategies, AKQA, geometry, VMLY&R, W, uwg, bcw, BERLIN CAMERON
APAC & India	DesignBridge, geometry, LANDOR, AKQA, bcw, Ogilvy, groupM, WUNDERMAN THOMPSON, MINDSHARE, NEO, VMLY&R
LATAM	geometry, VMLY&R, NASTA, enext, Blinks, bcw, Ogilvy, W
Europe	W, the cocktail, Scholz & Friends Family, VMLY&R, geometry, AKQA, bcw, WPP COMMERCE, WUNDERMAN
AED	BARROWS HOGARTH, Ogilvy Public Relations, WUNDERMAN THOMPSON, geometry, VMLY&R, W
North America	wug, BLUE STATE, WUNDERMAN THOMPSON, VMLY&R, geometry, mizum, W, Ogilvy



#5: ALIGNMENT



Discipline alignment
- digital
transformation is a
system



CP strategic
priorities = WPP
strategic priorities



Global, regional,
local alignment

#6: HUMAN SKILLS

We are
good
listeners



We play well
with others



We have a
true
partnership



Profile - Digital Transformation



Brigitte King
Global Chief Digital Officer,
Colgate-Palmolive

+27%

2021 Digital Net Sales
Growth

+230

Bps improvement in
2021 eCommerce

+42%

5-Year CAGR Digital Sales
Growth

80

Markets with Programmatic

A person wearing a blue puffer jacket is sitting in a tent at night, using a laptop. The background is dark with some warm light sources, possibly from a campfire or lanterns. The Intel logo is in the top right corner.

intel.

HELLO FROM TEAM WONDERFUL

HOW WE STARTED

AdAge

INTEL HIRES VMLY&R AS GLOBAL CREATIVE AGENCY

Tech company says an integrated WPP team consisting of various shops will assist on the account

By [Lindsay Rittenhouse](#). Published on March 02, 2020.



- GLOBAL CREATIVE AGENCY OF RECORD
- INTEGRATED PRODUCT MARKETING ACROSS BUSINESS AND CONSUMER
- CREATE, LAUNCH, AND STEWARD NEW BRAND IDENTITY SYSTEM

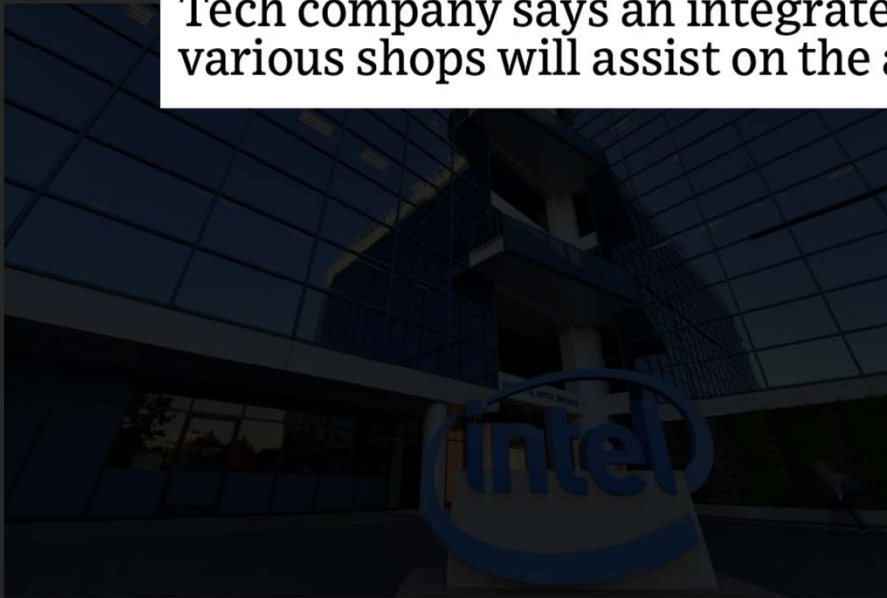
AdAge

INTEL HIRES VMLY&R AS GLOBAL CREATIVE AGENCY

Tech company says an integrated WPP team consisting of various shops will assist on the account

By Lindsay Rittenberg Published on March 22, 2011

Tech company says an integrated WPP team consisting of various shops will assist on the account



'It's a Roller-Coaster Ride': Global Chip Shortage Is Making Industries Sweat

The internet-connected world is completely dependent on the production of semiconductors. That's become a problem now that supplies are running short.

This is how COVID-19 is affecting the advertising industry



PRESS RELEASE
November 10, 2020

Apple unleashes M1



Intel to Invest at Least \$20 Billion in New Chip Factories in Ohio

Building up U.S. chip production has been a focus of lawmakers and companies alike amid a global shortage of the crucial components.



**WE ARE
PURPOSE
BUILT**

PRE 2020: WHO WE WERE AS WPP

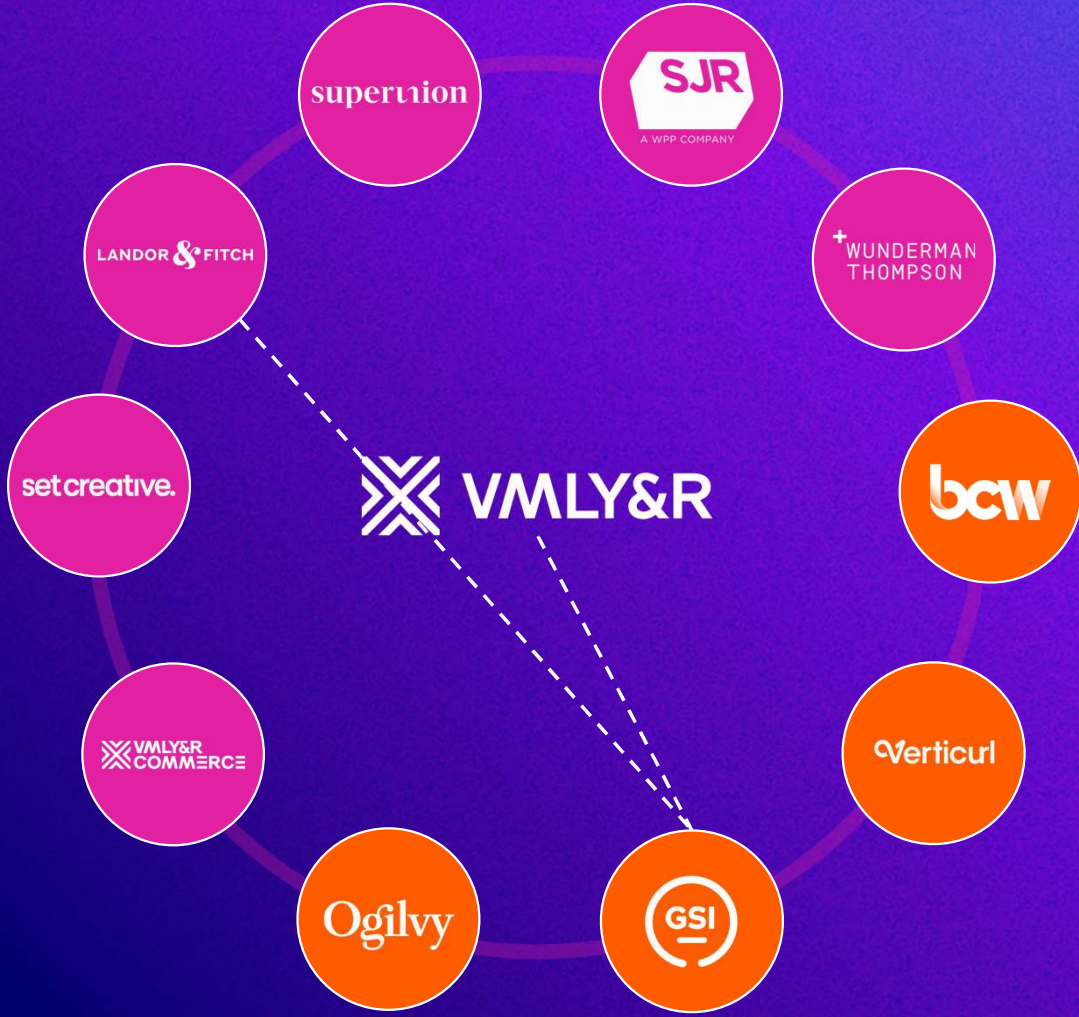


WHO WE ARE NOW AS TEAM WONDERFUL: #1 PURPOSE BUILT

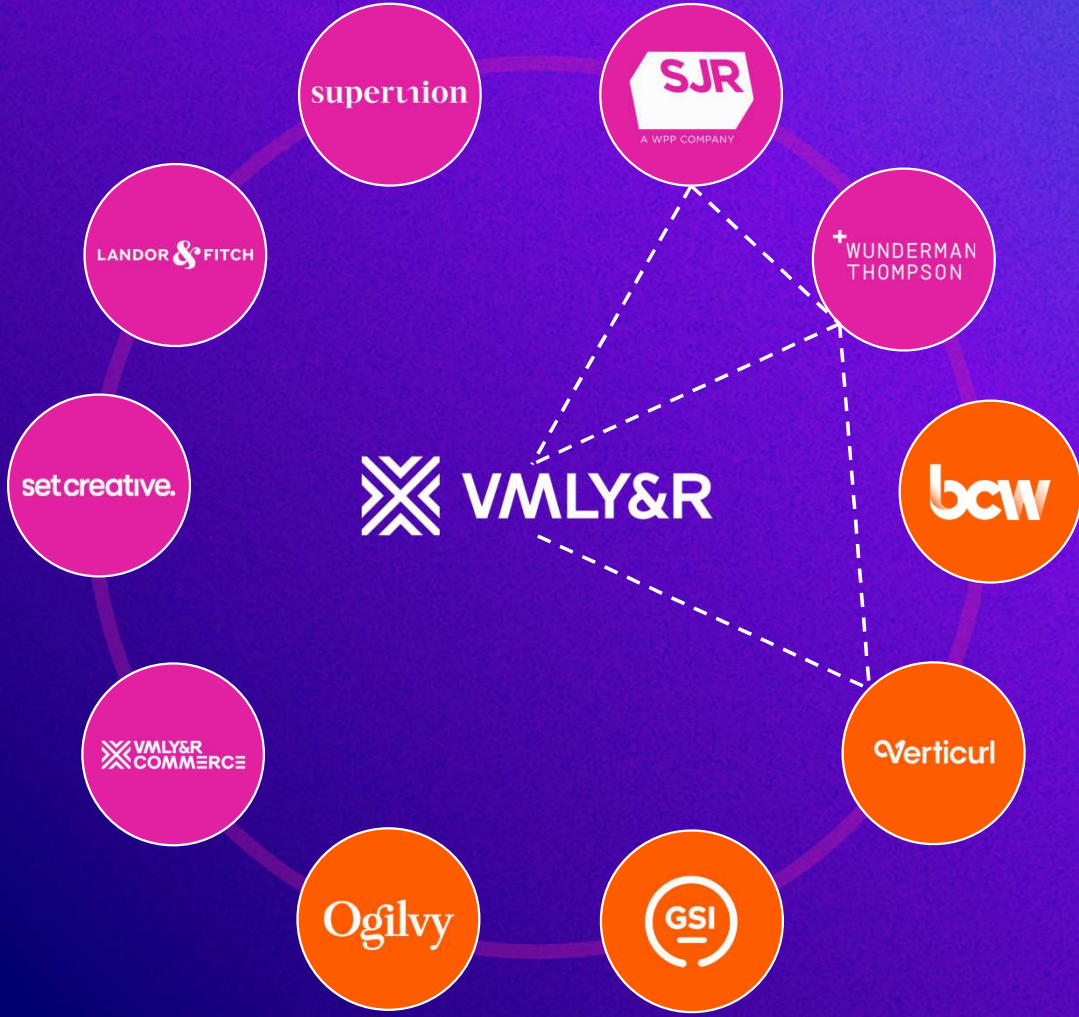


**WE ARE
FLEXIBLE NOT
FIXED**

WHO WE ARE NOW AS TEAM WONDERFUL: #2 FLEXIBLE

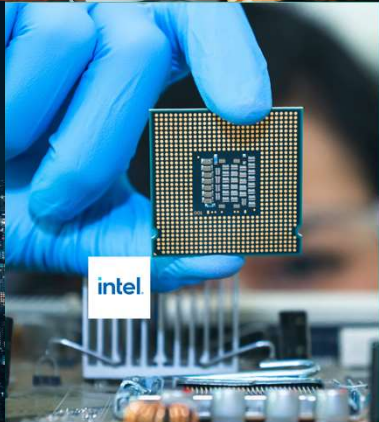
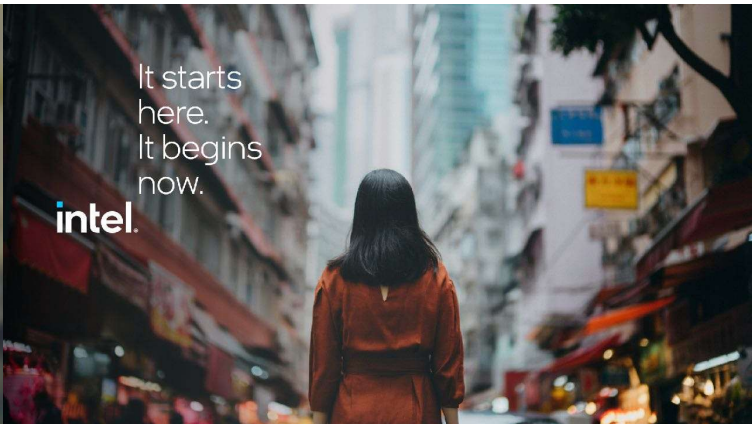


WHO WE ARE NOW AS TEAM WONDERFUL: #2 FLEXIBLE



**WE ARE ON A
CREATIVE
MISSION**

intel®





IN SUMMARY

IN SUMMARY: WPP STRATEGY IN ACTION ON INTEL

1

**Purpose
Built**

2

**Flexible,
not fixed**

3

Creativity

Do something
wonderful.™

DOWNLOAD SPEED
396.34 mbps

UPLOAD SPEED
20.1 mbps

intel 

WPP

PROGRESS 79%

Q&A

