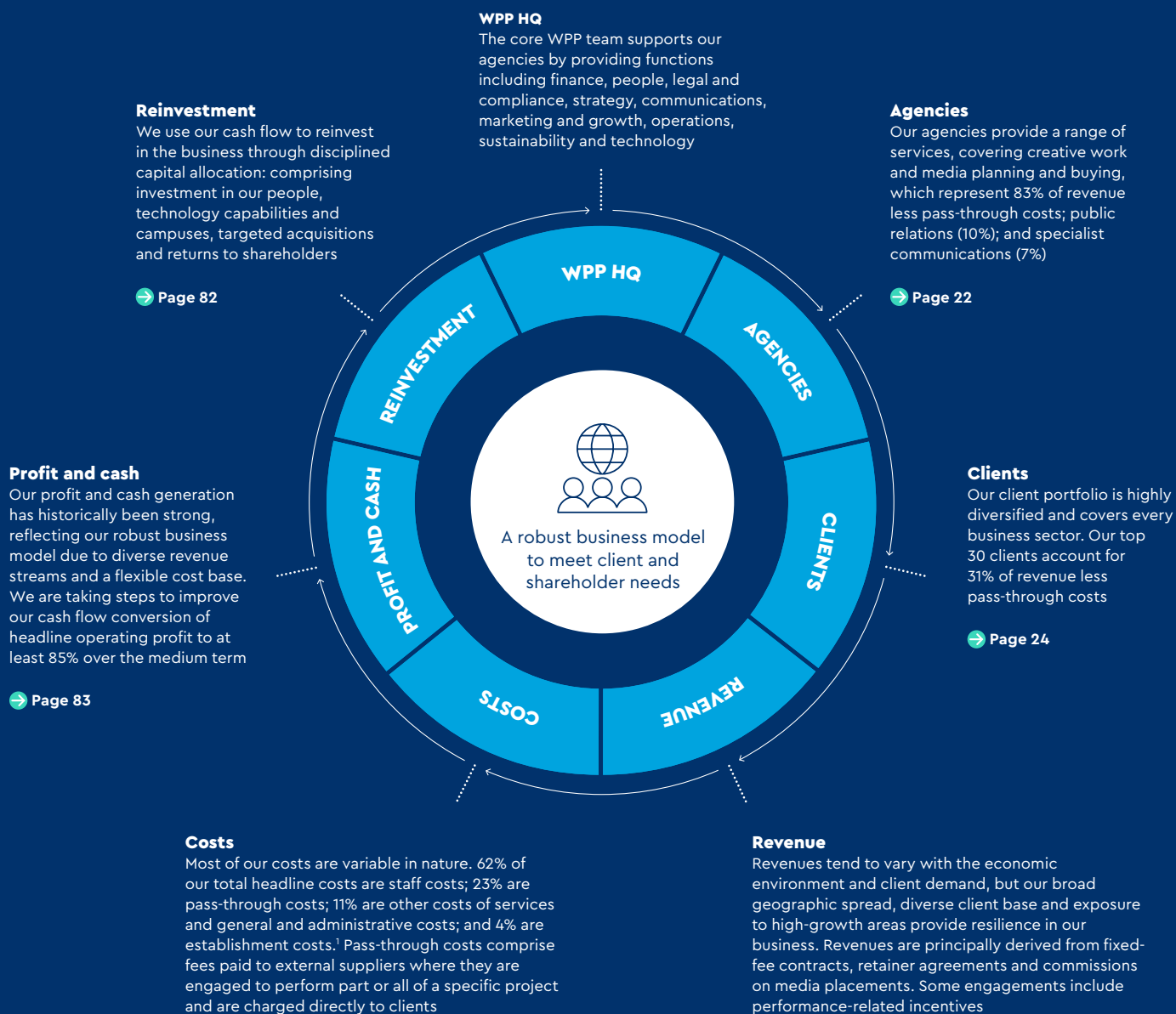


# OUR OPERATING MODEL

WPP supports its agencies, enabling them to leverage the best talent and capabilities. This drives revenue while keeping costs down, funding further investment for the benefit of our clients and shareholders



<sup>1</sup> See definitions in the Glossary on page 232