

**Ogilvy PR Forms Equity Partnership with PRAP in Japan**  
**23 January 2002**

WPP announces that its wholly-owned operating company, Ogilvy Public Relations Worldwide, has agreed to acquire 28.4% of the equity of PRAP Japan Inc ("PRAP"), one of the largest international public relations firms in Japan.

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Based in Tokyo and with offices in Beijing and Shanghai, PRAP's clients include Axa Life Insurance, British Airways, GE Medical, Haagen-Dazs, Hitachi, Intel, Levi-Strauss, Mars, Mikimoto, Nike, SAP and Sony. PRAP employs over 200 people and had revenues of Yen 2,517,933,000 in 2001 and net assets of Yen 456,525,000 as at 31 August 2001.

The investment reinforces Ogilvy's ability to give '360 degree' branding solutions to clients by linking with one of the leading public relations companies in Japan. The initiative continues WPP's strategy of strengthening its networks in important markets and sectors.