

WPP agencies in Amsterdam to share new home

WPP, the world's largest advertising and marketing services group, is investing in a landmark building in Amsterdam as a new base for its operating companies in the city.

The agencies will move into a redevelopment of the well-known Rivierstaete building located in the centre of the city on the banks of the Amstel River.

WPP has agreed a long-term lease with owners Vastint, with a targeted occupation date of mid 2018. The new office will bring together some 30 companies and approximately 1,500 people in 19,000 square metres of space. WPP's agencies in Amsterdam currently operate from 10 different locations.

The building will be stripped back to its shell and fully refurbished, including new facades and cores. It will feature a stunning "transparent" design by MVSA Architects, with new outdoor terraces and glass facades, that will be further enhanced by BDG architecture + design to deliver a best-in-class working environment.

The Amsterdam office is the latest in a series of WPP co-locations, including Madrid (more than 40 companies and 2,500 people) and Shanghai (26 companies and 3,000 people).

Sir Martin Sorrell, CEO of WPP, said: "Our strategic priority is 'horizontality' – encouraging the seamless collaboration between our agencies and disciplines that our clients increasingly demand and value.

"The new building in Amsterdam will allow our companies to work more closely and more effectively together, and our people will have the benefit of an outstanding working environment tailored to the needs of modern advertising and marketing services businesses.

"This is a clear statement to the market of our commitment to the Netherlands and the strength of our businesses there."

In the Netherlands, WPP companies (including associates) generate revenues of around US\$300 million and number over 1,500 people.

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About WPP

WPP is the world's largest communications services group with billings of US\$73 billion and revenues of US\$19 billion. Through its operating companies, the Group provides a comprehensive range of advertising and marketing services including advertising & media investment management; data investment management; public relations & public affairs; branding & identity; healthcare communications; direct, digital, promotion & relationship marketing; and specialist communications. The company employs over 200,000 people (including associates and investments) in more than 3,000 offices across 113 countries. For more information, visit www.wpp.com.

WPP was named Holding Company of the Year at the 2016 Cannes Lions International Festival of Creativity for the sixth year running. WPP was also named, for the fifth consecutive year, the World's Most Effective Holding Company in the 2016 Effie Effectiveness Index, which recognizes the effectiveness of marketing communications. In 2016 WPP was recognised by Warc 100 as the World's Top Holding Company (second year running).