

WPP PLC (“WPP”)

JWT acquires majority stake in search engine marketing specialist Blinks in Brazil

WPP announces that its wholly-owned operating company JWT, the global marketing communications agency, has acquired a majority stake of Mídia 123 Serviços de Publicidade Via Internet Ltda. (“Blinks”), a leading search engine marketing agency in Brazil.

Blinks’ unaudited revenues for the year ended 31 December 2013 were approximately R\$11.2 million with gross assets of approximately R\$3.3 million at the same date. Clients include Bom Negócio, CVC, Netfarma, Staples, BB Box, Giuliana, and Sem Parar. Founded in 2009, the company employs 81 people and is based in São Paulo.

Blinks specializes in sponsored-links campaigns and other performance media. As the Internet continues to grow, clients are focused on effective search-engine marketing (SEM) strategies in a complex effort to achieve top search engine rankings. As a result, clients are increasingly turning to SEM solutions, such as Blinks, to play a strategic role in maximizing their Internet presence and their effective return on investment.

This investment continues WPP’s strategy of investing in fast growing markets and sectors and its commitment to developing its strategic networks throughout the dynamic Brazilian market. Collectively (including associates) Group companies generate revenues of US\$650 million and employ almost 6,000 people in Brazil, WPP’s eighth largest market. In Latin America, WPP companies (including associates) collectively generate revenues of over US\$1.6 billion and employ 20,000 people.

The investment also continues WPP’s strategy of investing in fast-growing markets and sectors such as data and digital. WPP’s digital revenues (including associates) were well over US\$6 billion in 2013, approximately 35% of the Group’s total revenues of US\$17.3 billion. WPP has set a target of 40-45% of revenue to be derived from digital in the next five years.

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