

WPP PLC (“WPP”)

WPP acquires Bottle Rocket in the United States

WPP announces that it has agreed to acquire Bottle Rocket, a full-service mobile solution provider in the US. The agency will work horizontally with other operating companies across WPP.

Bottle Rocket creates the highest quality iPhone, iPad and Android apps for leading brands. The company’s apps have won numerous industry accolades including multiple Apple Hall of Fame awards and frequently appear at the top of their categories in the App Store.

Founded in 2008, Bottle Rocket’s unaudited revenue for the previous twelve months ended September 2013 was US \$17 million. Clients include NPR, Scripps Networks, ABC News, National Geographic and NBC Universal. Based in Dallas, Texas, the company employs approximately 170 people.

This investment continues WPP’s strategy of strengthening the Group’s capabilities in digital media and in mobile advertising. In August WPP Digital, the digital investment arm of WPP, acquired a minority interest in Mutual Mobile, Inc., an Austin-based mobile product development agency. WPP’s digital revenues were well over US \$5 billion in 2012 and represented 33% of total Group revenues of US \$16.5 billion. The Group is targeting at least 40-45% of revenues to come from each of fast-growth markets and new media over the next five years.

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About WPP

WPP is the world’s largest communications services group with billings of US\$70.5 billion and revenues of US\$16.5 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, including direct, digital and interactive. The company employs over 170,000 people (including associates) in over 3,000 offices across 110 countries. For more information, visit www.wpp.com.

WPP was named Holding Company of the Year at the 2013 Cannes Lions International Festival of Creativity for the third year running. WPP was also named, for the second consecutive year, the World’s Most Effective Holding Company in the 2013 Effie Effectiveness Index, which recognizes the effectiveness of marketing communications.

About Bottle Rocket

Bottle Rocket (<http://www.bottlerocketapps.com>) is a full-service mobile solution provider, focused on creating handcrafted apps for the world’s most discriminating brands. Since its founding in early 2008, Bottle Rocket Apps has developed more than 150 iPhone, iPad and Android apps for leading brands such as A&E Television Networks, NPR, Scripps Networks, Showtime, ABC News, NBC Universal, ESPN, Turner Broadcasting, National Geographic, Viacom and SPIN Magazine, among many others. The company’s apps have won numerous industry accolades including multiple Apple Hall of Fame awards, and frequently appear at the top of their categories on the App Store. The team of senior strategists, architects, developers and artists work their magic from the company’s offices in Dallas, Texas.