

WPP GROUP (“WPP”)

Kantar Health acquires CEEOR, a specialist research and consulting company in the Czech Republic

WPP announces that Kantar Health, a leading global healthcare consulting and market research company has acquired CEEOR spol. s r.o. (“CEEOR”) in the Czech Republic.

Founded in 2006 and based in Prague, with offices in Slovakia and Hungary, CEEOR is a research and consulting organisation specialising in analytical services for the pharmaceutical, biotechnology and healthcare industries in Europe and beyond. It has a market-leading reputation as a customer-oriented and technology-focused market intelligence provider. CEEOR’s core business is centered on commercial effectiveness activities, electronic data collection, and real-world research studies, including epidemiology and health outcomes.

Through this acquisition, Kantar Health will further strengthen its capabilities in the commercial effectiveness field, helping clients to better optimise decisions in marketing and sales, investments, timing and targeting.

CEEOR’s consolidated revenues for the year ended 31 December 2014 were €1.6 million, with gross assets of €0.7 million as at the same date.

In Central and Eastern Europe the Group (including associates) generates revenues of almost US\$600 million and employs over 6,000 people. In the Czech Republic, the Group (including associates) generates revenues of almost US\$100 million and employs around 1,000 people.

Kantar Health is part of Kantar, WPP’s data investment management division. Kantar generates revenues of almost US\$5 billion (including associates) and employs over 34,000 people.

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