

For Immediate Release

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WPP PLC (“WPP”)

WPP takes first steps to become the first major international communications services group with a presence in Cuba

WPP, the world’s leading communications services group, has taken the first steps to commence trading operations in Cuba and become the first major international communications services group to conduct business on the island. WPP is looking to deliver all its communications services according to the specifics of the Cuban market and seeks to contribute to the economic development of the island with its global network of agencies.

Under a contract with the state-owned Palco Group, WPP now has a permanent executive based in Havana who will be backed by an established local support team. This marks the start of the inclusion of the largest island in the Caribbean in the list of 112 countries in which WPP operates.

Since February 2015, WPP has been in contact with a number of Cuban agencies and enterprises with a view to establishing partnership and cooperation agreements for its companies’ lines of business, which include Data Investment Management (formally known as Consumer Insight); Public Relations & Public Affairs; Branding & Identity; Healthcare Communications; Direct, Digital, Promotion & Relationship Marketing, among others.

In addition, WPP has maintained contacts with Cuban and international firms operating on the island to provide its services from a local base in the near future.

WPP is working to provide its international clients with strategic counsel on the institutional and economic environment in Cuba, as well as advice and guidance in planning for eventual Cuba market entry and brand visibility on the island nation. In these areas WPP is to deliver its services in collaboration with front-rank local companies, also to promote foreign projection of the products and services generated from Cuba.

The WPP executive’s offices in Cuba are in the Miramar neighbourhood near the most important business centres in Havana.

This initiative means WPP has taken another step towards consolidating its global leadership, and in particular in Latin American markets where it holds a predominant position in most of the region’s countries. This continues WPP’s commitment to developing its strategic networks throughout faster growing markets. The Group collectively generates revenues of US\$1.6 billion in Latin America and employs 20,000 people.

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About WPP

WPP is the world's largest communications services group with billings of US\$76 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 189,000 people (including associates and investments) in over 3,000 offices across 111 countries. For more information, visit www.wpp.com. WPP was named Holding Company of the Year at the 2015 Cannes Lions International Festival of Creativity for the fifth year running. WPP was also named, for the fourth consecutive year, the World's Most Effective Holding Company in the 2015 Effie Effectiveness Index, which recognizes the effectiveness of marketing communications.

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