

**WPP PLC (“WPP”)**

**WPP acquires dBOD in the Netherlands**

WPP announces that it has acquired Centrale Holding Du Bois Ording B.V. (“dBOD”), a leading design agency in the Netherlands.

Founded in 1980, dBOD is a full-service agency specialising in packaging design, corporate design, digital media and retail design. dBOD employs 38 people at its headquarters in Amsterdam and an office in Shanghai.

Following this acquisition, dBOD will merge with Dutch design agency VBAT, a wholly-owned operating company of WPP and part of The Partnership, to strengthen WPP’s offer in the Netherlands and elsewhere. The merged companies will operate under the name VBAT.

dBOD’s revenues for the year ended 31 December 2014 were approximately €3.3 million with gross assets of approximately €2.6 million as at the same date. Including associates, in the Netherlands WPP has revenues of approximately US\$300 million and 1,500 people.

This acquisition continues WPP’s strategy of investing in important markets and sectors. VBAT and The Partnership are part of WPP’s Branding & Identity, Healthcare and Specialist Communications group (which includes Direct and Digital). Collectively, including associates and investments, the companies in this group generate revenues of well over US\$6 billion and employ around 80,000 people worldwide.

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