

WPP PLC (“WPP”)

Ogilvy & Mather acquires stake in Eightytwo in Ireland

WPP announces that its wholly-owned marketing communications network, Ogilvy & Mather, has acquired a stake in its digital partner in Ireland, Eightytwo Customer Experience Limited ("Eightytwo"), market leader in the Irish digital communications industry.

Dublin-based Eightytwo employs over 30 people and has developed a bespoke model that combines creative, data, performance media and technology to design and deliver campaign narratives across the entire customer journey.

Ogilvy & Mather and Eightytwo have been working together since 2015. This acquisition will bring new capabilities in creative, digital performance and technology to Ogilvy & Mather's local and international clients.

WPP's digital revenues were over US\$7 billion in 2015, representing 37% of total Group revenues of US\$19 billion. WPP has set a target of 40-45% of revenue to be derived from digital in the next five years. In Ireland, WPP companies (including associates) generate revenues of nearly US\$75 million and employ over 500 people.

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