

## WPP PLC (“WPP”)

### **Kantar to acquire Fisheye Analytics, a leading media monitoring and analytics services business in Singapore**

WPP announces that Kantar, its wholly-owned data investment management business, has agreed to acquire the entire issued share capital of Fisheye Analytics Pte. Ltd. ("Fisheye"), a leading media monitoring and analytics services business based in Singapore.

Founded in 2009 in Singapore with an R&D centre in Hyderabad, Fisheye employs 14 people. The company, which will become part of Kantar Media, works with some of the biggest sports governing bodies, international organisations and governments from Europe to Asia.

For the year ending 31 October 2013, Fisheye's unaudited revenues were SGD 782,871, with gross assets as at the same date of SGD 332,162.

This acquisition marks a further step towards WPP's declared goal of developing its networks in fast-growth markets and sectors and further strengthens its data investment management business. Collectively, WPP companies (including associates) in Singapore generate revenues of around US\$350 million and employ 2,000 people. In the Asia Pacific region, WPP companies (including associates) generate revenues of US\$5 billion and employ more than 47,000 people. WPP recently raised its targets from 35-40% for each of fast-growth markets and new media to at least 40-45%, over the next five years.

WPP's data investment management business, with revenues of US\$4.5 billion (including associates), is centred around Kantar, the second largest data investment management network in the world after Nielsen. By connecting the diverse talents of its 13 specialist companies, the group aims to become the pre-eminent provider of compelling and inspirational consumer insights for the global business community. Its 28,500 employees work across 100 countries and across the whole spectrum of research and consultancy disciplines, enabling the group to offer clients business insight at every point of the consumer cycle.

**Contact:**

Feona McEwan, WPP London  
Belinda Rabano, WPP Beijing

+ 44(0) 207 408 2204  
+ 86 1360 107 8488