

**WPP PLC (“WPP”)**

**IBOPE and WPP to swap assets**

WPP announces that it has signed a definitive agreement to realign its media research business by swapping certain assets with IBOPE.

IBOPE has purchased 100% of Mediafax Inc., Puerto Rico’s leading provider of media and marketing research services. In return, WPP will increase its current minority shareholding by 2.05% in IBOPE Pesquisa de Mídia, IBOPE Latinoamericana and IMI.Com, which are part of the IBOPE Group, a Latin American multinational firm, based in Brazil, specializing in media, market and opinion research. WPP already holds a 42.15% stake in IBOPE.

The businesses form part of Kantar, WPP’s information, insight and consultancy division.

This agreement continues WPP’s strategy of developing its networks in fast growing markets and sectors.

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