

WPP PLC (“WPP”)

TNS takes full ownership of TNS ICAP in Greece

WPP announces that its global operating network TNS has acquired all remaining shares in Taylor Nelson Sofres ICAP Market Research SA (“TNS ICAP”), a leading market research agency in Greece. This acquisition increases TNS’s stake in TNS ICAP from 51% to 100%.

Founded in 2002, TNS ICAP employs 36 people and is based in Athens. TNS ICAP provides qualitative and quantitative research expertise along with TNS tools and methodologies.

TNS ICAP’s consolidated revenues for the year ended 31 December 2015 were €5.8 million, with gross assets of €3.0 million as at the same date.

TNS is part of Kantar, the data investment management division of WPP and one of the world’s largest insight, information and consultancy groups. With this acquisition, Kantar strengthens its presence and broadens its offer in Greece.

This acquisition continues WPP’s strategy of investing in important markets and sectors and strengthening its capabilities in data investment management. Worldwide, WPP’s data investment management companies (including associates and investments) collectively generate revenues of almost US\$5 billion and employ over 34,000 people.

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