

CHIEF EXECUTIVE'S STATEMENT



THE WORK WE DO FOR OUR CLIENTS PROVIDES A REAL OPPORTUNITY TO BRING ABOUT POSITIVE CHANGE "

Mark Read
Chief Executive Officer

For WPP, sustainability is an integral part of how we do business. It's not an add-on or a separate initiative. We define our purpose as using the power of creativity to build better futures for our people, planet, clients and communities. This report sets out how we are working to deliver on that purpose.

In 2023 a record number of our people – more than 83,000 – participated in our annual All In employee survey. Career growth was their number one priority, and over the last year we continued to invest in equipping our people with the future-facing skills they need for success in the modern world of marketing.

Our Future Readiness Academies are a global, on-demand online learning programme offering courses in areas from martech and customer experience to commerce and influencer marketing. To date, 12,500 people have completed nearly 50,000 lessons.

We recently added a new module – Demystifying Data & AI – to help anyone in WPP understand and navigate the latest trends and technologies in these critical and fast-evolving fields, and to inspire our people about their potential.

We have been providing AI training for our people since 2019. Our AI Toolkit offers guidance to all WPP agencies on topics from IP to deep fakes. And our Generative AI Principles, supported by training, help our people identify and manage the key legal, ethical and privacy risks.

As AI is adopted more widely in the world, the risk of deep fakes and misinformation is on the rise, fuelling cynicism, polarisation and mistrust in an ever more complex geopolitical landscape. To help clients navigate this complexity, our media investment business GroupM published guides on topics ranging

from political advertising to marketing to children to brand safety in gaming. We also provided clients with access to high-quality ad environments on sites vetted against standards of responsible journalism through GroupM's Back to News initiative, rolled out across 20 markets.

Public scepticism extends to brands' environmental claims too. Our agencies are required to follow rigorous standards of honesty and integrity in our work. In 2023 we launched a client version of our internal Green Claims Guide to help brands make effective, accurate statements in relation to their sustainability credentials, initiatives and goals.

Within WPP, we continue to make progress towards our own carbon reduction targets. In 2023, we reduced absolute CO₂e emissions across our own operations (Scope 1 and 2) by 18% year-on-year and by 76% since our 2019 baseline. We aim to reduce emissions by 84% by 2025. We've also set ourselves the ambitious target to halve our Scope 3 emissions by 2030, including emissions from media buying – half of our total carbon footprint and an industry first.

These targets are driving innovation. Hogarth is investing in generative AI and virtual production, meeting client demand for technology- and AI-driven capabilities while reducing the time, expense and carbon costs of traditional production methods. GroupM's new omnichannel media carbon calculator helps clients factor channel-level emissions data into their media planning for the first time.

The work we do for our clients provides a real opportunity to bring about positive change too. In 2023 this ranged from challenging toxic beauty standards with Dove and combatting clothing waste with eBay to

helping make oral healthcare accessible to all through Landor's innovative {access}ories. You can read more examples of our work throughout this report.

We can also use our influence and skills to support the communities in which we live and work. Through our Racial Equity Programme we have invested \$21.1 million in initiatives within and beyond our business to help fight racial injustice and support Black and ethnically marginalised talent. Our Detroit Experience Studio, funded through the programme, aims to break down barriers preventing Black creatives from entering the industry. In the UK, our Creative Data School, run in partnership with leading non-profit and educational organisations, has taught more than 6,000 young people essential technical skills to build their confidence in data and AI.

Initiatives such as these reflect our philosophy, and our counsel to clients, that words should, wherever possible, be backed by action. As environmental, social and governance (ESG) matters attract ever greater attention from stakeholders, the need for advice from trusted partners like WPP will only grow. We will continue to support our clients on their sustainability journeys while meeting our own responsibilities to work towards a more sustainable and equitable future.

As you can see, we are embracing sustainability across the business. Our belief is that it is good for WPP. It helps us to attract the best people, support our clients and contribute to society. We're proud of what we have achieved in 2023, and will continue to deliver on our purpose in 2024.

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