

# OUR BUSINESS MODEL

WPP is the creative transformation company

## OUR OFFER




### WHAT WE DO

> We provide marketing services that help brands grow and transform their businesses

Our work spans the full marketing spectrum, from the creation and production of advertising campaigns, social media management and influencer marketing to commerce solutions, app development, CRM implementation and more

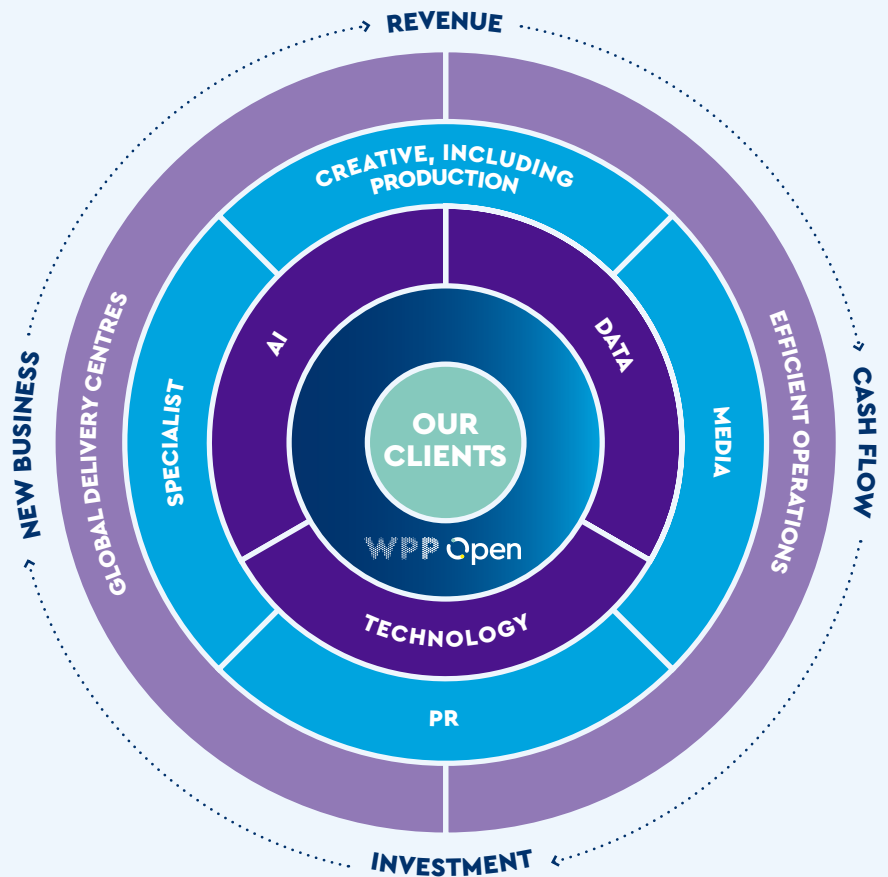
### WHAT SETS US APART

> Our simple, integrated solutions connecting our creative, production, commerce, media, PR and specialist services, based on our core strengths: leading AI, data and technology capabilities, deep relationships with major clients, global scale and reach, market-leading agency brands and award-winning creative talent

	CREATIVE	MEDIA	PR	SPECIALIST
OUR OFFER	> Create scalable ideas and experiences that bring to life brands and their relationships with customers	Connect brands to consumers across the full range of media channels and platforms	Manage reputation and communication with key stakeholders	Branding, design and other specialist services
OUR SERVICES INCLUDE	> <ul style="list-style-type: none"> <li>- Brand experience</li> <li>- Commerce</li> <li>- Customer experience</li> <li>- Marketing strategy</li> <li>- Production</li> <li>- Technology implementation, eg CRM</li> </ul>	<ul style="list-style-type: none"> <li>- Commerce media</li> <li>- Consulting</li> <li>- Data analytics and insight</li> <li>- Media activation</li> <li>- Media planning and buying</li> <li>- Media strategy</li> </ul>	<ul style="list-style-type: none"> <li>- Media relations</li> <li>- Public affairs</li> <li>- Reputation, risk and crisis management</li> <li>- Social media management</li> <li>- Strategic advice</li> </ul>	<ul style="list-style-type: none"> <li>- Brand consulting</li> <li>- Brand identity</li> <li>- Corporate and brand publications</li> <li>- Events management</li> <li>- Product launches</li> <li>- Sonic branding</li> </ul>
OUR OFFER IN ACTION	 <p><b>CAN'T B BROKEN</b> Beyoncé tries (and fails) to break Verizon's network</p>	 <p><b>EVERY JOURNEY MATTERS</b> Celebrating 25 years of Transport for London</p>	 <p><b>THE BEST A MAN CAN GET</b> Bringing Gillette's iconic branding to a new generation</p>	 <p><b>WOMEN   BAYER</b> Creating a brand that illuminates women's health</p>

## OUR OPERATING MODEL

Our clients are at the heart of our business. Our agency networks provide leading talent and capabilities, increasingly delivered through WPP Open, to help us retain and attract clients, improve our cash generation, and reinvest in the business for the benefit of all our stakeholders



### OUR CLIENTS



Our client portfolio is highly diversified and covers over 100 markets and every business sector

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### WPP OPEN

WPP Open, our AI-powered marketing operating system, brings together all WPP agency services into one integrated, end-to-end workflow for clients. This flexible, customisable system is tailored to individual client goals, and was central to our biggest pitch successes in 2024

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### AI, DATA & TECHNOLOGY

We possess leading marketing capabilities, increasingly delivered through WPP Open. Choreograph, our data company, leverages proprietary, licensed, public and client data; Satalia, our advanced AI technology company, acts as a hub of AI expertise for all WPP agencies; and our strategic partnerships provide access to cutting-edge technologies

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### OUR OFFER

Thanks to our simpler structure, we have a stronger, more integrated offer across our creative, production, commerce, media, PR and specialist capabilities

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### HOW WE WORK

We leverage our global scale to deliver efficiencies across the organisation. Our Global Delivery Centres provide worldwide capabilities from a central hub, including cloud modernisation and product engineering, and we drive efficiencies in our back office functions by optimising finance shared services and deploying modern enterprise resource platforms

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### OUR FINANCIAL MODEL

Our profit and cash generation has historically been strong, reflecting our diverse revenue streams and flexible cost base. We have a disciplined approach to capital allocation; our priority is to invest in our business with a focus on WPP Open, AI and data, to enhance our offer and win and retain client assignments

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