

# INVESTMENT CASE

Our global scale, strong client relationships and leading capabilities underpin our strategy to accelerate growth and drive shareholder returns

## GLOBAL REACH AND SCALE



Our global network of world-class agencies provides comprehensive geographic reach and services across all areas of modern marketing

**100+**  
countries in our  
global network

## ATTRACTIVE AND GROWING ADDRESSABLE MARKETS



Ongoing client demand for integrated marketing services is driven by an increasingly complex ecosystem and new opportunities from technology-led services, such as AI

**6.9%**  
estimated compound annual  
growth in global advertising  
revenue 2023-2029<sup>1</sup>

## DEEP RELATIONSHIPS WITH LEADING BUSINESSES



Our clients are some of the world's largest and most successful companies, including around 300 of the Fortune Global 500. These relationships are enduring, including multi-decade partnerships with many of our biggest clients

**8.1**  
out of 10 client  
satisfaction score  
(2023: 8.0)

## LEADING THROUGH AI, DATA AND TECHNOLOGY



We invest in AI expertise, data capability and cutting-edge technology through organic investment, targeted acquisitions and strategic partnerships with world-leading technology companies, to meet client needs and drive our growth

**£250m**  
investment in AI, data and  
technology in 2024, rising  
to £300m in 2025

## FINANCIAL STRENGTH WITH INVESTMENT GRADE BALANCE SHEET



Our business is cyclical but our cost base is flexible, allowing maintenance of strong profitability and cash generation across the cycle. We combine this with a disciplined approach to capital allocation, enabling us to reinvest in the business, acquire new companies and talent, and reward shareholders

**£4.6bn**  
returned to shareholders  
since 2018

## WORLD-LEADING TALENT, AMBITIOUS FOR THE FUTURE



We attract and retain world-leading talent, develop our people's skills in all areas of marketing and augment their creativity with our leading AI capabilities, helping us deliver transformative work for our clients

**108,000**  
people across  
the globe

<sup>1</sup> GroupM, This Year Next Year: 2024 Global End of Year Forecast, December 2024