



Q1 TRADING UPDATE

25 April 2025

2025

CAUTIONARY STATEMENT REGARDING FORWARD-LOOKING STATEMENTS

This document contains statements that are, or may be deemed to be, "forward-looking statements". Forward-looking statements give the Company's current expectations or forecasts of future events.

These forward-looking statements may include, among other things, plans, objectives, beliefs, intentions, strategies, projections and anticipated future economic performance based on assumptions and the like that are subject to risks and uncertainties. These statements can be identified by the fact that they do not relate strictly to historical or current facts. They use words such as 'aim', 'anticipate', 'believe', 'estimate', 'expect', 'forecast', 'guidance', 'intend', 'may', 'will', 'should', 'potential', 'possible', 'predict', 'project', 'plan', 'target', and other words and similar references to future periods but are not the exclusive means of identifying such statements. As such, all forward-looking statements involve risk and uncertainty because they relate to future events and circumstances that are beyond the control of the Company. Actual results or outcomes may differ materially from those discussed or implied in the forward-looking statements. Therefore, you should not rely on such forward-looking statements, which speak only as of the date they are made, as a prediction of actual results or otherwise. Important factors which may cause actual results to differ include but are not limited to: the unanticipated loss of a material client or key

personnel; delays, suspensions or reductions in client advertising budgets; shifts in industry rates of compensation; regulatory compliance costs or litigation; changes in competitive factors in the industries in which we operate and demand for our products and services; changes in client advertising, marketing and corporate communications requirements; our inability to realise the future anticipated benefits of acquisitions; failure to realise our assumptions regarding goodwill and indefinite lived intangible assets; natural disasters or acts of terrorism; the Company's ability to attract new clients; the economic and geopolitical impact of the conflicts in Ukraine and the Middle East; the risk of global economic downturn; slower growth, increasing interest rates and high and sustained inflation; supply chain issues affecting the distribution of our clients' products; technological changes and risks to the security of IT and operational infrastructure, systems, data and information resulting from increased threat of cyber and other attacks; effectively managing the risks, challenges and efficiencies presented by using Artificial Intelligence (AI) and Generative AI technologies and partnerships in our business; risks related to our environmental, social and governance goals and initiatives, including impacts from regulators and other stakeholders, and the impact of factors outside of our control on such goals and initiatives; the Company's exposure to changes in the values of other major currencies (because a substantial portion of its

revenues are derived and costs incurred outside of the UK); and the overall level of economic activity in the Company's major markets (which varies depending on, among other things, regional, national and international political and economic conditions and government regulations in the world's advertising markets). In addition, you should consider the risks described in Item 3D, captioned 'Risk Factors' in the Group's most recent Annual Report on Form 20-F, which could also cause actual results to differ from forward-looking information. Neither the Company, nor any of its directors, officers or employees, provides any representation, assurance or guarantee that the occurrence of any events anticipated, expressed or implied in any forward-looking statements will actually occur. Accordingly, no assurance can be given that any particular expectation will be met and investors are cautioned not to place undue reliance on the forward-looking statements. Other than in accordance with its legal or regulatory obligations (including under the Market Abuse Regulation, the UK Listing Rules and the Disclosure and Transparency Rules of the Financial Conduct Authority), the Company undertakes no obligation to update or revise any such forward-looking statements, whether as a result of new information, future events or otherwise. Any forward-looking statements made by or on behalf of the Group speak only as of the date they are made and are based upon the knowledge and information available to the Directors at the time.

AGENDA

- Overview
- Financial performance
- Strategic progress
- Q&A

Q1 2025 performance as expected

-2.7%

Like-for-like revenue less
pass-through costs growth
(Q1/Q4 '24: -1.6%/-2.3%)

Challenging market environment

- Tariff related uncertainty amplifies an already uncertain environment
- No incremental change in spending patterns to date
- Vigilance and discipline on the outlook and cost base

Continued strategic progress

- Growing adoption of WPP Open
- GroupM proposition strengthened with acquisition of InfoSum
- Winning new client assignments

FINANCIAL PERFORMANCE

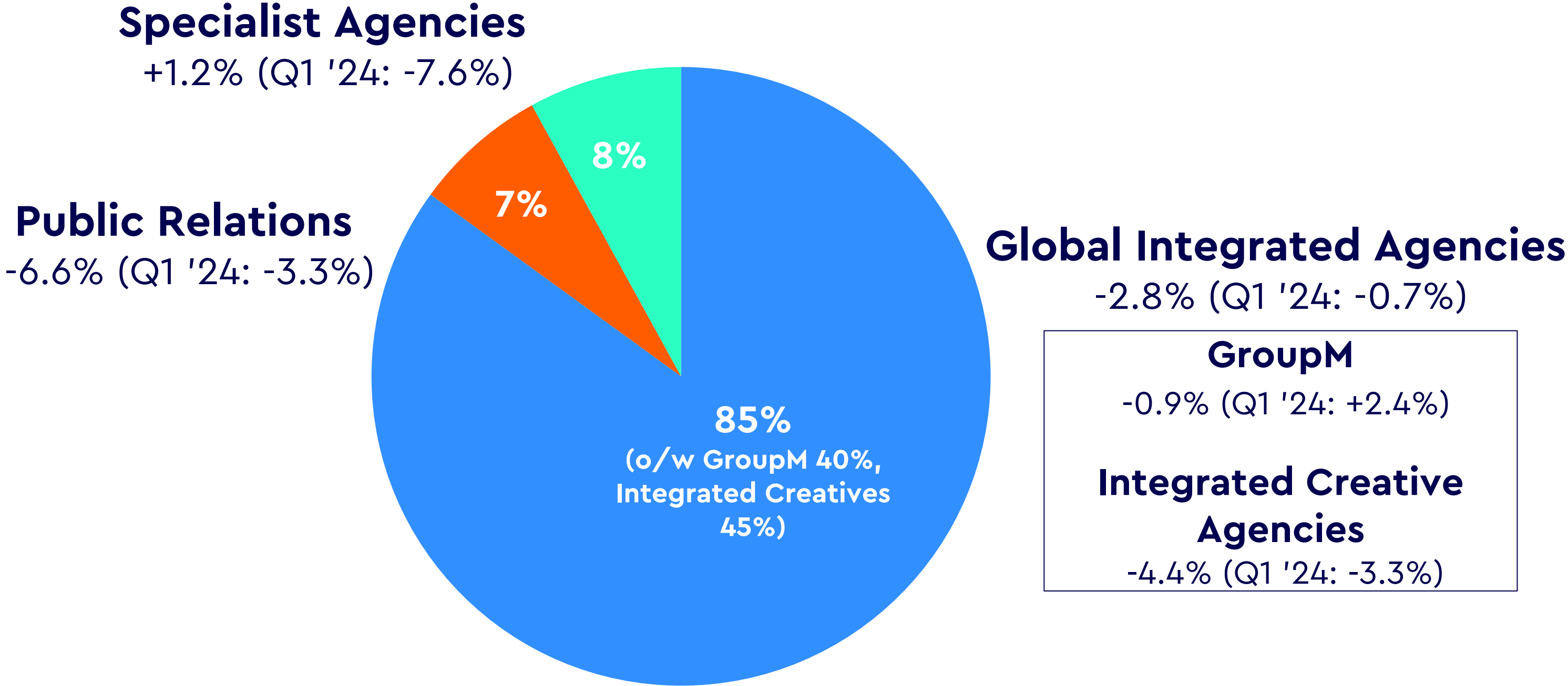
Q1 2025 REVENUE LESS PASS-THROUGH COSTS

Revenue less pass-through costs	£M	% reported	% M&A	% FX	% Like-for-like
	2,482	(7.6)	(3.7)	(1.2)	(2.7)

- **M&A** impact driven by the **disposal of FGS Global**
- **FX headwind** largely due to Euro weakness
- **Like-for-like decline** continues to reflect historical client losses, a challenging environment in China and weakness in project-based spending

PERFORMANCE BY BUSINESS¹

LFL REVENUE LESS PASS-THROUGH COSTS GROWTH Q1 '25 (Q1 '24)

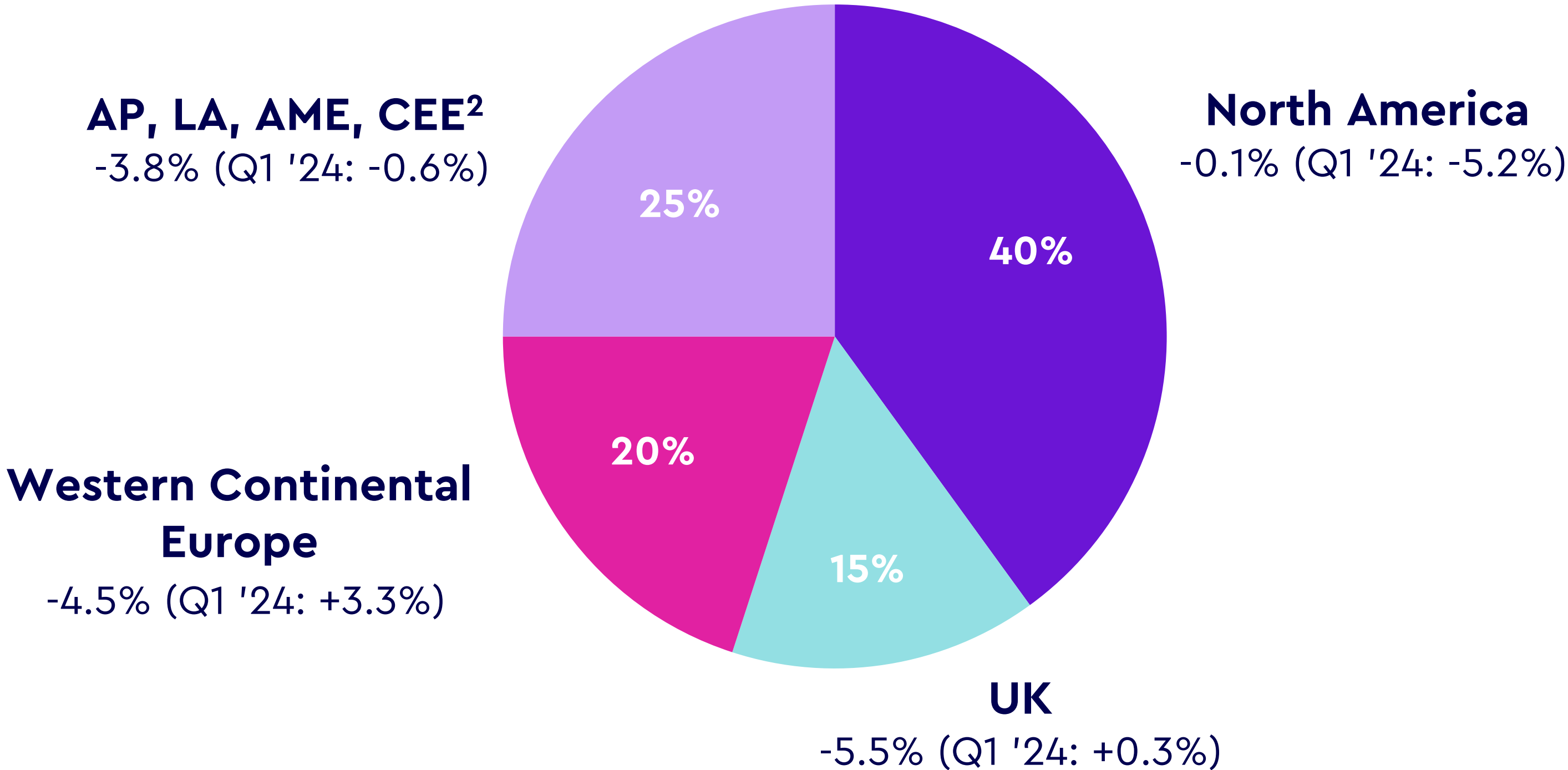


- **Global Integrated Agencies:**
 - **GroupM:** historical client losses in the UK, weakness in Europe and a challenging environment in China, masked growth in North America
 - **Hogarth:** high-single digit growth supported by a rebound in tech spend and new business
 - **Other Integrated Creative Agencies:** continued pressure on project-based work, particularly on AKQA, as well as tough comparisons at Ogilvy
- **Public Relations:** Burson facing continued pressure on client discretionary spending
- **Specialist Agencies:** returned to growth due to CMI Media Group up double-digits, and easier comps at Landor and Design Bridge and Partners

¹ Charts show the proportion of WPP revenue less pass-through costs in Q1 '25

PERFORMANCE BY REGION¹

LFL REVENUE LESS PASS-THROUGH COSTS GROWTH Q1 '25 (Q1 '24)



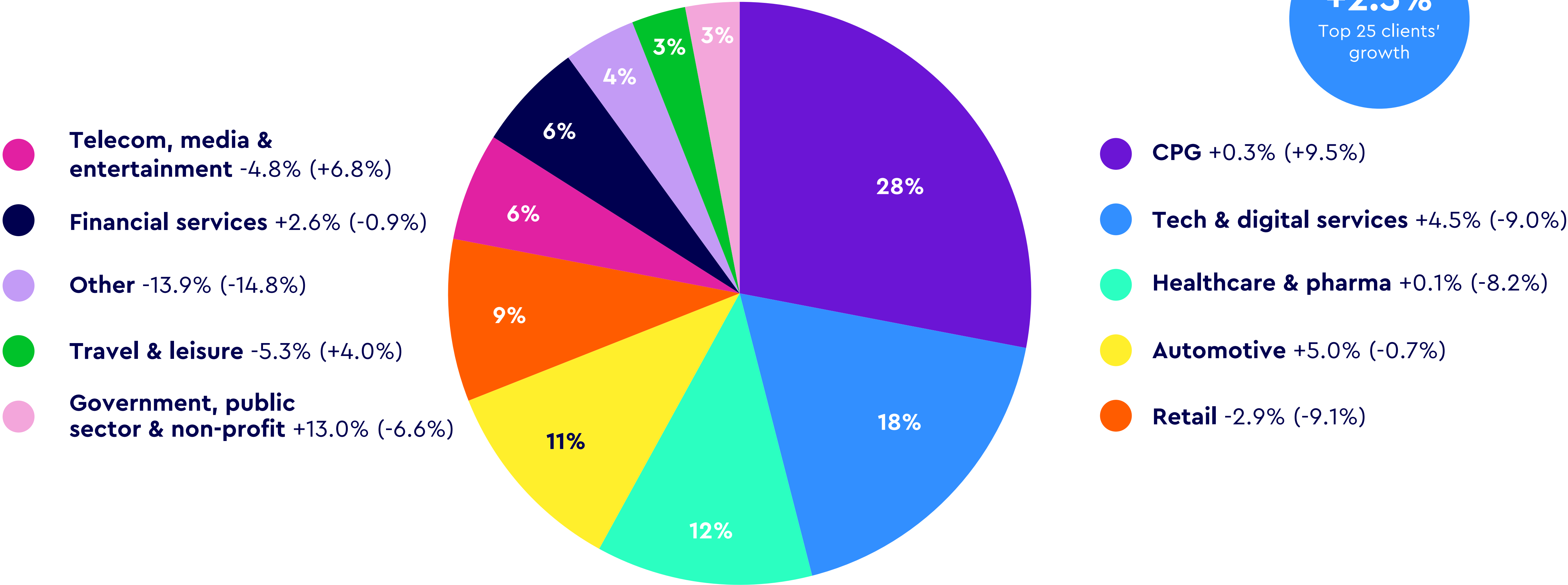
- **North America:**
 - USA: flat from continued pressures on project-based work offset by better spend in Auto, Tech and Healthcare
- **UK:** ongoing pressure on project-based spending
- **Western Continental Europe:** declined against the toughest comparisons from 2024
- **RoW:**
 - India: +5.5%, due to continued strong new business momentum
 - China: -17.4%, on client losses and macro pressures
 - Continued growth in Central & Eastern Europe offset by declines in Latin America and Africa & Middle East

¹ Charts show the proportion of WPP revenue less pass-through costs in Q1 '25
² Asia-Pacific, Latin America, Africa & Middle East, Central & Eastern Europe

PERFORMANCE BY CLIENT SECTOR¹

LFL REVENUE LESS PASS-THROUGH COSTS Q1 '25 (Q1 '24)

+2.5%
Top 25 clients' growth



¹ Chart shows the proportion of WPP revenue less pass-through costs in Q1 '25; chart consists of clients representing 82% of WPP total revenue less pass-through costs

NET DEBT

£M	MAR '24	DEC '24	MAR '25
Adjusted net debt	(4,000)	(1,690)	(3,652)
Average adjusted net debt ¹	(3,668)	(3,485)	(3,381)
Available liquidity	3,433	4,464	2,937

- Includes £3.8bn equivalent of bond debt at a weighted average maturity of 7 years and an average coupon of 3.6%
- Moody's credit rating re-affirmed in March: **Baa2, stable outlook.**
S&P: **BBB, stable outlook**

¹ Average adjusted net debt excludes lease liabilities and is the average of adjusted net debt for each of the last 12-month period ends

2025 GUIDANCE

**Like-for-like revenue less pass-through costs growth of flat to -2%,
with performance expected to improve in the second half**

**Headline operating margin expected to be around flat year-on-year
(excluding the impact of FX)**

Other FY 2025 financial indications:

- Mergers and acquisitions will reduce revenue less pass-through costs by around 3.0 points primarily due to the disposal of FGS Global, partially offset by anticipated M&A
- FX impact: current rates (at 22 April 2025) imply a c.2.0% drag on FY 2025 revenue less pass-through costs, with c.20bps reduction expected on FY 2025 headline operating margin
- Headline earnings from associates around £40m
- Non-controlling interests around £65m
- Headline net finance costs of around £280m
- Effective tax rate (measured as headline tax as a % of headline profit before tax) of around 29%. Cash taxes will include tax in relation to the FGS Global disposal
- Capex of around £250m
- Cash restructuring costs of around £110m
- Adjusted operating cash flow before working capital of around £1.4bn

STRATEGIC PROGRESS

MARKET ENVIRONMENT

ECONOMIC UNCERTAINTY

impacting business and consumer confidence



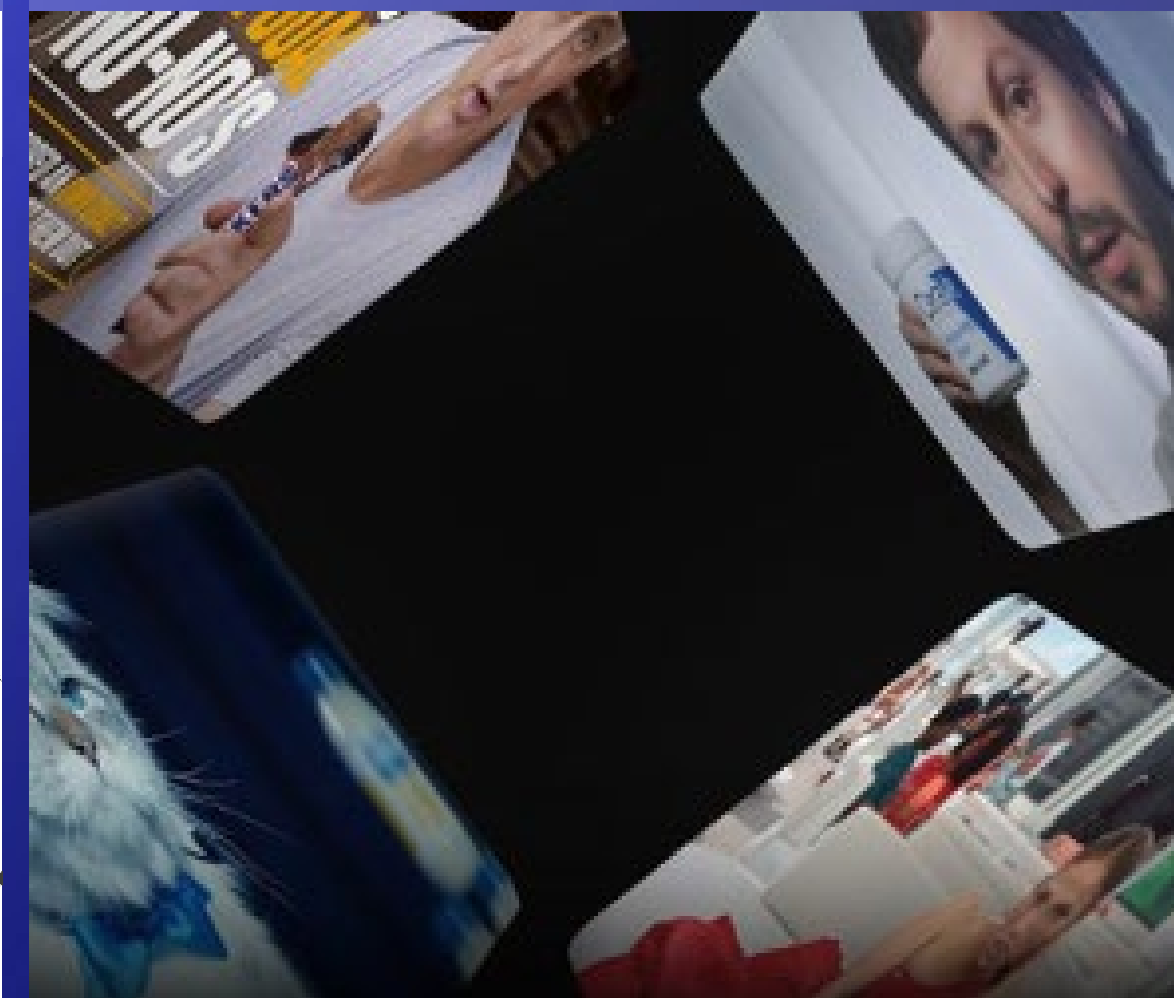
ASYMMETRIC IMPACT

US vs RoW?



CLIENTS CONTINUE TO INVEST

in an unpredictable context



AI IMPACT

on marketing increasing



2025 PRIORITIES: A YEAR OF EXECUTION – PROGRESS IN Q1

WPP Open

48,000

WPP users
(Dec '24: 33,000)

10%+

Uplift on new business conversion
(compared with non-WPP Open pitches)

GroupM



Acquisition of InfoSum
the world's leading data collaboration platform

New Business



Media



Media



Media



Commerce



Creative

IONNA

Creative

2025 PRIORITIES: IMPROVING GROUPEM – INFOSUM ACQUISITION

The world's leading data collaboration platform

- **Trusted by the world's leading companies** to power performant advertising solutions
- **Key clients** include:



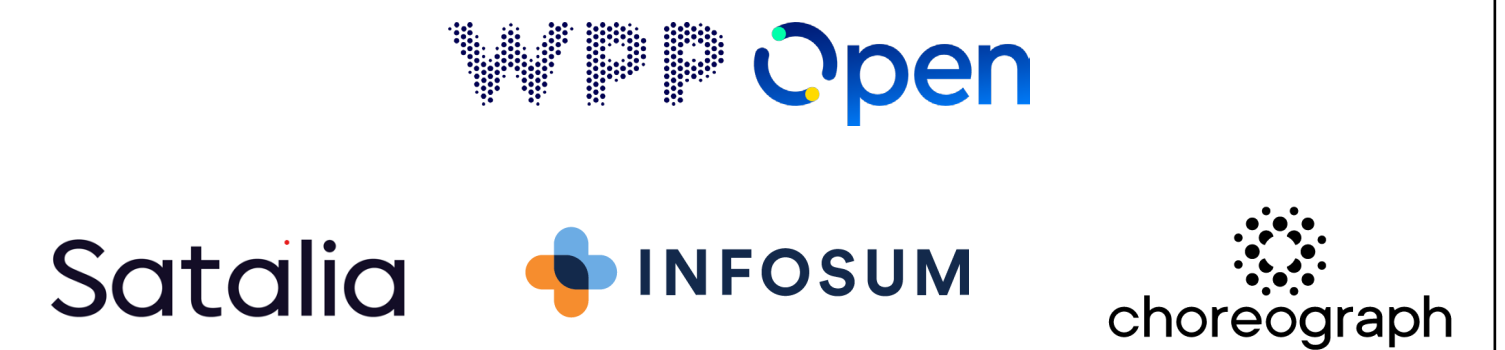
Empowering clients to unlock the full value of their 1P data

- **Privacy** – Patented privacy-enhancing technology keeps our clients, partners, and customers safe
- **Precision** – Safely leverage first-party data to execute smarter decisions at lower costs and increased speed
- **Performance** – Using secure collaboration to unlock new data-driven possibilities for growth and differentiation

[WATCH THE VIDEO](#)

A strategic step forward for WPP's AI-driven data offer

- Collaborate with the industry's **largest network of partners, platforms, and cross-media publishers**
- Drive continual innovation and differentiation without reliance on legacy identity-based solutions
- Accelerates the shift from **"ID to AI"**



SUMMARY

- **Q1 performance as expected**
- **A diversified global business**
- **Continued strategic progress**

Q&A

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CAPITAL MARKETS DAY 2024

[Materials linked here](#)

INVESTOR WEBINARS

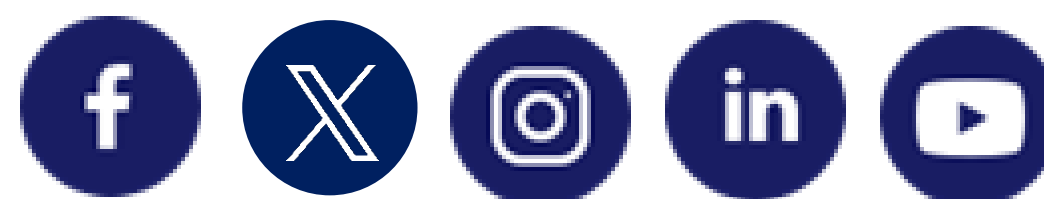
A series of webinars designed to give investors and analysts deeper insight into individual agencies, products and services within WPP

[WPP webinars](#)

ANNUAL REPORT AND ACCOUNTS

[WPP Annual Report & Accounts 2024](#)

SOCIAL CHANNELS



APPENDIX

NEW BUSINESS

RECENT NEW CLIENT ASSIGNMENTS^{1,2}



**Shopper Marketing
and Commerce**
Global



Media
Global



Media
UK



Media
India



Media
Australia



Influencer
Australia & New
Zealand



Creative
Global



Creative
Global



Creative
US



Creative
US



Creative
Germany

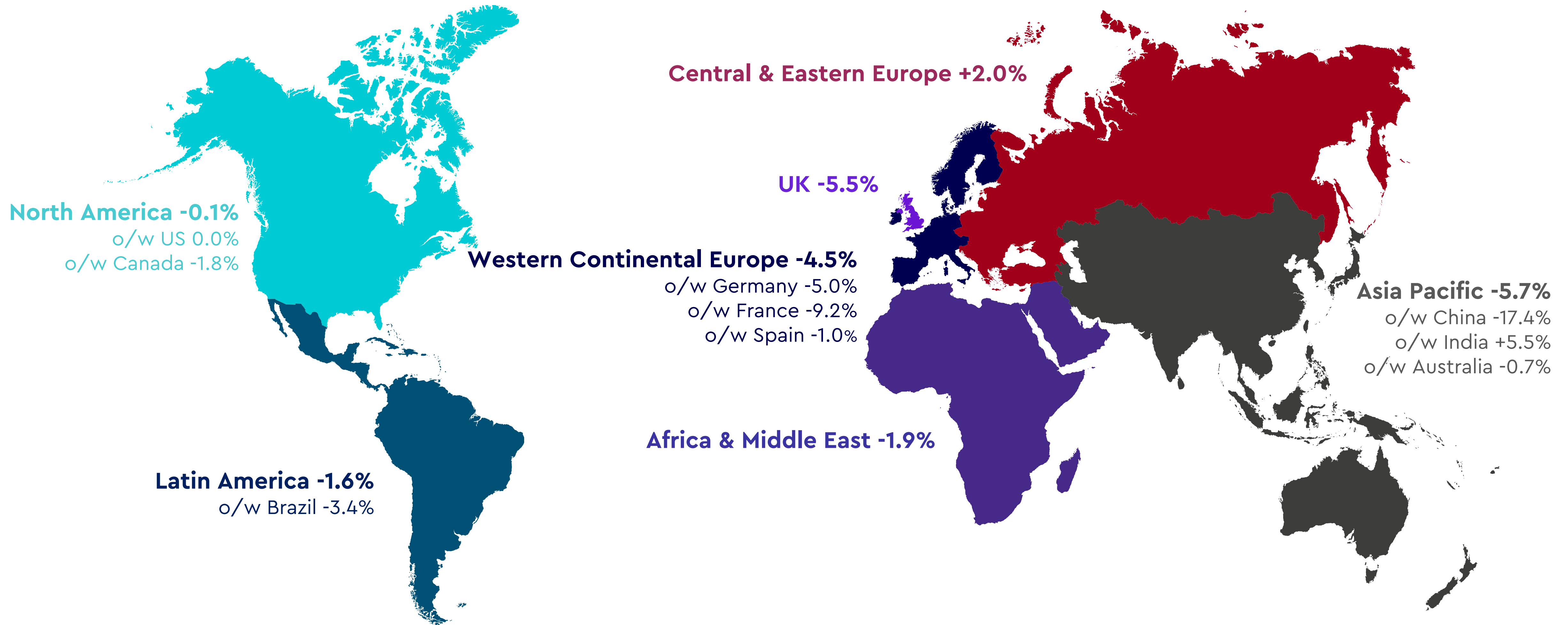


PR
US

1. Includes new clients and expanded scope won alongside retentions with existing clients
2. Publicly announced in Q1 and April '25

REGIONS AND TOP 10 MARKETS

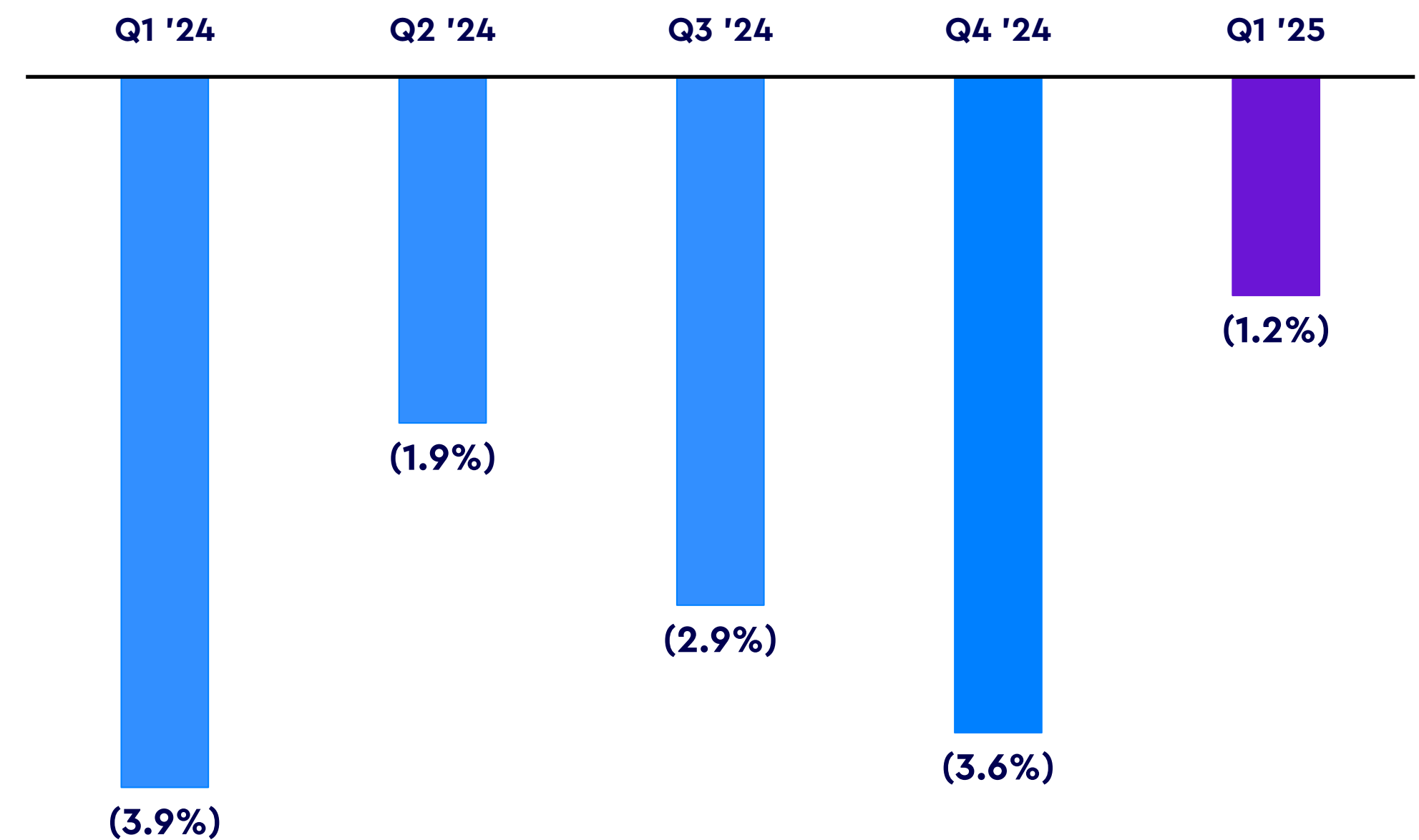
LIKE-FOR-LIKE REVENUE LESS PASS-THROUGH COSTS GROWTH (Q1 '25)



EXCHANGE RATE ANALYSIS

FIRST QUARTER	2025	2024	STERLING (WEAKER)/STRONGER
US\$	1.26	1.27	(0.8%)
€	1.20	1.17	2.6%
Indian Rupee	109.13	105.30	3.6%
Chinese Renminbi	9.17	9.12	0.5%
Brazilian Real	7.37	6.28	17.4%
Australian \$	2.01	1.93	4.1%
Canadian \$	1.81	1.71	5.8%
Singapore \$	1.70	1.70	-
Danish Krona	8.93	8.71	2.5%

IMPACT OF FX ON REVENUE LESS PASS-THROUGH COSTS GROWTH



RECOGNITION

WARC RANKINGS 2025

WPP

#1 MEDIA 100

WPP

This graphic features a central circular area with a colorful, abstract background of blue, purple, and green. The text 'WARC RANKINGS 2025' is at the top, 'WPP' is in the center, and '#1 MEDIA 100' is below it. A small 'WPP' logo is in the bottom right corner.

WARC RANKINGS 2025

WPP

#1 CREATIVE 100

WPP

This graphic features a central circular area with a colorful, abstract background of blue, purple, and green. The text 'WARC RANKINGS 2025' is at the top, 'WPP' is in the center, and '#1 CREATIVE 100' is below it. A small 'WPP' logo is in the bottom right corner.

WARC RANKINGS 2025

WPP

#1 EFFECTIVE 100

WPP

This graphic features a central circular area with a colorful, abstract background of blue, purple, and green. The text 'WARC RANKINGS 2025' is at the top, 'WPP' is in the center, and '#1 EFFECTIVE 100' is below it. A small 'WPP' logo is in the bottom right corner. The background includes various brand logos and images, such as 'my birthday song', 'ABSOLUT', 'THE BALD TH...', 'EXIT', 'ENTER', 'makro', and 'PINK CHIP'.

MEDIUM-TERM FINANCIAL FRAMEWORK

3%+

Like-for-like
Revenue less pass-
through costs growth

16%-17%

Headline
Operating Margin

85%+

Adjusted Operating Cash
Flow Conversion

1.5-1.75x

Average Net Debt /
Headline EBITDA¹

DISCIPLINED CAPITAL ALLOCATION

Potential for M&A to accelerate growth by up to 1% p.a.

1. Average adjusted net debt/Headline EBITDA (including depreciation of right-of-use assets)

THANK YOU

