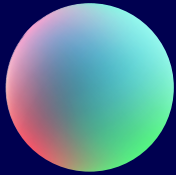


UK GENDER PAY GAP REPORT 2024



WPP

INTRODUCTION



WE ARE COMMITTED TO ENSURING WPP CONTINUES TO BE A PLACE WHERE WOMEN CAN THRIVE, BUILD EXCITING CAREERS AND PROGRESS TO THE HIGHEST LEVELS."

Lindsay Pattison
Chief People Officer

OUR PEOPLE

Our people are our most valuable asset. That's why we're committed to attracting the best talent, fostering a culture of belonging and ensuring everyone has the same opportunities to progress in their careers.

We believe a workforce that reflects society, and the consumers our clients want to reach, helps us do our best work and is good for business.

In 2024¹, women represented 54% of our senior managers and 42% of executive leaders globally, while 41% of the WPP Executive Committee and 42% of Board members were women. In the UK, 55% of our workforce were women.

The UK Government introduced mandatory gender pay gap reporting in 2017 for legal entities with over 250 employees. Since 2024, we have chosen to publish consolidated gender pay gap data for our total UK workforce to give a more representative picture, alongside our statutory reporting. This ensures we are able to compare our overall figures on a like-for-like basis, removing any variations in annual reporting criteria.

Our overall mean pay gap reduced from 21.2% in 2023 to 20.5% in 2024, continuing a year-on-year trend over the last five years. The median pay gap also decreased, from 18.1% in 2023 to 17.8% in 2024.

The proportion of women in the top pay quartiles in 2024 has contributed to this change, specifically an increase of 0.2 percentage points in the upper quartile and 1.3 percentage points

in the upper middle quartile. At the same time, women in the lowest pay quartile increased by 2.1 percentage points.

While our mean bonus gap saw a slight decrease, our median bonus gap widened. This reflects the difference in the proportion of women and men receiving a bonus for 2023 (included in 2024 figures): 5.3% fewer women received bonuses compared to men. Overall, bonuses were awarded to fewer people and were concentrated at the most senior levels where male representation is higher.

REPRESENTATION

Our ambition is to be representative of the communities in which we operate and the consumers of our clients' goods and services.

We know that inclusive workplaces and a culture of belonging allow our people to fulfil their potential, which in turn leads to greater collaboration and creativity and, ultimately, to business success.

We are committed to developing exceptional leaders and our flagship programmes across the business and within our agencies, such as Maestro, are designed to equip our people with the tools and skills they need to succeed.

Our Walk the Talk programme – which in 2024 welcomed 180 participants – aims to provide senior women leaders with the confidence, skills and networks to excel in their roles and lead change within the organisation.

We have also refreshed our Inclusion as a Skill training, developed in partnership with MindGym, to help employees at all levels learn and practise the behaviours needed to grow as inclusive leaders.

WPP Stella, our community for women, continues to expand its membership, enabling women to maximise their potential and drive business growth.

Stella now operates in 12 markets and recently held its inaugural Stella Creative Summit in London to inspire female creatives across all levels of the business and to help them grow their networks.

Our UK family policies recognise the challenges individuals face in building a family and balancing work and we have partnered with Careers After Babies to become accredited as a world-class employer of working parents.

As part of our Menopause Workplace Pledge commitment, we provide training for line managers and have launched a community-focused Menopause Champions network, in addition to our UK company-wide menopause policy.

We were also proud to support for a fourth year the Visible Start initiative in the UK which helps midlife women transition back into the workplace. The free programme empowers women aged over 45 to return to or begin a new career in advertising and marketing. While Visible Start builds a talent pipeline for the wider industry, the initiative boasts a strong track record of placing graduates in roles across WPP agencies.

180

senior women enrolled on our Walk the Talk programme in 2024

55%

of WPP's total UK workforce were women¹

We were also pleased that WPP and our leaders continue to be recognised for fostering gender-diverse and inclusive workplaces. Ten women and allies were named in INvolve's 2024 Heroes Role Model Lists, while WPP was included in the Financial Times Diversity Leaders 2025 ranking.

We recognise that there is still work to do to achieve greater gender balance at all levels across our business in the UK, and we are committed to ensuring WPP continues to be a place where women can thrive, build exciting careers and progress to the highest levels.

➔ For more information about our People, see our 2024 Sustainability Report

¹ Data as at 31 December 2024

WPP'S UK WORKFORCE

The UK Government requires all UK companies with 250 or more employees to report their gender pay gap information on an annual basis.

In order to provide the most representative picture for WPP, we publish the consolidated data for all our fully-owned companies in the UK.

DEFINITIONS

PAY GAP

The difference (median and mean) in hourly rate of pay between all men and all women in an organisation, expressed as a percentage of men's earnings – at the snapshot date of 5 April 2024.

MEDIAN PAY GAP

The difference between the midpoints in the ranges of men's and women's pay.

MEAN PAY GAP

The difference in the average hourly rate of men's and women's pay.

BONUS GAP

The percentage difference (median and mean) in total bonus payments received by men and women in the 12 months preceding the snapshot date.

PROPORTION RECEIVING BONUS

The percentage of men and women who received a bonus in the 12 months preceding the snapshot date.

The 2024 bonus pay gap therefore reflects any bonuses paid in April 2023 relating to performance in the financial year of 2022.

PAY QUANTILES

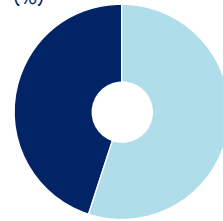
Shows the proportion of men and women in different pay bands, with the workforce divided into four equal parts (quartiles).

GENDER PAY GAP VS EQUAL PAY

Equal pay means men and women being paid the same salary for carrying out the same or similar work, which is a legal requirement. This report, which follows UK Government regulations that came into force in April 2017, is about the gender pay gap: the difference in average hourly pay between all men and all women in a workforce. A gender pay gap is the result of gender imbalance – for example having more men than women in senior roles.

GENDER BALANCE

(%)



● Women 55.0% ● Men 45.0%

(2023: Women 54.1%, Men 45.9%)

2024 GENDER PAY GAP, MEAN (AVERAGE)

20.5%

(2023: 21.2%)

2024 GENDER PAY GAP, MEDIAN (MIDDLE)

17.8%

(2023: 18.1%)

2024 PROPORTION RECEIVING BONUS

34.2% Women
39.5% Men

(2023: Women 48.5%, Men 52.0%)

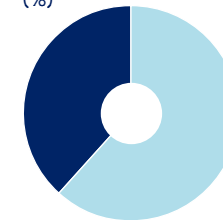
2024 GENDER BONUS GAP

Median 38.1%
Mean 47.9%

(2023: Median 22.9%, Mean 48.6%)

GENDER BALANCE BY QUARTILE

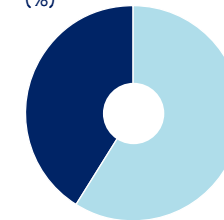
LOWER PAY QUARTILE (%)



● Women 61.7% ● Men 38.3%

(2023: Women 59.6%, Men 40.4%)

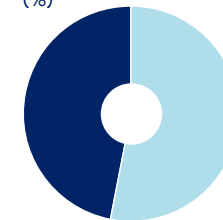
LOWER MIDDLE PAY QUARTILE (%)



● Women 58.9% ● Men 41.1%

(2023: Women 59.9%, Men 40.1%)

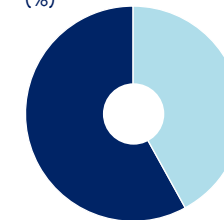
UPPER MIDDLE PAY QUARTILE (%)



● Women 53.1% ● Men 46.9%

(2023: Women 51.8%, Men 48.2%)

UPPER PAY QUARTILE (%)



● Women 42.2% ● Men 57.8%

(2023: Women 42.0%, Men 58.0%)



The data for our legal entities with 250 or more employees can be found on page 3

2024 AND 2023 DISCLOSURES

Mandatory disclosure of all companies fully-owned by WPP in the UK with over 250 employees, as required by the UK Government. Please visit individual agency websites for more detail about their gender pay gap figures.

2024 Legal Entity	Median Gender Pay Gap (Difference)	Mean Gender Pay Gap (Difference)	Median Bonus Gender Pay Gap (Difference)	Mean Bonus Gender Pay Gap (Difference)	Quartile 4 (Top Quartile)		Quartile 3 (Upper Middle Quartile)		Quartile 2 (Lower Middle Quartile)		Quartile 1 (Lower Quartile)		Males who received a bonus	Females who received a bonus
					Male	Female	Male	Female	Male	Female	Male	Female		
Design Bridge Limited ¹	25.1%	30.0%	0.0%	71.0%	61.2%	38.8%	59.7%	40.3%	37.3%	62.7%	34.3%	65.7%	42.4%	45.1%
Essence Global Limited ²	18.2%	17.0%	0.0%	45.5%	52.4%	47.6%	53.5%	46.5%	44.4%	55.6%	29.9%	70.1%	74.6%	64.3%
EssenceMediacom Holdings Limited	14.8%	25.3%	50.2%	59.2%	62.1%	37.9%	37.8%	62.2%	34.4%	65.6%	44.8%	55.2%	51.7%	43.8%
GroupM UK Limited	3.6%	15.5%	15.0%	74.3%	51.0%	49.0%	45.0%	55.0%	45.1%	54.9%	43.7%	56.3%	26.0%	27.4%
Hill & Knowlton Limited ³	7.7%	9.3%	18.8%	-0.2%	41.8%	58.2%	34.2%	65.8%	26.6%	73.4%	39.2%	60.8%	33.6%	24.3%
Hogarth Worldwide Limited	16.6%	14.0%	0.0%	16.7%	61.1%	38.9%	53.1%	46.9%	43.9%	56.1%	37.1%	62.9%	12.5%	14.4%
Mindshare Media UK Limited	14.4%	20.2%	37.2%	62.2%	50.6%	49.4%	40.0%	60.0%	39.4%	60.6%	37.0%	63.0%	45.0%	41.0%
Ogilvy & Mather Group (Holdings) Limited	21.4%	26.8%	40.7%	39.7%	51.4%	48.6%	34.4%	65.6%	28.1%	71.9%	28.0%	72.0%	36.8%	25.9%
VML (UK) Limited	23.5%	21.7%	60.0%	6.6%	61.0%	39.0%	43.2%	56.8%	32.4%	67.6%	31.9%	68.1%	7.8%	4.6%
Wavemaker Limited	12.6%	3.6%	-42.9%	-41.7%	52.1%	47.9%	38.3%	61.7%	34.0%	66.0%	40.0%	60.0%	23.2%	19.2%
WPP 2005 Limited	18.3%	16.0%	25.0%	36.6%	60.7%	39.3%	63.8%	36.2%	50.2%	49.8%	42.4%	57.6%	57.3%	53.3%
WPP Brands (UK) Limited ⁴	10.0%	16.4%	38.7%	46.9%	44.1%	55.9%	37.8%	62.2%	30.7%	69.3%	32.8%	67.2%	39.0%	41.3%
Wunderman Thompson Commerce UK Limited ⁵	23.8%	21.1%	22.9%	44.3%	82.1%	17.9%	72.6%	27.4%	58.9%	41.1%	57.5%	42.5%	65.9%	69.4%
2023 Legal Entity														
Essence Global Group Limited	18.7%	20.3%	21.2%	54.5%	57.6%	42.4%	53.8%	46.2%	41.7%	58.3%	34.8%	65.2%	58.5%	51.4%
EssenceMediacom Holdings Limited	15.7%	26.1%	19.7%	58.8%	60.8%	39.2%	39.2%	60.8%	36.6%	63.4%	42.3%	57.7%	73.1%	68.4%
GroupM UK Limited	0.0%	14.6%	17.9%	62.9%	45.6%	54.4%	44.8%	55.2%	44.8%	55.2%	45.0%	55.0%	50.6%	48.7%
Hill & Knowlton Limited	6.3%	3.5%	25.0%	18.8%	41.9%	58.1%	34.5%	65.5%	29.9%	70.1%	36.8%	63.2%	32.0%	32.3%
Hogarth Worldwide Limited	16.3%	16.5%	-33.3%	20.5%	63.0%	37.0%	52.7%	47.3%	44.8%	55.2%	37.7%	62.3%	16.4%	17.1%
Mindshare Media UK Limited	22.1%	29.3%	23.5%	47.8%	53.4%	46.6%	46.1%	53.9%	34.3%	65.7%	34.8%	65.2%	55.3%	48.8%
Ogilvy & Mather Group (Holdings) Limited	20.4%	23.0%	37.2%	38.7%	50.8%	49.2%	40.7%	59.3%	32.3%	67.7%	29.5%	70.5%	58.2%	51.2%
Wavemaker Limited	20.5%	10.0%	8.8%	-25.0%	50.0%	50.0%	36.0%	64.0%	30.2%	69.8%	34.9%	65.1%	64.1%	55.6%
WPP 2005 Limited	21.4%	17.7%	28.4%	39.4%	63.3%	36.7%	63.3%	36.7%	54.0%	46.0%	44.1%	55.9%	54.1%	52.6%
WPP Brands (UK) Limited	23.1%	18.9%	37.5%	13.7%	53.1%	46.9%	45.5%	54.5%	31.8%	68.2%	30.6%	69.4%	39.5%	36.4%
Wunderman Thompson (UK) Limited	19.6%	25.0%	38.5%	31.2%	63.3%	36.7%	51.1%	48.9%	36.7%	63.3%	37.4%	62.6%	75.4%	60.5%
Wunderman Thompson Commerce UK Limited	23.1%	23.2%	21.7%	45.9%	80.2%	19.8%	64.7%	35.3%	58.8%	41.2%	50.0%	50.0%	74.0%	71.2%

¹ Now Design Bridge and Partners

² Known as EssenceMediacomX

³ Now part of Burson

⁴ Numbers include multiple WPP agency brands

⁵ Now part of VML

DECLARATION

We confirm that the information in this report is accurate and prepared in accordance with the Equality Act 2010 (Gender Pay Gap Information) Regulations 2017.



Lindsay Pattison
Chief People Officer