

**WPP PLC ("WPP")**

**Hill+Knowlton Strategies acquires assets of Ascentum Inc. in Canada**

WPP announces that Hill+Knowlton Strategies Canada ("H+K"), its wholly-owned public relations and public affairs firm, is acquiring substantially all the assets of Ascentum Inc. in Canada.

Founded in 2003, Ottawa-based Ascentum is a leading full-service consultancy that works with government, business and not-for-profit clients to facilitate and create dialogue with stakeholders via online, in-person and social media-based strategies and tools and bolsters H+K's public engagement capabilities in Canada and globally. Terms of the deal were not disclosed.

This acquisition continues WPP's strategy of investing in important markets and sectors and its commitment to developing its strategic networks and digital capabilities. Collectively, WPP companies employ over 2,700 people in Canada (including associates) with revenues of approximately US\$450 million.

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