

**WPP PLC ("WPP")**

**Ogilvy acquires stake in leading digital marketing agency,  
DTDigital, in Australia**

WPP announces that its wholly owned operating company, Ogilvy, the global marketing communications group, has acquired a 33.33% stake in the capital of DTDigital Pty Limited ("DTDigital"), a leading digital marketing firm in Australia.

Founded in 1996, DTDigital employs more than 110 people. Headquartered in Melbourne and with offices in Sydney and Brisbane, DTDigital combines world-class strategic and creative thinking with best-practice digital execution. Clients include Bunnings, Honda, Myer and NAB.

DTDigital's unaudited gross revenues as at 31 December 2011 were approximately A\$14.38 million with total assets as at the same date of A\$4.76 million.

This investment reflects the Group's commitment to grow its digital assets and to support this growth with a strong independent technology capability. Based on consensus analysts' forecast for 2011, WPP's digital revenues will total over \$4.5 billion and almost 30% of its projected \$16 billion revenue. WPP has set a target of 35-40% of revenue derived from digital in the next five years.

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