

WPP ESG DATA BOOK 2024



WPP ESG Data Book

This document provides a summary of 2024 non-financial metrics, including environmental and social metrics, and non-material data disclosures. For more detail on our double materiality process and the ESG topics identified as material to WPP, and how we are evolving our ESG disclosures, please see our 2024 Annual Report and Sustainability Report.

Tables containing material disclosures are indicated using the symbol, '▶'. Selected material disclosures have been subjected to independent limited assurance procedures by PricewaterhouseCoopers LLP (PwC). For PwC's 2024 Limited Assurance Report and the WPP Sustainability Reporting Criteria 2024, see wpp.com/sustainabilityreport2024

Tables containing non-material disclosures are indicated using the symbol, '◦'. As we evolve our disclosures to meet mandatory ESG reporting frameworks, we will continue to disclose information on topics that fall outside the Company's materiality threshold (including immaterial topics like health and safety, country-level people metrics and waste) through this annual ESG Data Book and, where appropriate, through ESG rating platforms including CDP, EcoVadis and SEDEX.

We publish our Reporting Standards Index which provides a summary of the topics and disclosures covered and their location in our 2024 reporting. This can be found in our Sustainability Reporting Centre at wpp.com/sustainabilityreport2024.

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People

| Age ^{1,▷} | 2024 | 2023 | 2022 |
|--------------------|------|------|------|
| 19 or under | <1% | <1% | <1% |
| 20-29 | 31% | 33% | 34% |
| 30-39 | 40% | 39% | 38% |
| 40-49 | 19% | 19% | 19% |
| 50-59 | 8% | 8% | 7% |
| 60 and over | <2% | <2% | 2% |

| Gender ^{1,▷} | | 2024 | | 2023 | | 2022 | |
|---------------------------|---|--------|--------|--------|--------|--------|--------|
| | | Female | Male | Female | Male | Female | Male |
| Board & Executive Leaders | % | 42% | 58% | 41% | 59% | 40% | 60% |
| | # | 1,458 | 2,037 | 1,471 | 2,082 | 1,432 | 2,121 |
| Senior managers | % | 54% | 46% | 53% | 47% | 54% | 46% |
| | # | 10,657 | 9,189 | 10,768 | 9,404 | 11,401 | 9,781 |
| Other employees | % | 58% | 42% | 58% | 42% | 57% | 43% |
| | # | 48,244 | 35,476 | 51,039 | 37,567 | 50,979 | 38,237 |
| Total employees | % | 56% | 44% | 56% | 44% | 56% | 44% |
| | # | 60,359 | 46,702 | 63,278 | 49,053 | 63,812 | 50,138 |

Notes on our age and gender data

1) The percentages above exclude a small proportion where Gender or Age is unknown or undisclosed. For 2024 this is 1% of total headcount.

▷ Disclosures marked with this symbol relate to ESG topics that have been determined to be material through our double materiality assessment. Read more at wpp.com/sustainabilityreport2024

| Health & Wellbeing[°] | 2024 | 2023 | 2022 |
|--|----------------|-------------|-------------|
| Days lost to sickness (including injuries & stress) | 420,988 | 422,652 | 400,617 |
| Work-related injuries (requiring 3+ days absence) | 359 | 326 | 316 |
| Work-related deaths | 0 | 0 | 0 |
| Days lost to sickness / employee | 3.9 | 3.8 | 3.5 |

| Works Councils & Trade Unions[°] | 2024 | 2023 | 2022 |
|--|-------------|-------------|-------------|
| Membership | 2% | 3% | 4% |

| Apprenticeships & Internships[°] | 2024 | 2023 | 2022 |
|--|--------------|-------------|-------------|
| Paid internships | 6,112 | 5,624 | 6,639 |
| Paid apprenticeships | 1,295 | 1,317 | 1,062 |
| Total paid internships and apprenticeships | 7,407 | 6,941 | 7,701 |

Notes on our workforce data

[°] Disclosures marked with this symbol relate to ESG topics that have been determined to be immaterial through our double materiality assessment. We continue to disclose these metrics through our ESG Data Book. Read more at wpp.com/sustainabilityreport2024

WORKFORCE ETHNICITY DATA

Our workforce ethnicity data covers our operations in the US and UK for 2022-2024. Given the differences in data collection in each country, the US and UK data sets are not directly comparable.

| US Data (2022-2024) ^{1,2,○} | Year | Asian | Black or African American | Hispanic or Latino | Other Ethnic Group ³ | Two or More Ethnicities | White | Unknown or Undisclosed |
|---|-------------|--------------|---------------------------|--------------------|---------------------------------|-------------------------|------------------------|------------------------|
| Board and Senior Leaders | 2024 | 8.1% | 4.1% | 9.0% | 0.1% | 1.9% | 75.7% | 0.8% |
| | 2023 | 7.7% | 4.4% | 7.8% | 0.3% | 2.0% | 76.9% | 0.9% |
| | 2022 | 7.3% | 5.0% | 7.4% | 0.4% | 1.8% | 77.1% | 0.9% |
| First/Mid-Level Managers | 2024 | 11.0% | 5.1% | 11.5% | 0.2% | 3.0% | 68.3% | 0.8% |
| | 2023 | 10.7% | 5.3% | 11.1% | 0.3% | 2.8% | 68.9% | 0.9% |
| | 2022 | 10.4% | 5.1% | 10.5% | 0.4% | 2.5% | 69.9% | 1.2% |
| Professionals | 2024 | 16.6% | 8.7% | 12.9% | 0.3% | 4.2% | 55.9% | 1.4% |
| | 2023 | 15.8% | 8.8% | 12.8% | 0.3% | 3.9% | 56.9% | 1.5% |
| | 2022 | 15.4% | 7.8% | 11.0% | 0.4% | 3.7% | 60.3% | 1.5% |
| All Staff | 2024 | 13.6% | 6.8% | 12.0% | 0.2% | 3.5% | 62.7% | 1.1% |
| | 2023 | 13.2% | 7.0% | 11.8% | 0.3% | 3.3% | 63.2% | 1.2% |
| | 2022 | 12.5% | 7.0% | 11.7% | 0.4% | 3.2% | 63.9% | 1.4% |
| UK Data (2020-2024) ² | Year | Asian | Black | Mixed / Multiple | Other Ethnic Group | White | Unknown or Undisclosed | |
| Board Members or Executive Leaders | 2024 | 4.1% | 1.0% | 1.2% | 2.2% | 74.4% | 17.1% | |
| | 2023 | 5.6% | 2.1% | 2.6% | 1.1% | 75.8% | 12.7% | |
| | 2022 | 4.4% | 0.9% | 1.5% | 1.3% | 78.9% | 12.9% | |
| Senior Managers | 2024 | 6.6% | 2.4% | 2.8% | 1.8% | 67.3% | 19.1% | |
| | 2023 | 8.3% | 2.8% | 2.3% | 1.6% | 74.3% | 10.8% | |
| | 2022 | 7.2% | 2.3% | 3.0% | 1.9% | 73.6% | 11.9% | |
| Other Employees | 2024 | 10.9% | 4.7% | 3.3% | 1.8% | 51.5% | 27.8% | |
| | 2023 | 11.9% | 5.4% | 3.8% | 2.1% | 61.5% | 15.3% | |
| | 2022 | 10.4% | 5.1% | 3.3% | 3.1% | 60.4% | 17.6% | |
| All Staff | 2024 | 9.8% | 4.1% | 3.1% | 1.9% | 55.7% | 25.5% | |
| | 2023 | 10.9% | 4.7% | 3.4% | 1.9% | 64.8% | 14.3% | |
| | 2022 | 9.6% | 4.4% | 3.2% | 2.8% | 63.6% | 16.4% | |

Notes on our ethnicity data

1 US data is collected in accordance with US government frameworks, including those of the US Equal Employment Opportunity Commission (EEOC)

2 Changes in our ethnicity data reflects structural changes we have made to our business in the year, including job classification, mergers and disposals

3 US 'Other ethnic group' includes data for Native American and Native Hawaiian disclosures. These are no greater than 0.4% at each level

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Planet

Carbon emissions statement: emissions and energy ^{1,2}

CO₂e Emissions Breakdown (Tonnes) / Energy (MWh)

| | | | | | | | 2024 | 2023 | 2022 | 2019 |
|-------------------------------|---|-----------------|-----------------------------|----------------|-----------------------------|----------------|-----------------------------|---------------|---------------|----------------|
| | | | | | | | BASELINE | | | |
| Emissions source [▷] | | | | | | | TOTAL | | | |
| Continuing operations | | | | | | | Tonnes of CO ₂ e | | | |
| | | UK ³ | | Non-UK | | TOTAL | | | | |
| | | Energy MWh | Tonnes of CO ₂ e | Energy MWh | Tonnes of CO ₂ e | Energy MWh | Tonnes of CO ₂ e | | | |
| Scope 1 | Natural Gas | 7,598 | 1,540 | 8,838 | 1,791 | 16,436 | 3,331 | 3,787 | 4,443 | 6,299 |
| | Diesel and Heating Oil | 1 | 0 | 781 | 203 | 782 | 203 | 494 | 698 | 541 |
| | Company cars (Centrally Contracted) | N/A | 2 | N/A | 3,655 | N/A | 3,657 | 4,251 | 4,911 | |
| | Sub-total scope 1 | 7,599 | 1,542 | 9,619 | 5,649 | 17,218 | 7,191 | 8,532 | 10,052 | 18,175 |
| | Company cars (Local Contracts) | N/A | 10 | N/A | 2,427 | N/A | 2,438 | 2,822 | 4,054 | |
| | Total scope 1 | 7,599 | 1,552 | 9,619 | 8,076 | 17,218 | 9,629 | 11,354 | 14,106 | 25,015 |
| Scope 2 | Standard electricity (location-based) | 0 | 0 | 10,370 | 4,585 | 10,370 | 4,585 | 7,969 | 10,431 | 56,421 |
| | Renewable electricity (location-based) | 17,514 | 3,626 | 119,023 | 45,411 | 136,536 | 49,037 | 45,937 | 41,558 | 27,324 |
| | Heat and steam | 0 | 0 | 9,352 | 1,680 | 9,352 | 1,680 | 1,814 | 1,964 | 1,820 |
| | Total scope 2 (location-based emissions) | 17,514 | 3,626 | 138,745 | 51,676 | 156,258 | 55,302 | 55,720 | 53,953 | 85,565 |
| | Standard electricity (market-based) | 0 | 0 | 10,370 | 4,570 | 10,370 | 4,570 | 8,154 | 10,032 | 60,750 |
| | Renewable electricity (market-based) | 17,514 | 0 | 119,023 | 0 | 136,536 | 0 | 0 | 0 | 0 |
| | Heat and steam | 0 | 0 | 9,352 | 1,680 | 9,352 | 1,680 | 1,814 | 1,964 | 1,820 |
| | Total scope 2 (market-based emissions) | 17,514 | 0 | 138,745 | 6,250 | 156,258 | 6,250 | 9,968 | 11,996 | 62,570 |
| Total Scope 1 and 2 | Total Scope 1 and 2 (location-based) | 25,113 | 5,178 | 148,364 | 59,752 | 173,476 | 64,931 | 67,074 | 68,059 | 110,580 |
| | Total Scope 1 and 2 (market-based) | 25,113 | 1,552 | 148,364 | 14,326 | 173,476 | 15,879 | 21,322 | 26,102 | 87,585 |
| Scope 3 | Business air travel (Centrally Contracted Flights) | | | | | | 61,894 | 59,793 | 34,315 | |
| | Business air travel (Locally Contracted and uplifted) | N/A | | N/A | | N/A | 29,757 | 15,894 | 21,347 | 122,967 |
| | Total scope 3 | | | | | | 91,651 | 75,687 | 55,662 | 122,967 |

WPP'S CARBON INTENSITY (TONNES OF CO₂e)

| Intensity metric | | | UK | | Non-UK | TOTAL | 2023 | 2022 | 2019 |
|-----------------------------|--|-----|------|-----|--------|-------------|------|------|------|
| Total Scope 1 and 2 | Tonnes per full-time employee (market-based) | N/A | 0.13 | N/A | 0.15 | 0.15 | 0.19 | 0.23 | 0.82 |
| | Tonnes per £m revenue (market-based) | | | | N/A | 1.08 | 1.44 | 1.81 | 6.62 |
| Scope 3 Business Air Travel | Tonnes per full-time employee | | | | N/A | 0.85 | 0.67 | 0.48 | 1.15 |

Notes on our emissions and energy data

- 1) Our carbon emissions statement has been prepared in accordance with the Greenhouse Gas Protocol and aligns with the Scope 2 market-based emissions methodology guidance. Our reporting incorporates carbon dioxide equivalent emissions from building energy use and business air travel. Emissions data is included for all operations where WPP have control of the entity, either through majority ownership of the equity share capital or through other facts and circumstances that lead to the conclusion that WPP has power over the investee
 - 2) Additional information on our carbon emissions methodology is included in our Sustainability Report and Reporting Criteria on our website (wpp.com/sustainability)
 - 3) In line with UK Streamlined Energy and Carbon Reporting (SECR) requirements, we have calculated our energy use and emissions for UK markets, showing in a separate column
- ▷ Disclosures marked with this symbol relate to ESG topics that have been determined to be material through our double materiality assessment. Read more at wpp.com/sustainabilityreport2024

Energy, air travel and waste

| Energy Consumption [▷] | MWh | 2024 | 2023 | 2022 | 2019 |
|----------------------------------|--------------|----------------|----------------|----------------|----------------|
| Direct energy | | 17,218 | 20,586 | 24,320 | 32,797 |
| Electricity (non-renewable) | | 10,370 | 18,062 | 23,508 | 118,927 |
| Electricity (renewable) | | 136,536 | 126,730 | 114,418 | 69,910 |
| Heat and steam | | 9,352 | 10,095 | 7,197 | 9,707 |
| Total energy | | 173,476 | 175,473 | 169,444 | 231,341 |
| Energy/employee | MWh/employee | 1.6 | 1.6 | 1.5 | 2.2 |
| Proportion renewable electricity | % | 93% | 88% | 83% | 37% |

| Business Air Travel [▷] | million miles | 2024 | 2023 | 2022 | 2019 |
|--|---------------|------------|------------|------------|------------|
| Business air travel (centrally contracted flights): | | 141 | 152 | 116 | |
| Business air travel (locally contracted flights and uplifted) ¹ | | 77 | 40 | 31 | |
| Total air miles travelled | | 219 | 192 | 146 | 406 |

| Company Cars [▷] | % | 2024 | 2023 | 2022 | 2019 |
|-----------------------------------|---|------|------|------|------|
| Total hybrid or battery vehicles: | | 63% | 46% | 30% | N/A |

| Waste ^{2, ◦} | Tonnes | 2024 | 2023 | 2022 | 2019 |
|---------------------------|--------|-------|-------|-------|-------|
| Total waste | | 2,337 | 2,003 | 2,199 | 8,578 |
| Total recycled waste | | 1,066 | 1,125 | 1,311 | 4,778 |
| Proportion recycled waste | % | 46% | 56% | 60% | 56% |

Notes on energy Consumption, business Air Travel, and waste data

¹) We collect air travel emissions data from two centrally contracted third-party travel management companies. This covers 68% of Group air travel and we extrapolate for the remaining 32% (2023: 21%). In 2023, potential gaps were identified in the data provided by one of our three centrally contracted travel management suppliers. From June 2024, the markets serviced by this supplier have been migrating to the other two continuing suppliers.

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Communities

| Social investment[°] | £ million | 2024 | 2023 | 2022 |
|--|----------------------|-------------|-------------|-------------|
| Charitable donations | | 4.5 | 3.6 | 5.2 |
| Pro bono work | | 4.6 | 9.0 | 9.6 |
| Free media space | | 17.8 | 19.5 | 20.8 |
| Total Social Investment | | 26.9 | 32.1 | 35.5 |
| Social Investment as a % of Reported Headline Profit Before Tax | | 0.9% | 0.8% | 1.3% |

Notes on our social investment data

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