

# SUSTAINABILITY COMMITTEE CHAIR STATEMENT



## WE CONTINUED TO PAY CAREFUL ATTENTION TO DEVELOPING ESG REGULATION"

**KEITH WEED CBE**  
CHAIR OF THE SUSTAINABILITY COMMITTEE

### DEAR SHAREHOLDER

As the Chair of the Committee, I am pleased to present the Committee's 2024 report.

In 2024, we continued to place increased focus on sustainability for the Board and the Company to ensure we manage our sustainability-related risks and take advantage of opportunities. We monitored sustainability performance as the Company works to deliver on its commitments and meet our environmental, social and governance (ESG) obligations.

Our committee members bring with them a wide range of experience to help navigate this complex landscape, including sustainability expertise in marketing, technology, sustainable business and international development, from senior positions in business and non-governmental organisations.

The Committee received updates on a wide range of topics throughout the year, ranging from progress to simplify non-financial data collection (see 'evolving our reporting' on page 37), to initiatives to equip and inspire our people on sustainability, to work on refreshing the environmental and social KPIs linked to the Company's \$2.5 billion revolving credit facility (approved by the Board in February 2025). The Committee also reviewed, as we do each year, the Company's climate-related risks and opportunities, sustainability and environment policies, and Modern Slavery Statement.

We continued to pay careful attention to developing ESG regulation. Throughout the year, the Committee received regular updates on WPP's evolving approach to ESG reporting and the Company's roadmap for compliance with enhanced disclosure requirements.

To streamline review and assurance processes, certain meetings of the Committee continued to be partially combined with Audit Committee meetings, as referenced in the Audit Committee Report.

➔ [See page 110 of our 2024 Annual Report](#)

### ASSESSING MATERIALITY

During the year the Committee, along with the Audit Committee, supported management in conducting WPP's first double materiality assessment, as the Company prepares for the EU's Corporate Sustainability Reporting Directive (CSRD). The outcomes are summarised on page 36 of this report.

As we evolve our disclosures to be consistent with the CSRD and other ESG reporting requirements, disclosures identified as non-material through the double materiality assessment are disclosed online in our 2024 ESG Data Book and no longer included in the 2024 Annual Report and Sustainability Report. Our online Reporting Standards Index provides a summary of the ESG topics and disclosures covered and their location in our 2024 reporting.

➔ [Find our 2024 ESG Data Book and Reporting Standards Index at \[wpp.com/sustainabilityreport2024\]\(https://wpp.com/sustainabilityreport2024\)](#)

WPP remains committed to ongoing responsible management practices across both material and non-material topics.

### DECARBONISATION

The Committee monitored progress towards WPP's carbon reduction targets as we near the target date for WPP's commitment to reduce Scope 1 and 2 emissions in absolute terms by 84% by 2025. The Planet section on pages 13-21 of this report sets out the Company's commitments and performance.

Throughout the year, we supported management in the development of WPP's first formal Transition Plan, which will outline decarbonisation roadmaps across the Company's most material emissions hotspots, summarised in the Planet section of this report from page 13.

In 2025, the Company will recalculate baseline carbon emissions and revalidate its carbon reduction targets. This is in line with Science Based Targets initiative (SBTi) guidelines, which require companies to undertake this exercise every five years. The Company will publish its first formal Transition Plan, aligned to the recommendations of the Transition Plan Taskforce, once this review is complete, to ensure the Transition Plan remains relevant across its three-year lifespan.

Monitoring Transition Plan implementation remains a priority for the Committee, and we look forward to continued deep dive reports on progress across the Company.

# SUSTAINABILITY COMMITTEE CHAIR STATEMENT CONTINUED

## Committee members

- Keith Weed CBE (Chair)
- Angela Ahrendts DBE
- Jasmine Whitbread
- Dr. Ya-Qin Zhang

Regular attendees include the Chief Executive Officer, Chief Financial Officer, Group Chief Counsel, Chief People Officer, Chief Sustainability Officer and Director of Communications and Corporate Affairs.

The Company Secretary is Secretary to the Committee and attends all meetings.

## Key responsibilities:

- Understanding the sustainability risks and opportunities for WPP
- Assisting the Board in its oversight of corporate responsibility, sustainability, health and safety and associated reputation matters, taking into account WPP's purpose, strategy and culture
- Assessing the Company's current sustainability footprint, reviewing sustainability targets and commitments and materiality
- Reviewing and considering WPP's Transition Plan, Modern Slavery Statement and sustainability-related policies, including the Environment Policy, for approval by the Board

➔ **Attendance at Committee meetings during the year can be found on page 103 of our 2024 Annual Report**

## SUSTAINABILITY TRAINING

The Committee received regular updates on initiatives to build sustainability capability across WPP. In September, WPP launched a new Sustainability Academy – part of the Company's Future Readiness Academies – featuring interactive modules and live masterclasses to help our people tackle sustainability challenges and deliver solutions that help clients address their own sustainability priorities and impacts (see page 23).

## HEALTH, SAFETY AND WELLBEING

We assist the Board in oversight of health and safety-related matters. In 2024, in response to employee feedback in our 2023 All In staff survey, the Company continued to prioritise the mental health and wellbeing of our people through targeted awareness campaigns, including Making Space, an initiative which aims to inspire wellbeing, inclusion and creativity. We also enhanced our Employee Assistance Programme, offering 24/7 free confidential counselling and support to every WPP employee (see page 12).

## ENGAGEMENT

We continued to support management's engagement strategy on sustainability.


Employee engagement remains a high priority, and this report highlights a number of initiatives from building sustainability knowledge and skills through the Sustainability Academy, to encouraging volunteering (see page 28).

Supply chain engagement plays an important role in delivering meaningful emissions reductions. We continued to monitor WPP's targeted engagement with carbon strategic suppliers, who contribute 56% of the Company's indirect supply chain emissions (see page 19).

Through WPP's first double materiality assessment the Company captured stakeholder perspectives across a range of ESG topics. This will inform WPP's sustainability strategy, investments, engagement and reporting, to focus activity on the topics of greatest importance and relevance to the business and its stakeholders.

## TRANSPARENCY

Measuring and monitoring sustainability KPIs is critical to delivering against our sustainability strategy and targets. The Committee continued to monitor sustainability KPIs to ensure that the Company is making progress against its external commitments and effectively managing material sustainability risks and opportunities.

Throughout this report, selected content highlighted with the symbol  was subject to independent limited assurance procedures by PriceWaterhouseCoopers LLP (PwC) for the year ended 31 December 2024. In May 2024 PwC presented its third management report to the Committee. In July, following a competitive process, the Committee endorsed PwC's reappointment as independent assurance provider to support WPP's assurance programme from 1 January 2025.

Management provides regular progress updates to the Committee throughout the year on work undertaken to strengthen data quality and the ESG control environment, which in 2024 included training and work to centralise data (see pages 10 and 16).

➔ **For details and results of the limited assurance, see [wpp.com/sustainabilityreport2024](http://wpp.com/sustainabilityreport2024)**

## TERMS OF REFERENCE

The Committee's terms of reference are reviewed annually by the Committee and adopted by the Board, most recently on 4 February 2025.

➔ **A copy of the Committee's terms of reference is available at [wpp.com/investors/corporate-governance](http://wpp.com/investors/corporate-governance)**


I would like to thank the members of the Committee and the management team for their commitment throughout the year, and look forward to continuing our work in 2025.

**Keith Weed**  
Chair of the  
Sustainability Committee  
28 March 2025

## DIRECTORS' STATEMENT ON WPP PLC'S SELECTED ESG PERFORMANCE METRICS

As the directors of WPP plc we confirm that we are solely responsible for the preparation and presentation of this 2024 Sustainability Report, including this Directors' Statement. We confirm, to the best of our knowledge and belief, that we have responsibility for:

- Establishing and consistently applying fair, balanced and understandable reporting criteria for preparing and presenting the non-financial information, including clear definition of organisational boundaries

- Presenting information, including the reporting criteria, in a manner that provides relevant, complete, reliable, comparable and understandable information;
- Preparing and reporting the selected metrics marked with the symbol  have been prepared in accordance with the WPP Sustainability Reporting Criteria 2024, available at [wpp.com/sustainabilityreport2024](http://wpp.com/sustainabilityreport2024)

28 March 2025