

# CARBON EMISSIONS STATEMENT

## EMISSIONS AND ENERGY<sup>1,2</sup>

CO<sub>2</sub>e EMISSIONS BREAKDOWN (TONNES/ENERGY (MWh))

		2024						2023	2022	BASE YEAR 2019
Emissions source		UK <sup>3</sup>		Non-UK		Total		Total	Total	Total
		Energy MWh	Tonnes of CO <sub>2</sub> e	Energy MWh	Tonnes of CO <sub>2</sub> e	Energy MWh	Tonnes of CO <sub>2</sub> e	Tonnes of CO <sub>2</sub> e	Tonnes of CO <sub>2</sub> e	Tonnes of CO <sub>2</sub> e
<b>Continuing operations</b>										
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	
	<b>Sub-total Scope 1</b>	<b>7,599</b>	<b>1,542</b>	<b>9,619</b>	<b>5,649</b>	<b>17,218</b>	<b>7,191</b> ⊗	<b>8,532</b>	<b>10,052</b>	18,175
	Company cars (local contracts)	N/A	10	N/A	2,427	N/A	2,438	2,822	4,054	
	<b>Total Scope 1</b>	<b>7,599</b>	<b>1,552</b>	<b>9,619</b>	<b>8,076</b>	<b>17,218</b>	<b>9,629</b>	<b>11,354</b>	<b>14,106</b>	<b>25,015</b>
Scope 2	Standard electricity (location-based)	0	0	10,370	4,585	10,370	4,585	7,969	10,431	56,421
	Green and 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
	<b>Total Scope 2 (location-based emissions)</b>	<b>17,514</b>	<b>3,626</b>	<b>138,745</b>	<b>51,676</b>	<b>156,258</b>	<b>55,302</b> ⊗	<b>55,720</b>	<b>53,953</b>	<b>85,565</b>
	Standard electricity (market-based)	0	0	10,370	4,570	10,370	4,570	8,154	10,032	60,750
	Green and 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
	<b>Total Scope 2 (market-based emissions)</b>	<b>17,514</b>	<b>0</b>	<b>138,745</b>	<b>6,250</b>	<b>156,258</b>	<b>6,250</b> ⊗	<b>9,968</b>	<b>11,996</b>	<b>62,570</b>
Total Scope 1 and 2	Total Scope 1 and 2 (location-based)	<b>25,113</b>	<b>5,178</b>	<b>148,364</b>	<b>59,752</b>	<b>173,476</b>	<b>64,931</b>	<b>67,074</b>	<b>68,059</b>	<b>110,580</b>
	Total Scope 1 and 2 (market-based)	<b>25,113</b>	<b>1,552</b>	<b>148,364</b>	<b>14,326</b>	<b>173,376</b>	<b>15,879</b>	<b>21,322</b>	<b>26,102</b>	<b>87,585</b>
Scope 3	Business air travel (centrally contracted flights)	N/A		N/A		N/A	<b>61,894</b> ⊗	59,793	34,315	122,967
	Business air travel (locally contracted and uplifted)						29,757	15,894	21,347	
	<b>Total Scope 3 (business air travel)</b>						<b>91,651</b>	<b>75,687</b>	<b>55,662</b>	<b>122,967</b>

## WPP'S CARBON INTENSITY (TONNES OF CO<sub>2</sub>e)

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	N/A	0.15	0.19	0.23	0.82
	Tonnes per £m revenue (market-based)	N/A	N/A	N/A	N/A	N/A	1.08	1.44	1.81	6.62
Scope 3	Tonnes per full-time employee	N/A	N/A	N/A	N/A	N/A	0.85	0.67	0.48	1.15

### Notes

<sup>1</sup> 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, company cars 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

<sup>2</sup> Additional information on our carbon emissions methodology is included in our 2024 Sustainability Report and WPP Sustainability Reporting Criteria 2024, see [wpp.com/sustainabilityreport2024](http://wpp.com/sustainabilityreport2024)

<sup>3</sup> 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

⊗ Selected metrics marked with this symbol have been subject to independent limited assurance procedures by PricewaterhouseCoopers LLP (PwC) for the year ended 31 December 2024.

For PwC's 2024 Limited Assurance Report and the WPP Sustainability Reporting Criteria 2024, see [wpp.com/sustainabilityreport2024](http://wpp.com/sustainabilityreport2024)