

CHIEF EXECUTIVE'S STATEMENT



IT'S ESSENTIAL TO EQUIP OUR PEOPLE WITH THE SKILLS THEY NEED TO SUCCEED TODAY AND TOMORROW"

MARK READ
CHIEF EXECUTIVE OFFICER

At WPP, we see sustainability as an integral part of how we do business and an important part of delivering our overall corporate strategy. It supports our purpose by ensuring that we have the best people, use resources efficiently, do excellent work for clients and live and work in vibrant communities. This report sets out how we are working to meet our obligations and commitments.

A PEOPLE BUSINESS

WPP is, and always will be, a people business. We recognise that, in a fast-changing world, it's essential to equip our people with the skills they need to succeed today and tomorrow. Our Future Readiness Academies offer a bespoke, on-demand training platform for all our people worldwide, covering topics from the fundamentals of digital advertising to social media and influencer marketing.

More than 30,000 people have completed over 108,000 lessons, and in 2024 we added new modules including advanced AI training and a new Sustainability Academy focused on building knowledge on climate essentials, green claims and the circular economy.

Another priority is to nurture emerging talent through initiatives such as our Creative Tech Apprenticeships, a nine-month paid programme designed to furnish participants with the capabilities they need – from creative coding to virtual production – to shape the future of technology in the creative industry and beyond.

We know that when all our people feel supported within a welcoming and inclusive environment, it has a direct impact on creativity, collaboration and business success. We continue to foster a culture of respect for one another in which everyone feels they belong and has the same opportunities to progress in their careers. We also believe that a workforce that

reflects wider society, and the consumers our clients want to reach, helps us do our best work and is good for business.

REDUCING OUR EMISSIONS

In 2024, we made good progress towards our carbon reduction targets. Within our own operations, we've reduced Scope 1 and 2 emissions in absolute terms by 82% since our 2019 baseline and by 26% year-on-year. That puts us on track to meet our target of an 84% reduction by the end of this year. Renewable electricity use has helped to drive progress and in 2024 we sourced 93% of our electricity from renewable sources. Our aim is to reach 100% by the end of this year.

From the offices we work in to the technology we use, we're reducing emissions through our day-to-day activities. We've moved our people into fewer, more efficient campuses that bring together the best talent, teams and technology under one roof. And we've replaced older hardware with more efficient, agile, cloud-based technology, reducing energy consumption and ensuring we only use what we need, when we need it.

AI TRANSFORMATION

AI is transforming how we work at extraordinary speed and scale. Through WPP Open, our AI-powered marketing operating system, we are generating more work and better outcomes for clients, and doing so more efficiently.

Our teams can now generate insights, develop strategy and use 3D digital twins to create hyper-realistic and accurate content at scale. This helps us avoid repeated tasks, reduce waste and adapt assets to make content work harder.

At the same time, AI requires substantial computing power, which means more energy consumption. We are exploring

ways to improve energy efficiency as we design and develop AI-enabled technologies and products.

We have also been training our people on AI since 2019 to ensure we use it responsibly and effectively. AI is profoundly changing the world around us – creating opportunities, but also challenges. From IP issues to deep fakes, our AI Toolkit offers practical guidance to all WPP agencies.

NAVIGATING COMPLEXITY

The geopolitical landscape has also changed significantly over the last year. With continued scrutiny from consumers, regulators and other stakeholders, businesses are considering whether to engage on social issues in a more contested public arena, and how to navigate the expectations of different audiences with competing views on sensitive topics.

Clients increasingly look to us to help them navigate this complex landscape. We are proud to support them as they deliver on their sustainability commitments and commercial goals. Throughout this report, you can read about the impact – social, environmental and cultural – of the work we do, from changing consumer attitudes to food waste with Hellmann's at the 2024 Super Bowl to highlighting the lengthy wait for child organ donations for NHS Blood and Transplant.

We remain committed to using our creativity, technology skills and global scale to meet our sustainability obligations within our own business, our clients' businesses and across our industry.

Mark Read
Chief Executive Officer