





COMMUNITIES

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The following double materiality topics are included in this section

-  Responsible marketing and communications
-  Social and environmental impact of our client work

COMMUNITIES

We use our skills, scale and voice to support healthy communities

We believe that good communications can help bring about shifts in attitudes and behaviour.

We help amplify the impact of charities and non-governmental organisations by providing marketing and creative services, often on a pro bono basis.

This work is mutually rewarding and often worth more than an equivalent cash donation, helping to improve fundraising efforts, recruit new members, change behaviour or achieve campaign goals. It also gives WPP people the chance to work on fulfilling, impactful and sometimes award-winning campaigns that build their skills and raise the profile of our agencies.

SUPPORTING OUR COMMUNITIES

We encourage our people to use their creativity and expertise to contribute to issues they are passionate about.

We have a long tradition of pro bono work covering a range of issues from the arts to conservation, health and human rights. Our established Foundations and active network of Green Teams around the world provide a platform for people to act.

In India, our multi-award-winning WPP India Foundation is transforming the lives and livelihoods of young people and their families through a targeted programme of interventions. The Foundation, which is both a grant-giving and employee volunteering platform, aims to increase secondary school retention, improve learning outcomes and enhance job readiness with a focus on digital and creative transformation skills.

In Australia, we released our Innovate Reconciliation Action Plan, the second plan to be endorsed and accredited by Reconciliation Australia. This new two-year plan will enhance the way WPP builds First Nations cultural thinking into our client offering, as well as outlining our commitments across five key pillars to ensure we are supporting First Nations communities.

In February this year, to mark Black History Month, we announced a new collaboration with Realize the Dream, the non-profit founded by Martin Luther King III. WPP agencies will use their capabilities to support the aim of achieving 100 million hours of community service by the 100th anniversary of Dr King's birthday.

VML FOUNDATION CELEBRATES 20 YEARS OF GIVING

One day a year for the past 20 years, VML has closed its offices worldwide and asked its employees to spend the day volunteering for local causes instead of working. Since the initiative began, VML has collectively supported more than 250 non-profit causes.

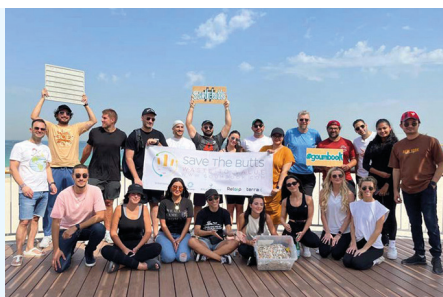
The VML Foundation surpassed \$3.2 million in charitable donations in 2024, as well as supporting pro bono services for non-profits, year-long volunteer opportunities, disaster relief efforts and more.



EARTH DAY 2024

To celebrate Earth Day 2024, our Green Teams brought people together across 34 WPP campuses and online to learn, share and engage in more than 120 activities aimed at making a positive impact on local environments:

- In Atlanta, volunteers completed a litter pick in Grand Park
- Beijing hosted a week of activities focused on 'turning waste into treasure'
- Berlin launched a mobile phone recycling scheme in partnership with Deutsche Telekom
- Dubai hosted a beach cleaning day with a session on mitigating marine waste
- Other activities included tree planting, cleaning up local waterways, community gardening, preloved swap shops and much more



COMMUNITIES CONTINUED

LIFE-CHANGING CLIENT WORK

We are proud to deploy our creativity to rethink the status quo. In 2024, campaigns included Grey's Sightwalks for Sol Cements, which helped visually impaired people navigate city streets guided by tactile pavements. The campaign was hailed as a breakthrough in inclusive design and won eight Cannes Lions.

Filter Caps by Ogilvy, which co-developed biodegradable filter caps for water bottles, helped deliver safe water to vulnerable communities across Colombia, and was named one of *TIME* magazine's best inventions of 2024.

And AKQA's Sounds Right, in partnership with Spotify, was a world-first initiative that allowed artists to credit nature so that royalties from natural sounds can fund conservation projects.

PROMOTING INCLUSION AND BELONGING

We continue to invest in programmes to promote inclusion and a culture of belonging. These include some of the initiatives that received funding through our three-year Racial Equity Programme, which concluded in 2024, to invest \$30 million in inclusion programmes and supporting external organisations.

For example, for the second year running we partnered with The One Club for Creativity to launch One School UK, a free 16-week portfolio school for Black creatives. This programme supports emerging talent by breaking down barriers to entry in the creative industries, building a more diverse talent pipeline for the future.

UNSTEREOTYPE ALLIANCE

As a founding member of Unstereotype Alliance, we partner with UN Women to work towards eradicating harmful stereotypes in media and advertising content. In 2024, we engaged locally with six national chapters – Australia, Brazil, India, Mexico, Türkiye and UK.

In 2024 the UK chapter partnered with Saïd Business School, University of Oxford, to launch an industry-first study proving that inclusive advertising and positive gender portrayals can drive sales and business growth. The findings revealed that brands with more inclusive advertising practices sell more (16.26% increase in long-term sales) and that consumers are more likely to consider them (62% higher likelihood of being a consumer's first choice).

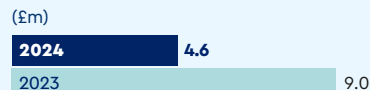
SUPPORTING OUR COLLEAGUES

In 2024 we supported our communities around the world affected by war and natural disasters. For colleagues based in Lebanon and Israel, we provided direct assistance as soon as conflict broke out, including an emergency financial fund and help for people moving to safety.

After severe flooding in Brazil, we provided support to 50 displaced employees that included hardship allowances and access to emergency medical aid. And in the wake of the California wildfires, during which 47 WPP employees were evacuated, we put in place emergency provisions including medical insurance and funds to cover temporary accommodation.

WHAT WE GAVE IN 2024

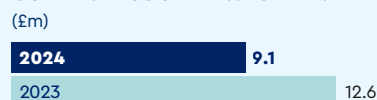
PRO BONO WORK



CASH DONATIONS



COMBINED SOCIAL INVESTMENT



Our pro bono work was worth £4.6 million (2023: £9.0 million).

We also made cash donations to charities of £4.5 million (2023: £3.6 million).

Our pro bono work, combined with cash donations, resulted in a total social investment of £9.1 million (2023: £12.6 million), equivalent to 0.9% of headline profit before tax (2023: 0.8%).

WPP media agencies negotiated free media space worth £17.8 million on behalf of pro bono clients (2023: £19.5 million).

£26.9m

total social contribution
(2023: £32.1 million)

Our total social contribution, taking into account cash donations, pro bono work, in-kind contributions and free media space was £26.9 million (2023: £32.1 million).

