

SUSTAINABILITY AND OUR STRATEGY

Our sustainability strategy helps us deliver our purpose to use the power of creativity to build better futures for our people, planet, clients and communities

It supports our corporate strategy and helps us navigate a dynamic social and economic landscape, responding to evolving stakeholder expectations and shaping our contribution to the world around us.

It also supports talent attraction and retention, and our work for clients, who look to us to help them find and scale solutions to achieve their goals.

WPP'S STRATEGIC GOALS:

- Lead through AI, data and technology
- Accelerate growth through the power of creative transformation
- Build world-class, market-leading brands
- Execute efficiently to drive strong financial returns

PILLARS		STRATEGIC PROGRESS	SUPPORTING OUR STRATEGIC GOALS
PEOPLE Become the employer of choice for all See page 7	<ul style="list-style-type: none"> - Build a culture where everyone is treated with dignity and respect - Ensure an inclusive working environment for all - Grow future skills and knowledge across our industry 	<ul style="list-style-type: none"> - 108,000+ Future Readiness Academies lessons completed to date - Future Readiness Academies expanded to include new courses, including advanced AI training and a new Sustainability Academy - 42%¹ of executive leaders' across WPP are women (2023: 41%) and 54% of senior managers are women (2023: 53%) - 79,000 of our people took part in our annual All In survey 	
PLANET Maximise our positive impact on the planet See page 13	<ul style="list-style-type: none"> - Build energy-efficient campuses that make a positive contribution to local communities - Reduce Scope 1 and 2 emissions by 84% by 2025 and Scope 3 emissions by 50% by 2030² 	<ul style="list-style-type: none"> - 82% absolute reduction in tCO₂e emissions (Scope 1 and 2) since 2019 and 26% reduction year-on-year - 0.15 tCO₂e emissions per person from direct operations (Scope 1 and 2), an 82% reduction since our 2019 baseline and a 22% reduction year-on-year (2023: 0.19 tCO₂e) - 93%³ of electricity sourced from renewable sources (2023: 88%) - To support our Scope 3 targets assessed 138 suppliers, representing \$1.2 billion in spend, on their carbon reduction commitments 	
CLIENTS Enable our clients on their sustainability journeys See page 22	<ul style="list-style-type: none"> - Ensure fairness and high standards across our work, including AI, privacy and data ethics - Support our clients as they deliver their emissions reduction and wider sustainability goals 	<ul style="list-style-type: none"> - 8.0 out of 10 rating from our clients for our ability to support their sustainability goals (2023: 8.0) - 82% of top 50 clients have set or committed to set science-based carbon reduction targets (2023: 82%) - Green Claims training made accessible to all WPP people and bespoke training delivered to clients in potentially higher-risk sectors 	
COMMUNITIES Use the power of our creativity and voice to support healthy, vibrant communities See page 27	<ul style="list-style-type: none"> - Ensure our sustainability commitments and principles are upheld across our value chain - Drive positive impact through our work, external partnerships and initiatives 	<ul style="list-style-type: none"> - £26.9 million total social contribution, including cash donations, pro bono work, in-kind contributions and free media space (2023: £32.1 million) - Supported our people globally in the wake of ten critical-level emergencies in 2024 - The VML Foundation surpassed \$3.2 million in charitable donations 	

¹ In line with the FTSE Women Leaders Review, the independent, business-led framework supported by the UK government. Executive leadership roles are defined as the board and executive leadership population (see WPP Sustainability Reporting Criteria 2024)
² 2019 baseline
³ 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