

TASK FORCE ON CLIMATE-RELATED FINANCIAL DISCLOSURES STATEMENT

TASK FORCE ON CLIMATE-RELATED FINANCIAL DISCLOSURES (TCFD) CONTENT INDEX

This section of our reporting includes disclosures relating to WPP's identified climate-related risks and opportunities.

UK LISTING RULES STATEMENT OF COMPLIANCE

WPP was an early adopter of the Task Force on Climate-related Financial Disclosures framework. WPP's seventh disclosure, set out below, is structured around the four TCFD themes of governance, strategy, risk management, and metrics and targets. We aim to develop our disclosures in line with TCFD's 11 recommended disclosures set out in June 2017 (see table below). We report in line with the FCA Listing Rule 6.6.6(8), which requires us to report on a 'comply or explain' basis against the TCFD recommended disclosures in respect of the financial year ended 31 December 2024.

We consider our climate-related financial disclosures to be consistent with nine of the 11 TCFD recommended disclosures, and we have explained why we are not consistent for the remaining two in the related sections. We aim to be consistent with all 11 requirements within the timeframe of the UK's adoption of the IFRS Sustainability Standards. Therefore our disclosures are compliant with Listing Rule UKLR 6.6.6(8) and aligned with The Companies Regulations 2022, 414CB (2a). Some of the recommended disclosures, published in the 2021 TCFD Annex, will take

more time for us to become fully consistent with due to challenges around data access and quantification. These areas, outlined in the table below, are most closely aligned with the UK Companies Regulations 414CB (2a), sub paragraphs (e) and (f), and relate to detailed financial impacts and quantitative scenario analysis of climate-related risks and opportunities. We will continue to implement the 2021 TCFD Annex recommendations, and intend to apply these more fully in our future disclosures through 2025.

TCFD RECOMMENDATION	LOCATION IN REPORT	COMPANIES ACT 2006, S414CB(2a-h)
GOVERNANCE		
<p>✓ a) Describe the Board's oversight of climate-related risks and opportunities</p>	<p>OUR APPROACH TO SUSTAINABILITY The governance of climate-related risks and opportunities is fully integrated within our sustainability governance structures. References to sustainability and ESG are inclusive of the climate change issues identified as relevant to WPP in this TCFD statement</p> <p>The Sustainability Committee meets at least four times a year, receiving in-depth progress reviews from management on climate-related issues. The Board receives an update from the Sustainability Committee Chair following each meeting</p> <p>The Audit Committee also receives updates on the status of ESG reporting at WPP, including updates on climate-related risks, carbon emissions reporting and related assurance processes</p>	<p>Page 40 CA s414CB(2a)</p> <hr/> <p>SUSTAINABILITY COMMITTEE REPORT Page 117</p> <p>The Sustainability Committee Report provides an update on the matters considered by the Committee in 2024</p>
<p>✓ b) Describe management's role in assessing and managing climate-related risks and opportunities</p>	<p>OUR APPROACH TO SUSTAINABILITY Our CEO and CFO (both Executive Directors) have overall responsibility for climate-related risks and opportunities, and our performance on carbon reduction is integrated into the CEO's incentive plan. The Chief Sustainability Officer has operational responsibility for assessing and managing climate-related issues</p>	<p>Page 40 CA s414CB(2a)</p>

KEY  Consistent  Partially consistent

TASK FORCE ON CLIMATE-RELATED FINANCIAL DISCLOSURES STATEMENT CONTINUED

TCFD RECOMMENDATION	LOCATION IN REPORT	COMPANIES ACT 2006, S414CB(2a-h)
STRATEGY		
<p>✓ a) Describe the climate-related risks and opportunities the organisation has identified over the short-, medium- and long-term</p>	<p>PRINCIPAL RISKS AND UNCERTAINTIES Descriptions of WPP's climate-related risks and opportunities are included in the Principal Risks disclosure</p> <p>CLIMATE-RELATED RISKS AND OPPORTUNITIES Detailed descriptions of our climate-related risks and opportunities over the short-, medium- and long-term</p>	<p>Page 78 CA s414CB(2d)</p> <p>Page 50 CA s414CB(2e)</p>
<p>⊗ b) Describe the impact of climate-related risks and opportunities on the organisation's businesses, strategy and financial planning</p>	<p>CLIMATE-RELATED RISKS AND OPPORTUNITIES Detailed descriptions of the impact of climate-related risks and opportunities on our resilience, strategy and financial planning. We have not yet quantified the impact of our climate-related risks and opportunities. Information on the status of quantification is included against each risk and opportunity disclosure</p>	<p>Page 50 CA s414CB(2e)</p>
<p>⊗ c) Describe the resilience of the organisation's strategy, taking into consideration different climate-related scenarios, including a 2°C or lower scenario</p>	<p>CLIMATE-RELATED RISKS AND OPPORTUNITIES Detailed descriptions of the impact of climate-related risks and opportunities on our resilience, strategy and financial planning. We have not yet quantified the impact of our climate-related risks and opportunities. Information on the status of quantification is included against each risk and opportunity disclosure</p>	<p>Page 50 CA s414CB(2f)</p>
RISK MANAGEMENT		
<p>✓ a) Describe the organisation's processes for identifying and assessing climate-related risks</p>	<p>IDENTIFYING CLIMATE-RELATED RISKS Detailed descriptions of how our climate-related risks and opportunities are managed</p>	<p>Page 49 CA s414CB(2b)</p>
<p>✓ b) Describe the organisation's processes for managing climate-related risks</p>	<p>CLIMATE-RELATED RISKS AND OPPORTUNITIES Climate-related risks are integrated into our overall risk management process. We disclose how we manage our relevant climate-related risks and opportunities in our risk disclosure table</p>	<p>Page 50 CA s414CB(2b)</p>
<p>✓ c) Describe how processes for identifying, assessing, and managing climate-related risks are integrated into the organisation's overall risk management</p>	<p>IDENTIFYING CLIMATE-RELATED RISKS Our process for identifying climate-related risks takes into account multiple sources and stakeholders. It is integrated into our overall risk management process</p>	<p>Page 49 CA s414CB(2c)</p>
METRICS AND TARGETS		
<p>✓ a) Disclose the metrics used by the organisation to assess climate-related risks and opportunities in line with its strategy and risk management process</p>	<p>TCFD METRICS AND TARGETS SUMMARY Metrics and targets relating to our relevant climate-related risks and opportunities are provided in a summary table</p>	<p>Page 54 CA s414CB(2h)</p>
<p>✓ b) Disclose Scope 1, Scope 2, and, if appropriate, Scope 3 greenhouse gas emissions, and the related risks</p>	<p>CARBON EMISSIONS STATEMENT Our carbon emissions statement outlines our Scope 1, Scope 2 and Scope 3 business air travel emissions. We include Scope 3 emissions data in our CDP Climate Change submissions, published alongside this report (see wpp.com/sustainabilityreport2024), as we have not yet undertaken third party limited assurance over our full Scope 3 inventory</p>	<p>Page 55 CA s414CB(2h)</p>
<p>✓ c) Describe the targets used by the organisation to manage climate-related risks and opportunities and performance against targets</p>	<p>TCFD METRICS AND TARGETS SUMMARY Metrics and targets relating to our relevant climate-related risks and opportunities are provided in a summary table</p>	<p>Page 54 CA s414CB(2g)</p>

KEY ✓ Consistent ⊗ Partially consistent

IDENTIFYING CLIMATE-RELATED RISKS

The identification of climate-related risks and opportunities includes input from multiple sources and stakeholders. Annually, we reconfirm the list of risks and opportunities through analysis and interviews. This analysis is informed by interviews with sustainability and consumer experts from within WPP agencies, as well as external data sources. Recommendations on changes to the risks and opportunities and associated disclosures are reviewed by the Board Sustainability Committee on an annual basis.

Sustainability risks, including climate-related risks, are integrated into our overall risk management processes. The implications, including potential impact and actions necessary to mitigate and monitor, are reviewed by the Audit Committee on a regular basis. Our overall risk management process is outlined from page 73 and extreme weather and climate-related natural disasters are referenced within Environmental, social and governance risk, within the Principal risks and uncertainties disclosure from page 78. WPP has established risk committees at Group level and across our networks with the aim of ensuring oversight and focus at both levels to review, monitor and advise on risk and compliance issues, and climate risk is on their agendas.

➔ See page 73

The relative significance of climate-related risk relative to other risks is considered both through the WPP double materiality assessment (see page 36) for information on the approach) and through the review of the principal risks and uncertainties disclosure.

CLIMATE-RELATED RISKS AND OPPORTUNITIES

WPP's disclosure of relevant climate-related risks and opportunities provided in this section outlines the impacts we expect to see on our business between now and 2030. It includes qualitative disclosure of both the impact on, and the resilience of, WPP's strategy. Details of the time horizons and climate scenarios considered as part of this assessment are included in the tables from page 50.

We do not believe there is a material financial impact of physical or transition climate change risks on our current year financial reporting. Further information is provided in the Accounting policies under 'Climate change considerations' (see page 156). Climate-related issues are not expected to be material in the short-term planning horizon. Materiality is described in our application of materiality (see page 191).

The risks and opportunities included in this disclosure are considered as part of the Group's budget-setting processes. For example, budgets related to the delivery of our net zero programme are considered by the functions responsible for individual hotspots.

➔ See pages 45 and 46

MATERIALITY DEFINITIONS

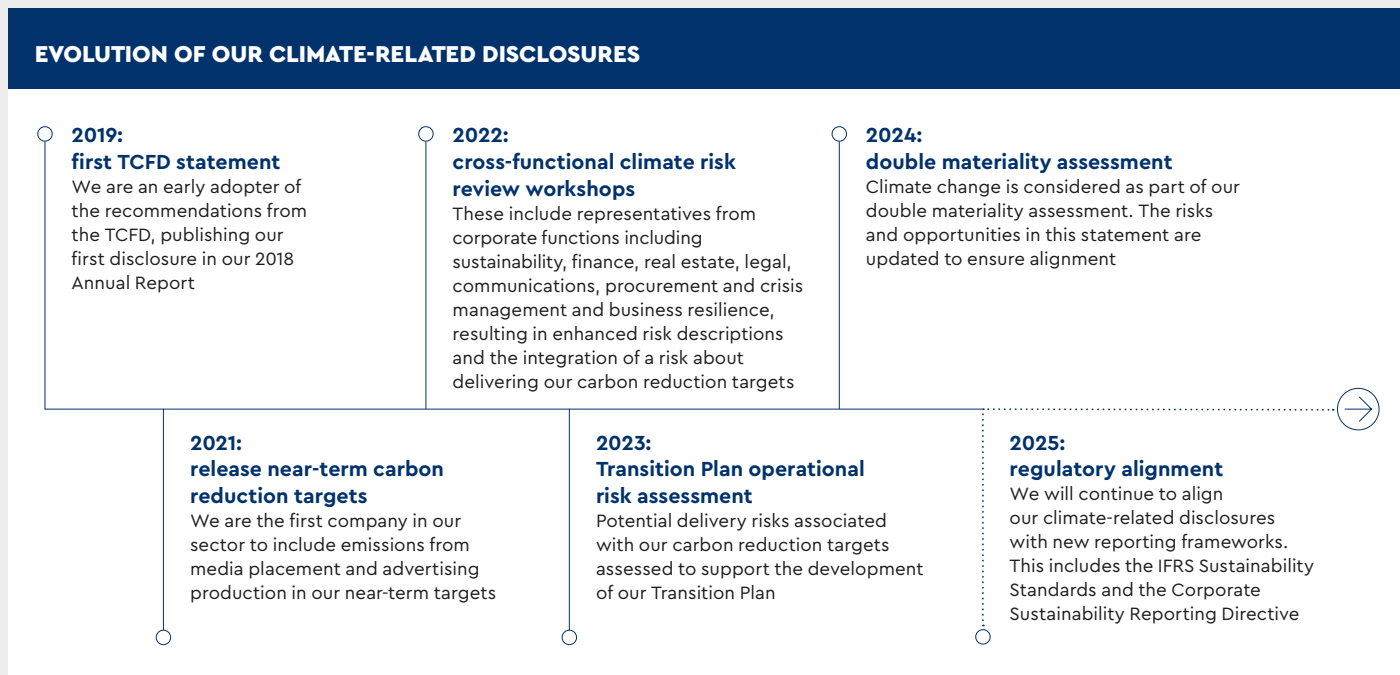
Financially material: the observed or estimated impact exceeds the Group materiality threshold as determined by WPP's double materiality assessment

➔ See page 36

Impact material: the ESG topic is identified as material through the process outlined in WPP's double materiality assessment

➔ See page 36

Relevant: an ESG topic which falls below the materiality threshold, but is identified by management as relevant to users of this TCFD statement



TASK FORCE ON CLIMATE-RELATED FINANCIAL DISCLOSURES STATEMENT CONTINUED

CLIMATE SCENARIOS

Details of the assumptions applied under each scenario are included against each risk and opportunity. These scenarios were selected to cover a range of potential scenarios exploring how climate change could impact the business. We have used the Intergovernmental Panel on Climate Change (IPCC) Representative Concentration Pathways (RCPs) to provide inputs and assumptions regarding decarbonisation trajectories and physical impacts. The IPCC Shared Socioeconomic Pathways (SSPs) are used to provide social, economic and political inputs and assumptions.

Description	High-carbon (more than 4°C)	Low-carbon (less than 2°C)	Very low-carbon (less than 1.5°C)
RCP alignment	RCP 8.5 – business as usual, 4-degree Celsius	RCP 2.6 – acceptable limit 2-degree Celsius	RCP 1.9 – net zero transition 1.5-degree Celsius
IPCC SSP alignment	SSP4 – a road divided	SSP2 – middle of the road	SSP1 – the green road

TIME HORIZONS

Time horizon	Time period	Internal time horizon alignment
○ Short-term	2024-2025	Annual reporting period
◐ Medium-term	2025-2027	Scope 1 and 2 science-based reduction target (2025) and Transformation Programme (2027)
● Long-term	2028-2030	Scope 3 science-based reduction target (2030) ¹

WPP'S CLIMATE-RELATED RISKS AND OPPORTUNITIES

POTENTIAL IMPACT AND RESILIENCE

RISK OR OPPORTUNITY	HIGH-CARBON SCENARIO	LOW-CARBON SCENARIO	VERY LOW-CARBON SCENARIO	MANAGEMENT
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PHYSICAL RISKS AND OPPORTUNITIES

Increased frequency of extreme weather and climate-related natural disasters

Area of potential impact: Expenditure

Link to Principal Risks: see 'environmental, social and governance' on page 85

Includes chronic and acute extreme weather which can damage our buildings and our employees' homes, jeopardise the safety and wellbeing of our people and has the potential to disrupt our operations. We consider this risk relevant to all operations, however certain geographies are more exposed (eg coastal cities including Chennai, New York, Miami, Mumbai, and Shanghai)

We are currently unable to fully isolate the impact of climate change from other drivers and therefore do not publish a quantified value

Key assumptions: The physical impacts of climate change are broadly consistent across all three scenarios considered and start to differentiate after 2050 (in line with the RCP and SSP narratives). We are already experiencing increased exposure to extreme weather events

Impact: As the longer-term physical impacts of climate change increase, we have assumed that WPP's campuses, business continuity procedures and employee support systems would require some additional investment above inflation to ensure continuity, minimise risk to infrastructure and, more critically, our people. We would also need to diversify these programmes to respond to increased climate-related migration, for example supporting our people through relocations

Crisis management and business resilience (see page 85): Provides global standards for operational resilience; strategy, governance, policy, resources and training assets to better plan for and respond to crisis events of all types and at all degrees of scale

Campuses (see page 33): Our campus programme enables centralisation of emergency preparedness, incident response and business continuity procedures

Employee Assistance Programme (see page 44): Is activated in response to climate-related extreme weather events

Supporting colleagues (see page 59): We provide support for colleagues affected by natural disasters

¹ The long-term time horizon exceeds the period included in current financial planning, which covers a three-year time period

WPP'S CLIMATE-RELATED RISKS AND OPPORTUNITIES CONTINUED

POTENTIAL IMPACT AND RESILIENCE

RISK OR OPPORTUNITY	HIGH-CARBON SCENARIO	LOW-CARBON SCENARIO	VERY LOW-CARBON SCENARIO	MANAGEMENT
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TRANSITION RISKS AND OPPORTUNITIES

Delivering carbon reduction commitments    

Area of potential impact: Expenditure

Link to Principal Risks: see 'environmental, social and governance' on page 85

Delivering WPP's Scope 3 carbon reduction targets depends upon the adoption of new technologies (some of which have not yet been conceived or created) and business model innovations across the supply chain. We consider this risk relevant to all geographies, however it is more observable for operations with larger associated carbon emissions (eg media and production)

We are currently unable to fully isolate the costs associated with our Transition Plan from other non-sustainability programmes and therefore do not publish a quantified value

Key assumptions: Policy support would be limited and market-based solutions prioritised. There would be limited regulation and reporting standards specific to our sector, eg around green claims and carbon-based products. Clients, consumers and existing commitments would drive decarbonisation

Potential impact: Increased investment would be required in building renovation, electrification and supplier engagement to meet targets, including developing internal ESG capacity and capabilities. Likely increase in the cost of carbon removals required to meet our carbon reduction targets

Key assumptions: Policy support would be limited to markets currently advancing policy. This includes the EU and includes sector-specific requirements. Market-based solutions would still feature heavily. Increased policy action would embolden client and consumer expectations, resulting in wider calls for decarbonisation

Potential impact: Markets with less policy support and regulation may require additional expenditure to meet targets. Moderate demand-led increase in market price per tonne of carbon removals required to meet our carbon reduction targets

Key assumptions: Policy support would be widespread, accelerating progress towards net zero across our value chain. Market-based solutions still utilised. Increased policy action would embolden client and consumer expectations, substantially accelerating the required pace of change

Potential impact: Policy support would accelerate the pace of change, reducing investment required to deliver targets. More rapid decarbonisation would reduce pressure on the carbon removals market, and reduce overall cost associated with meeting our carbon reduction targets

Our transition plan (see 'Planet' on pages 45 and 46): In 2021, we set near-term science-based targets to reduce our greenhouse gas emissions in line with limiting global warming to 1.5°C above pre-industrial levels. Our Transition Plan will address how we are managing the implementation of our carbon reduction commitments

Changes in regulation and reporting standards   

Area of potential impact: Expenditure

Link to Principal Risks: see 'environmental, social and governance' on page 85

WPP could be subject to increased costs to comply with potential future changes in environmental laws and regulations and increasing carbon offset pricing to meet its climate commitments. Carbon emission accounting for marketing and media is in its infancy and methodologies continue to evolve. This is particularly the case for emissions associated with digital media

We are currently unable to isolate the impact of climate change from other drivers and therefore do not publish a quantified value

Key assumptions: No new disclosure standards and reporting requirements emerge. A lack of ESG reporting regulation and standards could lead to mistrust of corporate carbon emissions data, climate commitments and the advertising of sustainable products and services among consumers and clients

Potential impact: Current resourcing levels would continue to meet reporting obligations

Key assumptions: Emerging disclosure standards and reporting requirements in markets currently enacting legislation come into effect

Potential impact: Additional investment in internal capability building (managed at a global level), data capture, reporting and assurance would be required to meet the needs of legislation, including in the UK, US and EU where legislation addressing ESG reporting is currently being enacted

Key assumptions: Disclosure standards and reporting requirements cover most major geographies and advance beyond what is currently in place. This includes the expansion of reporting requirements specific to the advertising sector – eg relating to the emissions facilitated through the sale of products and services

Potential impact: Further additional investment in internal capability building (with localised expertise to support local compliance), data capture, reporting and assurance would be required to meet the needs of this legislation

ESG reporting (page 36): We are monitoring developments in legislation relating to ESG reporting and the regulation of environmental claims, and investing in internal capability building in response

Work with integrity (page 56): Our Green Claims Guide is informed by guidance from regulators and complemented by a legal toolkit that has been incorporated into our legal clearance process

Offsetting (page 46): Our Environment Policy covers how we manage the cost and quality of carbon credits purchased to offset emissions we cannot remove. We continue to develop our offsetting strategy as part of our Transition Plan

TASK FORCE ON CLIMATE-RELATED FINANCIAL DISCLOSURES STATEMENT CONTINUED

WPP'S CLIMATE-RELATED RISKS AND OPPORTUNITIES CONTINUED

POTENTIAL IMPACT AND RESILIENCE

RISK OR OPPORTUNITY	HIGH-CARBON SCENARIO	LOW-CARBON SCENARIO	VERY LOW-CARBON SCENARIO	MANAGEMENT
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Increased demand for sustainable products and services

Area of potential impact: Revenue

Link to Principal Risks: N/A

Opportunity to grow revenues from products and services which support clients as they seek to decarbonise their businesses. This may include developing low carbon marketing, media and ecommerce services, developing sustainability-focused brand strategies and promoting sustainable consumption to consumers

This opportunity is relevant globally. We have not yet quantified the scale of this opportunity due to the availability of data

Key assumptions: Under this scenario we have assumed that, while some clients and consumers will seek sustainable products and services, the overall rise in demand is limited

Potential impact: The overall impact on Group-level financial planning processes would be limited

Key assumptions: Growth in demand would be steady, and revenue generated from sustainable products and services by 2030 would be material with some markets and services seeing more growth than others

Potential impact: Budgets and cash flow forecasts would likely reflect an investment in sustainability-related skills, as well as new sustainable product and service offerings

Key assumptions: Growth in demand would be rapid, and sustainable products and services would make up a significant proportion of revenues by 2030 across most markets and service offerings

Potential impact: Budgets and cash flow forecasts would reflect the required investment to meet the opportunity. Significantly increased investment in employee capability required, and growth through acquisition may be needed to meet demand. Innovation and investment in new products and services would be extensive

Our approach to sustainability (pages 40 and 41): Outlines our commitment to developing products and services which enable our clients to adopt leadership positions on climate change and exceed the expectations of consumers

Media decarbonisation (page 46): In 2024, GroupM piloted new ways to estimate, optimise and reduce emissions associated with media placement

Advertising production (page 46): We continue to invest in generative AI and virtual production technologies that allow for more efficient ways of generating content

Achieving resource efficiencies through cutting our carbon footprint and improving energy efficiency

Area of potential impact: Avoided expenditure

Link to Principal Risks: N/A

Through carbon reduction initiatives we have the opportunity to decrease the costs associated with energy use and limit increased costs associated with carbon taxation. This relates both to our buildings, and to energy-intense activities such as data storage. This opportunity is relevant globally

We are currently unable to isolate the impact of climate change from other variables and therefore do not publish a quantified range of impact

Key assumptions: Policy support for decarbonisation would be limited, placing the burden for decarbonisation on private sector funding

Potential impact: Our investment in our carbon reduction strategy would still achieve resource efficiencies. However, some decarbonisation opportunities, including technology-based solutions, may not be available without a supportive policy environment, lowering the impact of this opportunity. This may increase our overall expenditure on carbon removals and offsets required to meet our climate commitments

Key assumptions: A greater level of policy support for decarbonisation would widen the pool of opportunities available to WPP. This includes greater proliferation of electrified buildings, greater availability of electric vehicles and greater innovation in value chain solutions. This would accelerate the overall rate at which WPP could decarbonise our operations and value chain

Potential impact: The greater availability of decarbonisation options would accelerate the overall rate at which WPP could decarbonise our operations and value chain. Overall, this would lower our reliance on removal-based offsetting and reduce the cost associated with meeting our climate commitments

Our Transition Plan (see 'Planet' on pages 45 and 46): In 2021, we set near-term science-based targets to reduce our greenhouse gas emissions in line with limiting global warming to 1.5°C above pre-industrial levels. Our Transition Plan will address how we are managing the implementation of our carbon reduction commitments

WPP'S CLIMATE-RELATED RISKS AND OPPORTUNITIES CONTINUED

POTENTIAL IMPACT AND RESILIENCE

RISK OR OPPORTUNITY	HIGH-CARBON SCENARIO	LOW-CARBON SCENARIO	VERY LOW-CARBON SCENARIO	MANAGEMENT
<p>Increased reputational risk associated with misrepresenting environmental claims in marketing and advertising content ◆ ○ ●</p>				
<p>Area of potential impact: Fines, Revenue</p> <p>Link to Principal Risks: see 'environmental, social and governance' on page 85</p> <p>Businesses and brands are seeing continued scrutiny of their role in driving consumption. Our clients seek expert partners who can give recommendations that take into account stakeholder concerns around climate change. This risk is globally relevant, but in the short-term is greater in geographies with existing or emerging regulation (Australia, EU, US and UK)</p> <p>We are currently unable to isolate the impact of climate change from other variables and therefore do not publish a quantified range of impact</p>	<p>Key assumptions: Government regulation of environmental advertising and marketing claims would likely be limited. There is little risk of litigation</p> <p>Potential impact: The risk of fines or revenue losses is negligible under this scenario. We would continue to invest in training to support credible environmental claims to respond to consumer and client concerns around credibility. As government regulation of environmental advertising and marketing claims has been enacted in geographies including Australia, EU and the UK, we no longer consider this scenario as relevant</p>	<p>Key assumptions: Government regulation of environmental advertising and marketing claims is likely to be centred on markets already advancing climate policy, in addition to consumer and client concern around credibility. This includes the EU. The risk of litigation increases in those markets</p> <p>Potential impact: Increased investment in training and capability would be required to ensure advertising and marketing content is compliant</p>	<p>Key assumptions: Government regulation of environmental advertising and marketing claims would likely be widespread, in addition to a significant rise in consumer and client concern around credibility. There would be widespread risk of litigation and the potential for revenue losses should our reputation for credibility be jeopardised</p> <p>Potential impact: Investment in localised training and capability would be required to ensure advertising and marketing content is compliant</p>	<p>Policies, procedures and culture (pages 74-76): The misrepresentation of environmental issues is governed by our Code of Conduct</p> <p>Work with integrity (page 56): We continue to develop and implement internal tools, including our Green Claims Guide, to help our people make effective environmental claims which are not misleading in any way</p> <p>Accepting new assignments (page 56): Our Assignment Acceptance Policy and Framework provides guidance on how to conduct due diligence in relation to clients and any work we are asked to undertake</p>

<p>Increased reputational risk associated with working on client briefs perceived to be environmentally detrimental ◆ ○ ●</p>				
<p>Area of potential impact: Revenue</p> <p>Link to Principal Risks: see 'environmental, social and governance' on page 85</p> <p>WPP serves some clients whose business models are under increased scrutiny, for example energy companies or associated industry groups who are at different stages of the decarbonisation process. This creates both a reputational and related financial risk for WPP if we are not rigorous in our content standards as we grow our sustainability related services</p> <p>We are currently unable to isolate the impact of climate change from other variables and therefore do not publish a quantified range of impact</p>	<p>Key assumptions: Government regulation of environmental advertising and marketing claims is limited. There is little risk of litigation</p> <p>Potential impact: We continue to develop training to support credible environmental claims to respond to consumer and client concerns around credibility</p>	<p>Key assumptions: Government regulation in a limited number of markets could outline definitions of high-carbon products or services that cannot be advertised, but this is restricted to the most carbon-intense instances. The risk of litigation increases in those markets</p> <p>Potential impact: There is likely to be an increased risk associated with working on client briefs perceived to be environmentally detrimental. Increased investment in training and capability is required to ensure advertising and marketing content is compliant</p>	<p>Key assumptions: Government regulation in a wide number of markets may outline definitions of high-carbon products or services that cannot be advertised and this covers a wider number of instances</p> <p>Potential impact: There is widespread risk of litigation and the potential for revenue losses should our reputation for credibility be jeopardised. There is an observable increased risk associated with working on client briefs perceived to be environmentally detrimental. Investment in localised training and capability would be required to ensure advertising and marketing content is compliant</p>	<p>Accepting new assignments (page 56): Our Assignment Acceptance Policy and Framework provides guidance on how to conduct due diligence in relation to clients and any work we are asked to undertake</p>

TASK FORCE ON CLIMATE-RELATED FINANCIAL DISCLOSURES STATEMENT CONTINUED

METRICS AND TARGETS

Metrics and targets are used by WPP to assess and manage our climate-related risks and opportunities. As part of the process of preparing this disclosure, we have considered the metrics set out by the TCFD in tables A1.1, A1.2 and A2.1 of the TCFD recommendations.

WPP RISK OR OPPORTUNITY	TCFD CATEGORY	INTERNAL TIME HORIZON ALIGNMENT	FURTHER DETAIL
Increased frequency of extreme weather and climate-related natural disasters	Physical risks	🕒 13% of headcount located in countries at 'extreme' exposure to the physical impacts of climate change in the next 30 years (2023: 12%)	Our campuses (page 33)
Changes in regulation and reporting standards	Transition risks	🎯 Recalculate our baseline carbon emissions in line with SBTi guidelines, as required every five years	Evolving our environmental disclosures (page 46)
Delivering carbon reduction commitments	Greenhouse gas emissions	🎯 Reducing absolute Scope 1 and 2 emissions by 84% by 2025 and absolute Scope 3 emissions – including media buying – by 50% by 2030, both from a 2019 base year	Our climate strategy (page 45)
		🎯 Offset residual emissions to reach net zero in our own operations (Scope 1 and 2) by 2025 and across our supply chain (Scope 3) by 2030	Our climate strategy (page 45)
		🎯 Sourcing 100% of our electricity from renewable sources by 2025	Reducing Scope 1 and 2 emissions (page 45)
		🕒 Absolute Scope 1 and Scope 2 emissions	Carbon emissions statement (page 55)
		🕒 Scope 1 and 2 carbon emissions per person and per unit of revenue	Carbon emissions statement (page 55)
		🕒 Scope 3 carbon emissions	Reducing Scope 3 emissions (page 45 and 46)
			WPP CDP Disclosure 2024 (see wpp.com/sustainabilityreport2024)
		🕒 93% electricity purchased from renewable sources (2023: 88%)	Operational emissions (page 45)
Capital deployment	🎯 Updated environmental and social metrics linked to the margin of WPP's revolving credit facility (February 2025)	Sustainability (page 37)	
Remuneration	🕒 Integration of performance on Scope 1 and 2 carbon reduction targets in executive remuneration	Compensation, succession and evaluation (from page 119)	
Internal carbon prices	🕒 £6.88 per tCO ₂ e associated with business air travel recharged to WPP agencies (2023: £6.93 per tCO ₂ e)	Offsetting (page 46)	
Increased demand for sustainable products and services	Climate-related opportunities	🕒 82% of our top 50 clients have set or committed to set science-based carbon reduction targets (2023: 82%)	Supporting clients' emissions reduction (page 46)
Achieving resource efficiencies through cutting our carbon footprint and improving energy efficiency	Climate-related opportunities	🎯 Sourcing 100% of our electricity from renewable sources by 2025	Reducing Scope 1 and 2 emissions (page 45)
Increased reputational risk associated with misrepresenting environmental claims in marketing and advertising content	Transition risks	🕒 Expand the delivery of Green Claims training, with focus on potentially higher-risk and higher-emissions sectors	Work with integrity (page 56)
Increased reputational risk associated with working on client briefs perceived to be environmentally detrimental	Transition risks		

🕒 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

KEY 🎯 Target 🕒 Metric