

In summary...

Leading Position

- 30% of revenues from digital activities
- Leading position in media, technology and data
- Strong global digital brands such as Wunderman, OgilvyOne, Possible Worldwide, Xaxis

Strong Growth

- Continued strong secular transition to digital
- Trend to digital enhances share of media spend and revenues
- Margins at or above WPP benchmarks

New Opportunities

- Leveraging WPP proprietary technology – first to launch audience buying platform
- Leveraging data across WPP linking GroupM and Kantar with other assets