

WPP

Digital Investor Day 2014

November 12th, 2014

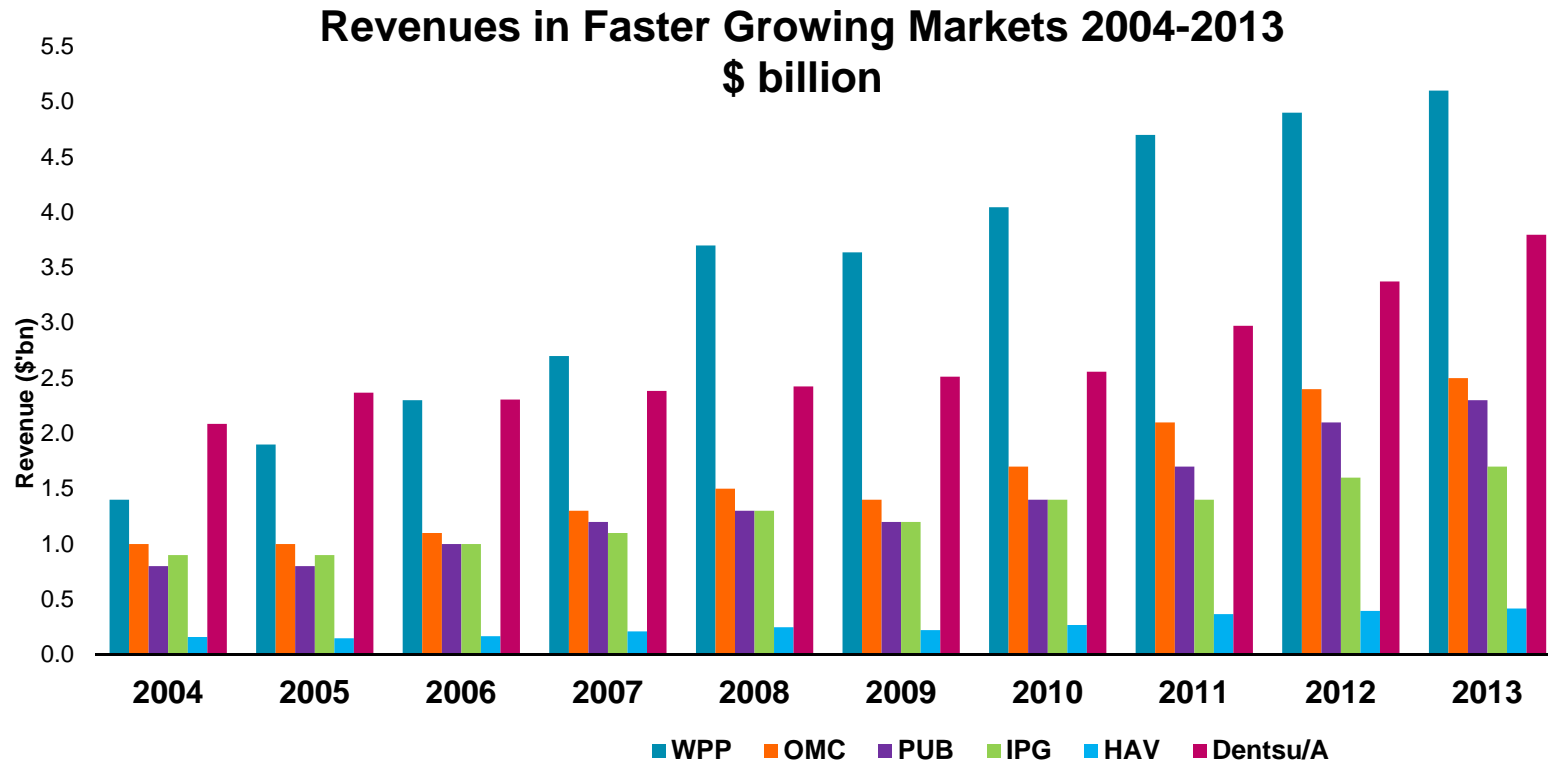
INTRODUCTION
SIR MARTIN SORRELL

Four Core Strategic Priorities

New Markets, New Media, Data Investment Management and “Horizontality”

- Faster growing markets to be 40% - 45% of revenues within 5 years
- New media now to be 40% - 45% of revenues within 5 years
- Data Investment Management to be 25%, and quantitative disciplines to be 50% of revenues with focus on the application of technology, big data and digital
- “Horizontality”: objective to ensure our people work together through clients teams, country managers and back-offices initiatives

New Markets



¹ WPP reportable US\$'s per WPP results and peer \$ revenues as shown in annual results presentations

² Peer data sourced from annual results translated at average exchange rate for the year where applicable

³ Faster growing markets include Asia Pacific, Latin America, Africa and Middle East, and Central & Eastern Europe (analyst estimates for OMC, PUB and IPG for C&EE)

⁴ Dentsu Aegis network: company provided proforma 2013. 2004 - 2012 reported USD per Bloomberg Dentsu revenue for faster-growing markets

Data, Technology and Digital



- **Globant: leading technology services provider**
- **Mkt Cap: \$484m¹**
- **Revenue²: \$158m , PBT: \$15m**
- **20% pre-IPO investment taken in December 2012**
- **Globant is partnering with WPP on technology development**

- **AppNexus: leading independent real-time advertising platform**
- **Latest round valued at \$1.2 billion (8/14)**
- **15% investment in AppNexus – from Injecting XFP platform plus \$25m in cash**
- **AppNexus partnering with XAXIS in real-time bidding technology**

- **Rentrak: Global measurement and research company**
- **Mkt Cap: \$985m¹**
- **Revenue: \$76m, PBT: -\$4.3m³**
- **17% investment in Rentrak – from Injecting Kantar's US TV measurement business and \$56m**
- **Kantar and GroupM partnering in consumer and media data**

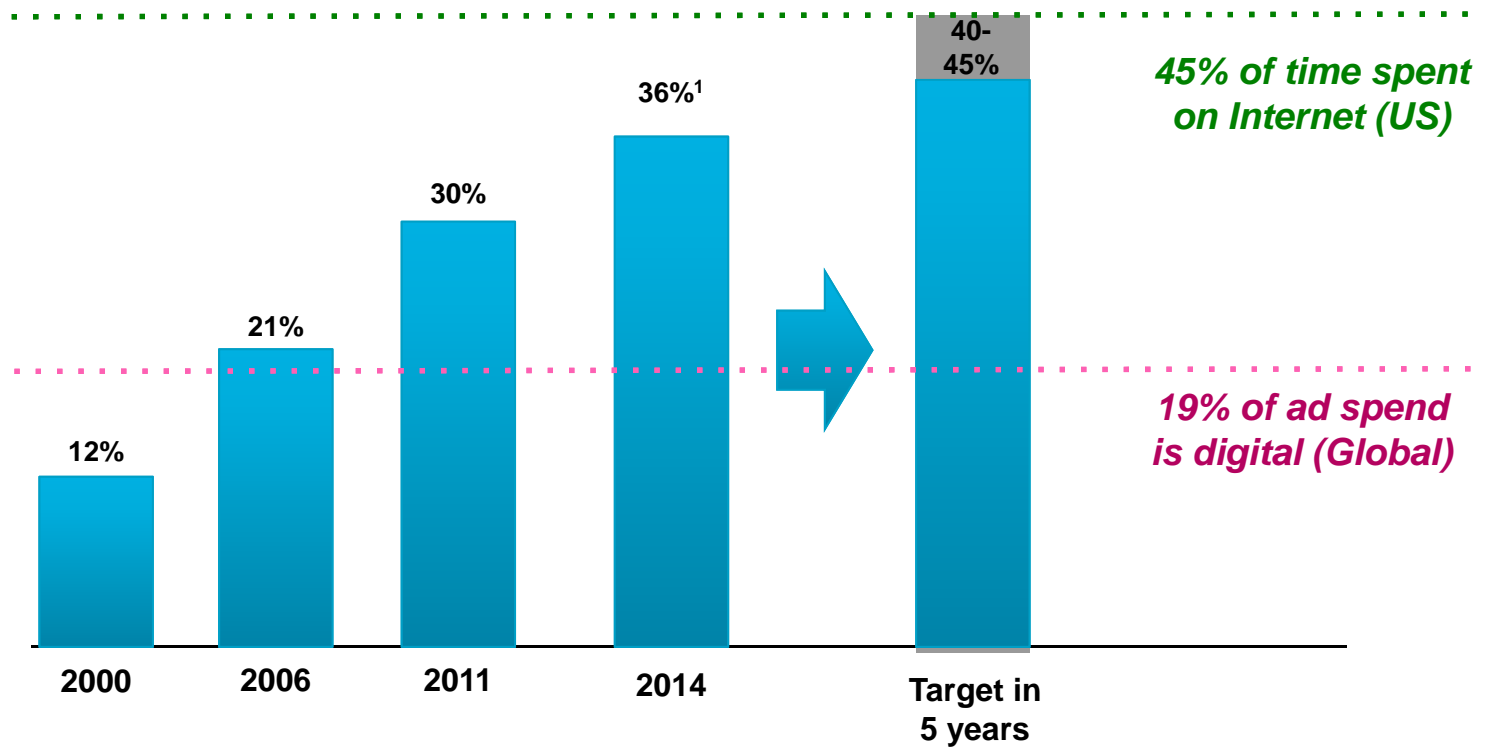
¹ Market capitalisation at 11/11/14

² Revenue and PBT for 2013 – Globant adjusted for stock compensation

³ Financial statements through March 31, 2014

New Media: Continues to Grow Strongly

Digital as % of WPP Revenues



¹ Full year forecast based on 2014 Q3RF forecast data








Content: increasingly technology-driven



Together, WPP holds around \$1bn¹ in minority-owned technology and content assets, including AppNexus, eRewards, Globant, Mutual Mobile and Syzygy, etc

¹ Based on stock market or latest funding round

Leading Global Digital Businesses

| Network | 2014Est Revenue \$'m |
|---|-------------------------|
|  (F) | 950 |
|  (F) | 850 |
|   | 750 |
|  (F) | 300 |
|  | 200 |
|  (F) | 200 |

(F) Forrester Digital Leader

Horizontality

179,000 people¹ in 3,000 offices in 110 countries with access to over \$24bn¹ of annual revenues



¹ Including associates and investments

New Business and Horizontality

Pitched with technology and enabling data

| WPP Agency | Account | Office | Billings (\$'m) |
|------------|------------------|---------------|-----------------|
| Mediacom | ABInbev | USA | 575 |
| Mediacom | Bayer/Merck | USA | 150 |
| MEC | Tiffany & Co | Global | 100 |
| Mediacom | Coca Cola | Mexico | 100 |
| Mediacom | Procter & Gamble | Latin America | 75 |
| MEC | Nestle | Australia | 60 |

Meaningful and Sustainable Differentiation?

Today's agenda

| | | |
|---|--|----------------|
| Introduction | <i>Sir Martin Sorrell</i> | 1.00 pm |
| Overview of WPP's Digital Strategy | <i>Mark Read</i> | 1.15 pm |
| Digital Innovation | <i>Ajaz Ahmed</i> | 1.40 pm |
| Programmatic Media | <i>Brian Lesser</i> | 2.10 pm |
| The Future of TV | <i>Chet Fenster</i> | 2.30 pm |
| Marketing Technology | <i>Neil Stewart</i> <i>Jacques van Niekerk,</i> <i>Miro Walker</i> <i>Ricardo Moral</i> | 2.45 pm |
| Measurement and Technology | <i>Eric Salama</i> | 4.00 pm |
| Summary and Q&A | <i>Led by Sir Martin Sorrell</i> | 4.20 pm |
| Close | | 5.00 pm |