



Annual General Meeting

WPP AGM

9 June 2021

Roberto Quarta

Chairman

2020-2021 WPP Board Appointments



Angela Ahrendts DBE



Tom Ilube CBE



Dr. Ya-Qin Zhang

Mark Read

CEO

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WPP'S COVID-19 RESPONSE

- 1 Maintain health and safety of our people
- 2 Provide uninterrupted service to our clients
- 3 Help our communities through our creativity, media and technology
- 4 Ensure WPP's financial resilience to protect all our stakeholders

REVIEW OF 2020

2020: RESILIENT FINANCIAL PERFORMANCE, CONTINUED STRATEGIC PROGRESS

Improved organic growth performance

- Sequential recovery since initial lockdowns
- CPG, Tech, Pharma growing well in Q4

Stronger client performance

- 15 of top 30 clients grew in 2020
- Growing demand for commerce services
- \$4.4 billion in net new business

Improved financial position

- Net debt lowest since 2004

Taken action during COVID to be ready for 2021

- Strong financial discipline
- Positioned WPP for the future: AKQA Group, VMLY&R Commerce, Finsbury Glover Hering

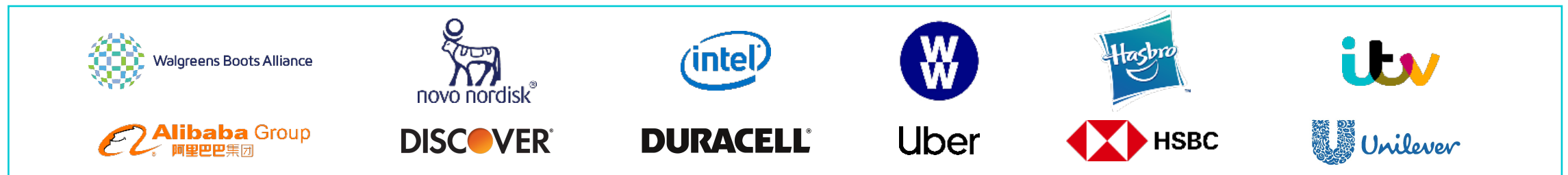
WE HAVE WON AND RETAINED MAJOR CLIENTS

Media Agency GROUPS		TOTAL New Business Values <i>(incl. billings retained)</i>	
1	GroupM	4 808	1 910
2	Dentsu international	1 833	734
3	Publicis Media	1 666	1 759
4	Omnicom Media (OMG)	1 588	751
5	Havas Media Group	1 133	1 053
6	Mediabrand	844	204

Source: COMvergence

RANK THIS QUARTER	RANK LAST QUARTER	HOLDING GROUP	ESTIMATED CREATIVE YTD REVENUE (USD \$m)	ESTIMATED MEDIA YTD REVENUE (USD \$m)
1	1	WPP	334.2	273.1
2	2	Publicis Groupe	189.6	155.7
3	5	Interpublic	169.5	150.7
4	3	Omnicom	96.1	195.9
5	4	Dentsu	137.2	102.2
6	6	Havas	94.2	60.2
7	7	Accenture	94.7	2.5

Source: R3



WE HAVE ALSO MADE SIGNIFICANT PROGRESS ON OUR PURPOSE AGENDA

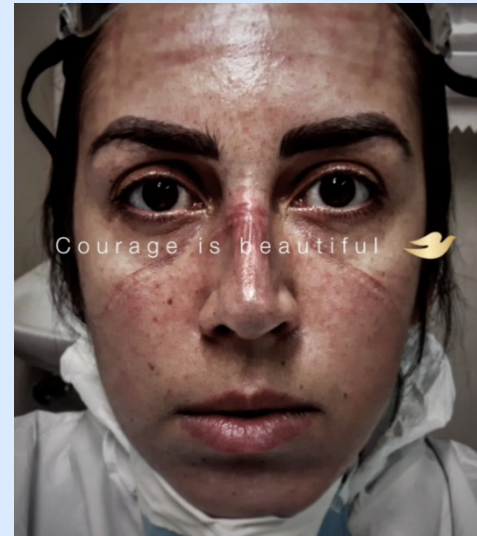
PEOPLE



PLANET



CLIENTS



COMMUNITIES



DESPITE THE PANDEMIC, WE GREW HALF OF OUR TOP 30 CLIENTS IN 2020

SIGNIFICANTLY IMPACTED
22%

Automotive	14%
Luxury, Premium	6%
Travel, Leisure	2%

-7.9% in Q4
-9.8% in FY

BALANCED RESPONSE
21%

Telco, Media, Ent	7%
Retail	5%
Financial services	4%
Other	5%

-6.9% in Q4
-4.7% in FY

MORE RESILIENT
57%

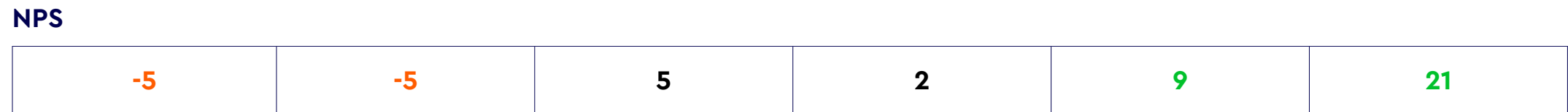
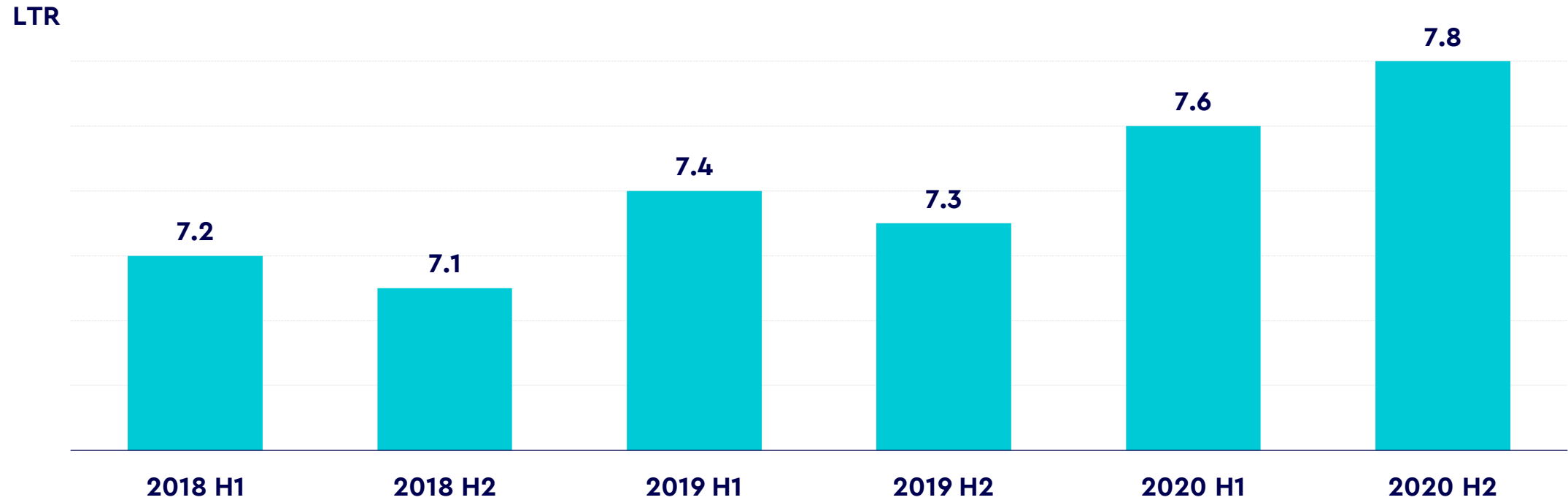
CPG	26%
Tech	18%
Healthcare, Pharma	13%

+1.9% in Q4
+0.9% in FY

Note: all figures relate to LFL revenue less pass-through costs from WPP's top 200 designated clients attributable to each industry for continuing operations in 2020, and include an allocation of GroupM trading revenue less pass-through costs. These clients comprise 64% of WPP total revenue less pass-through costs, and 82% of total designated clients for 2020 on this basis.

OUR CLIENT SATISFACTION HAS SYSTEMATICALLY IMPROVED

WPP CLIENT SATISFACTION



SOURCE: WPP Vantage; 2.4K-59K+ client responses per period;
LTR = Likelihood to recommend (scores out of 10), NPS = Net promoter score (-100 to +100)

Q1 '21 AND OUTLOOK

STRONG START TO THE YEAR IN Q1

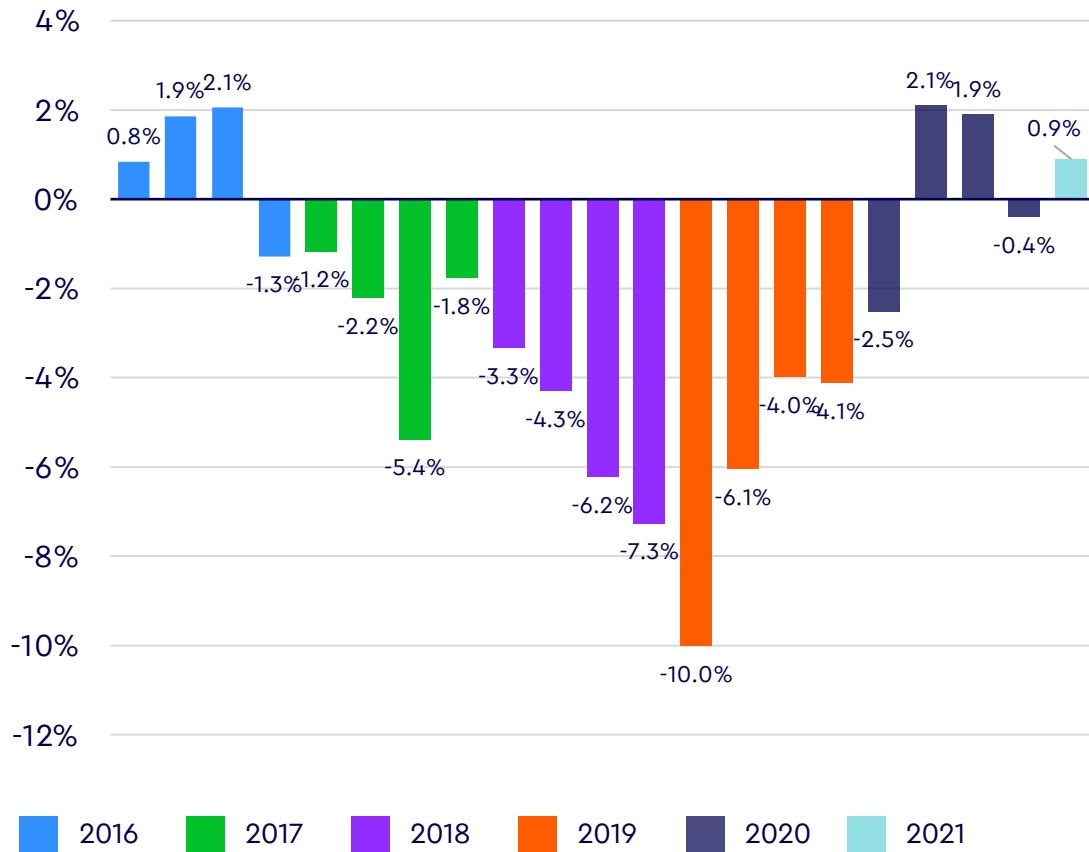
- Peer group-leading organic growth of 3.1%¹ (first time since 2013)
- Growth across all segments and most major markets
- Encouraging performance in our merged agencies
- \$1.3 billion net new business
- Ongoing strategic execution:
 - Choreograph
 - Strategic acquisitions
 - WPP AUNZ buy-in
 - Net zero target for 2030

LEADING PERFORMANCE IN Q1

WPP VS. AVG ORGANIC GROWTH — USA



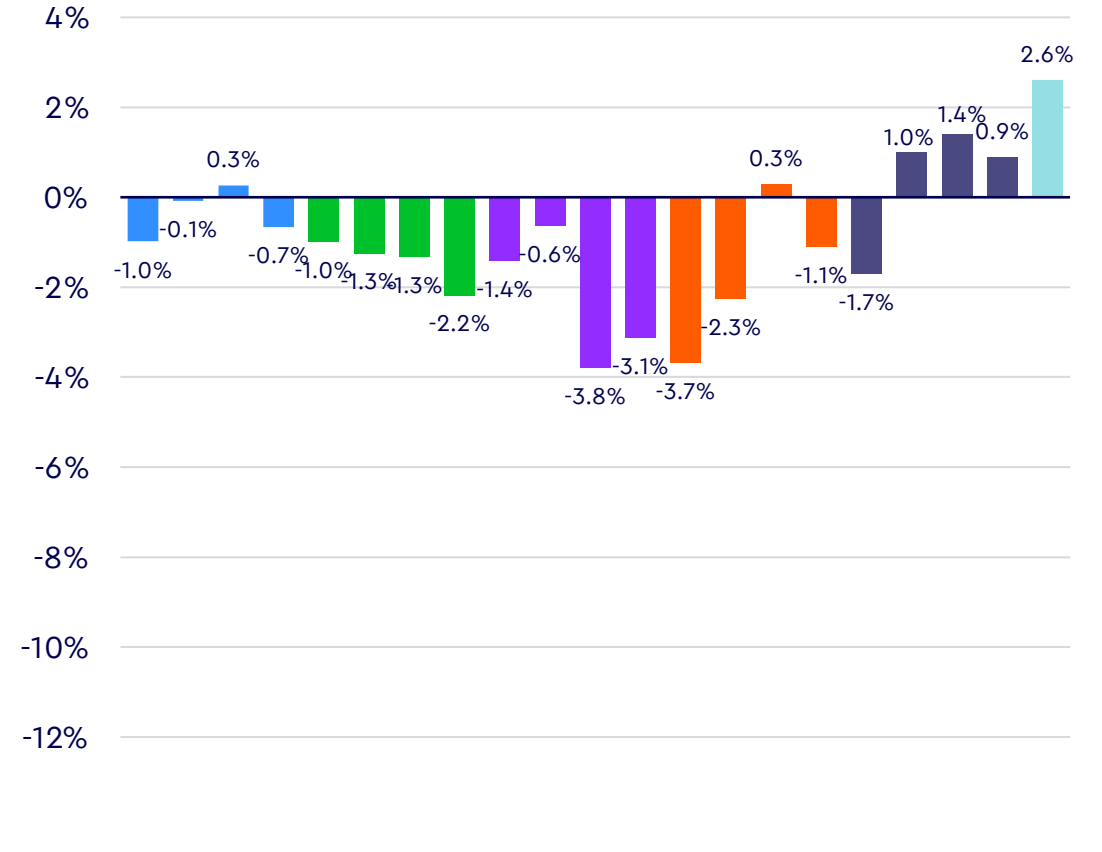
% BY QUARTER, 2016-Q121



WPP vs. AVG ORGANIC GROWTH — GLOBAL



% BY QUARTER, 2016-Q121



BASIS OF PREP: USA includes Dentsu 'Americas'. Dentsu does not disclose USA alone prior to Q3 2019.
SOURCE: Company reports

PRIORITIES FOR 2021 AND THE MEDIUM TERM

- 2021:
 - Managing continued COVID impact on people and clients
 - New business, new growth opportunities
 - Tangible progress on our purpose agenda
- Medium term:
 - Drive through transformation programme to reinvest in growth
 - Differentiate through creativity, technology and culture
 - Deliver superior returns to shareholders

Q&A



THANK YOU

WPP