

WPP

Annual General
Meeting 2015

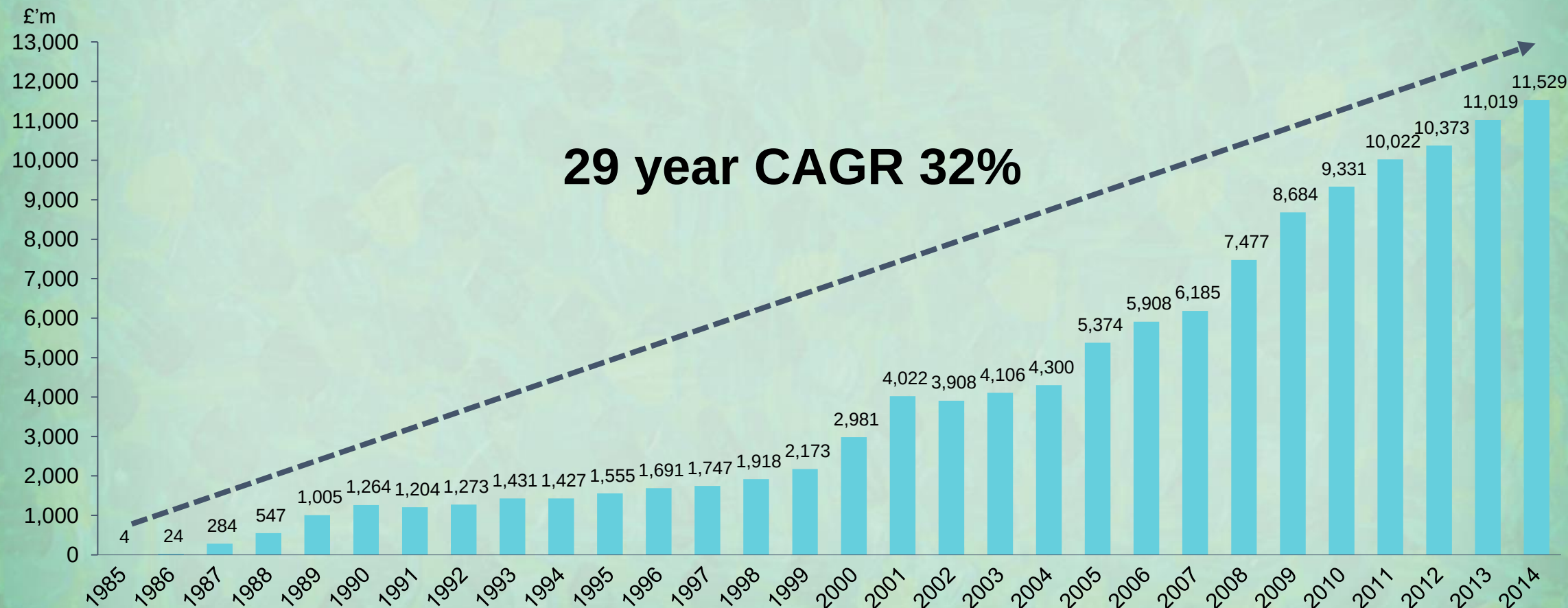
Sir Martin Sorrell

CEO

Our Financial Performance

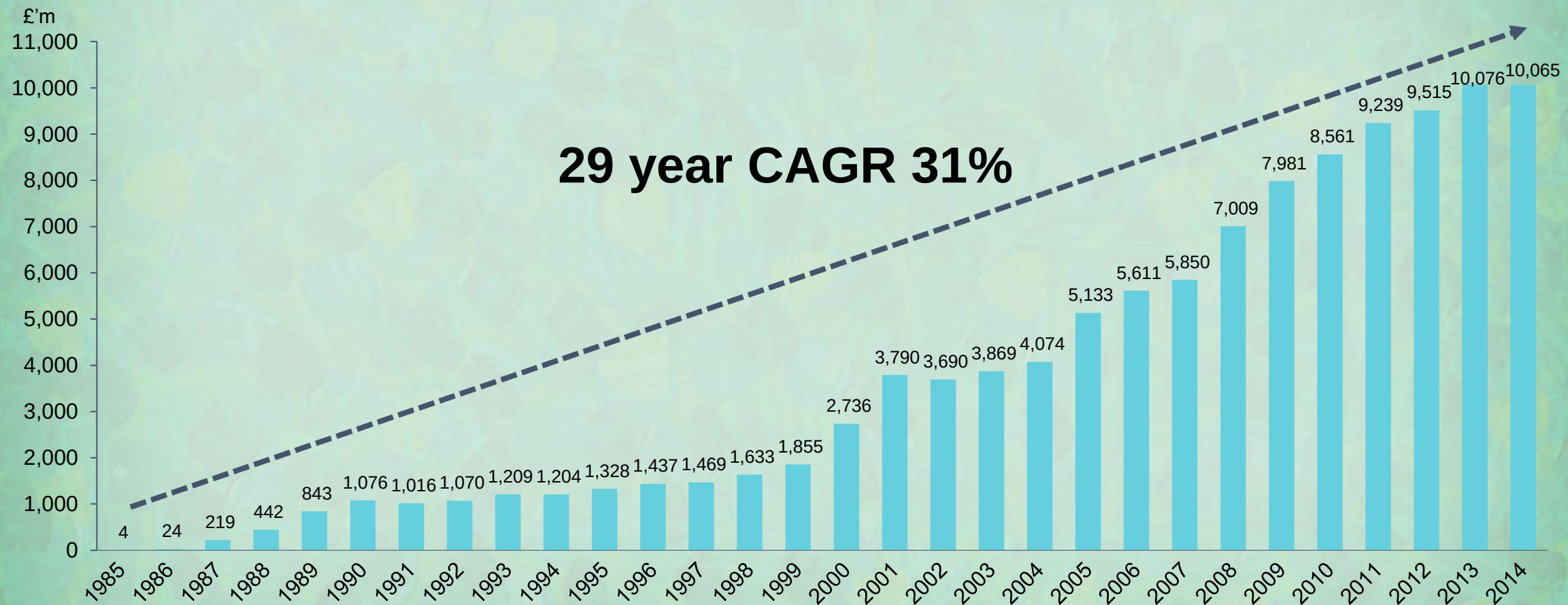
29 Year History

WPP Reported Revenue



29 Year History

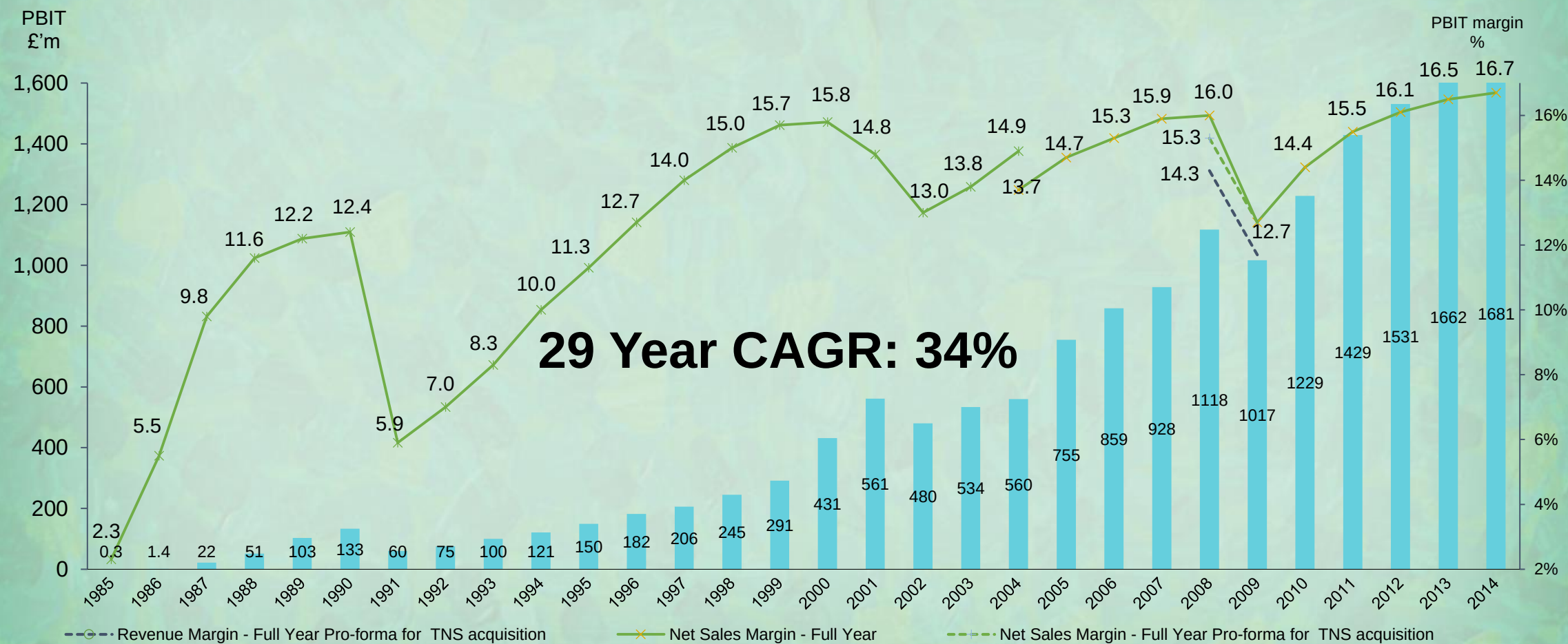
WPP Net Sales



29 Year History

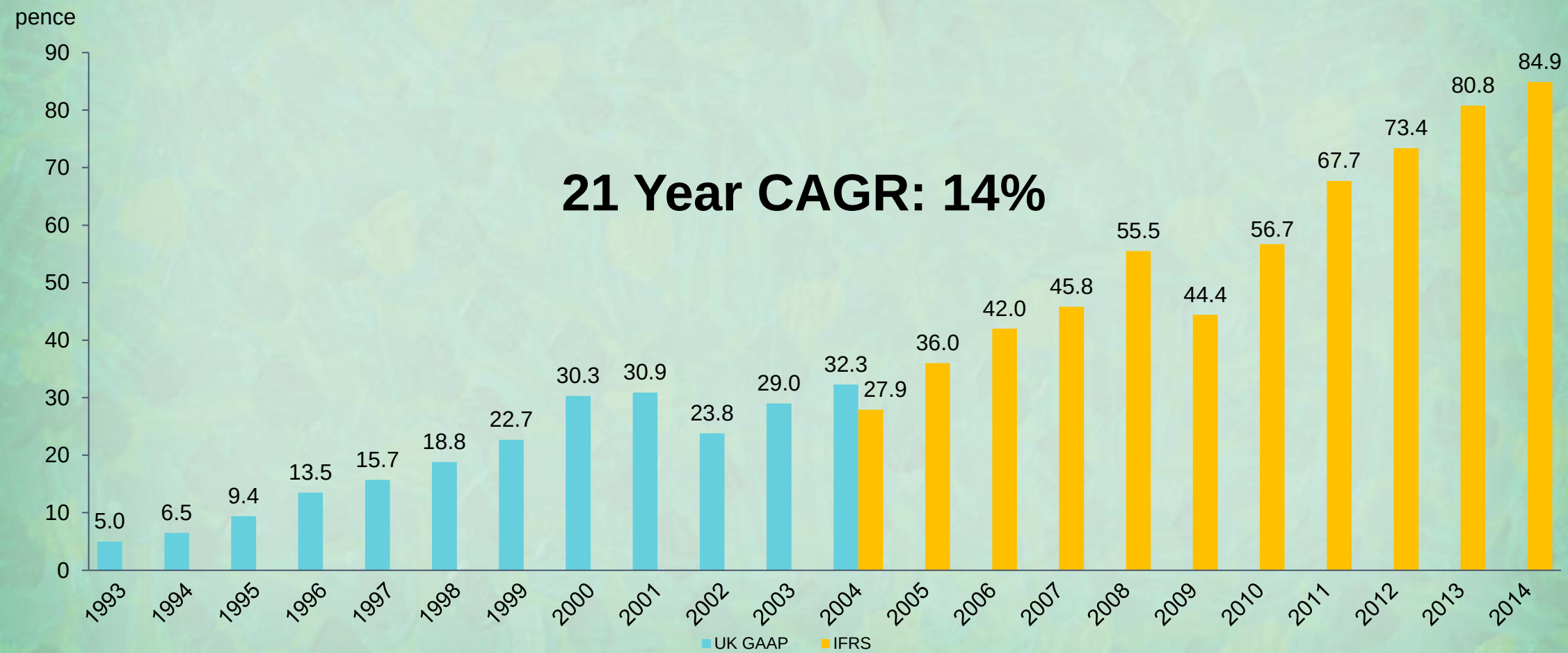
WPP PBIT and Margins

2004 onwards PBIT
reported under IFRS



History

WPP Headline Diluted EPS Post 1992 Rights Issue



Investor Returns

1985		2015
£1,000 invested in WPP	=	£60,985
£1,000 invested in FTSE	=	£4,533
\$1,000 invested in WPP	=	\$96,288
\$1,000 invested in S&P 500	=	\$10,138

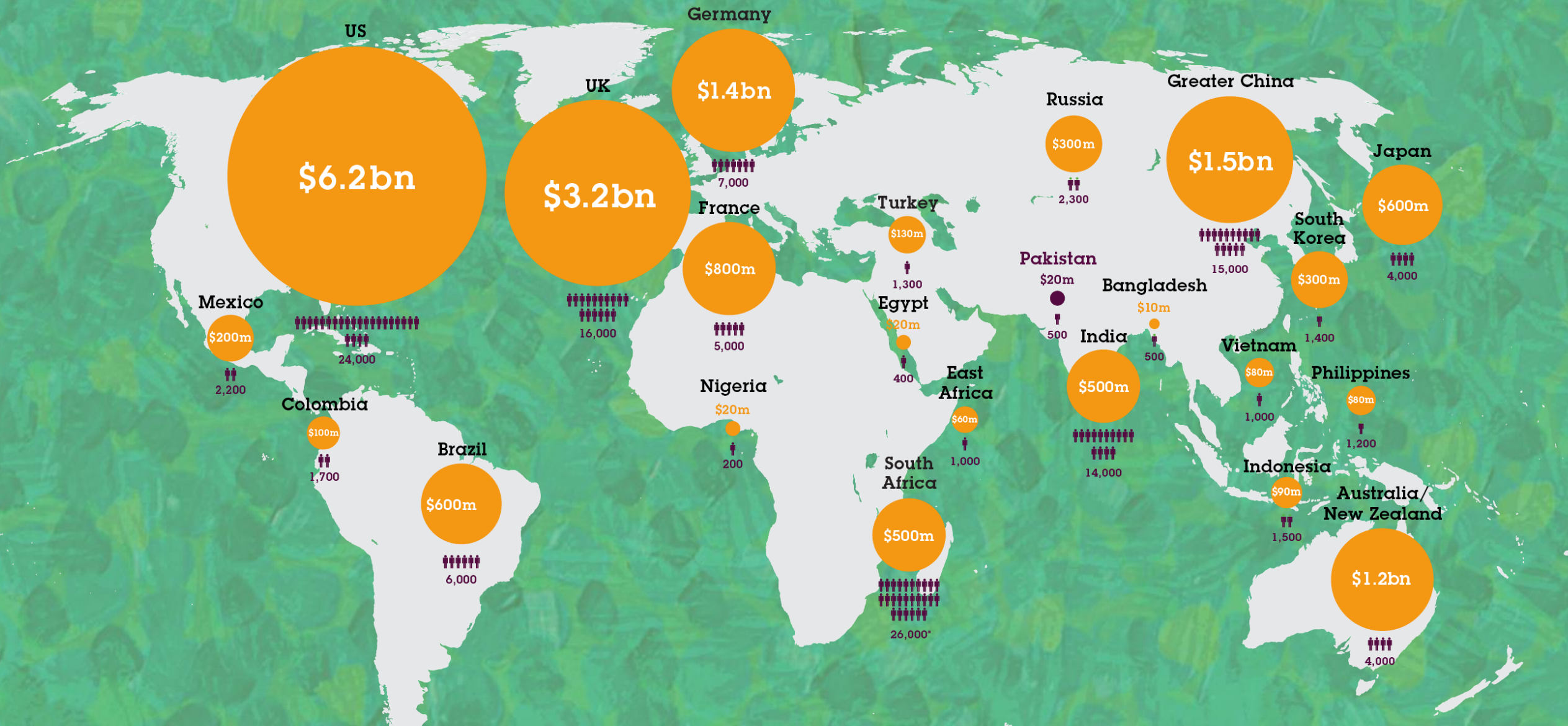
Investor Returns

1995		2015
£1,000 invested in WPP	=	£15,831
£1,000 invested in Peer group	=	£8,590

Peer group – Omnicom, Publicis, IPG, Havas

The Global Communications Services Leader

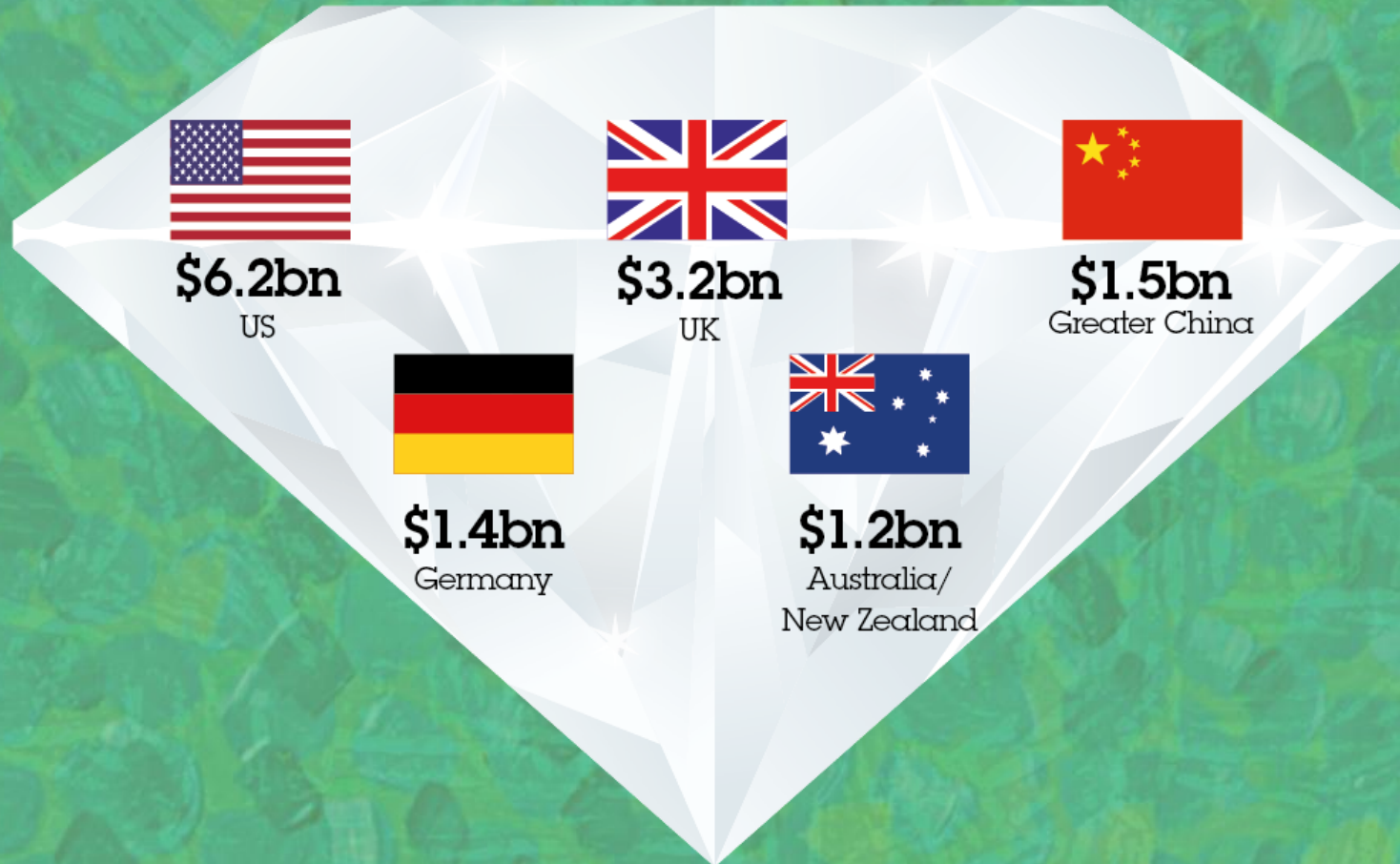
WPP: a global company



Our 9 'Billion Dollar Brands'



Our 5 'Billion Dollar Markets'



Horizontality

Over 188,000 people in
over 3,000 offices in 111
countries



Horizontality

46 Account Teams

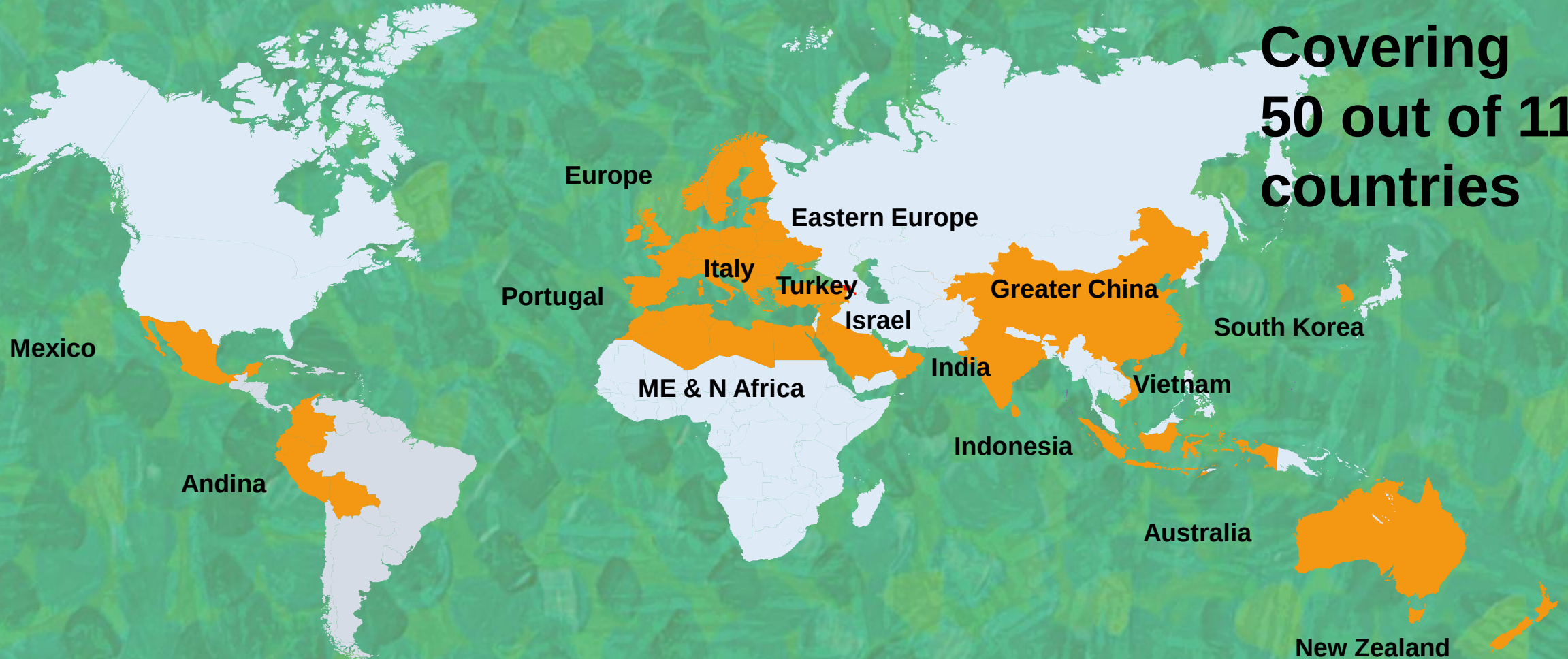
Over 38,000 WPP employees work on these clients



Horizontality

Regional, Sub-Regional and Country Managers

**Covering
50 out of 111
countries**



Our 4 Strategic Priorities



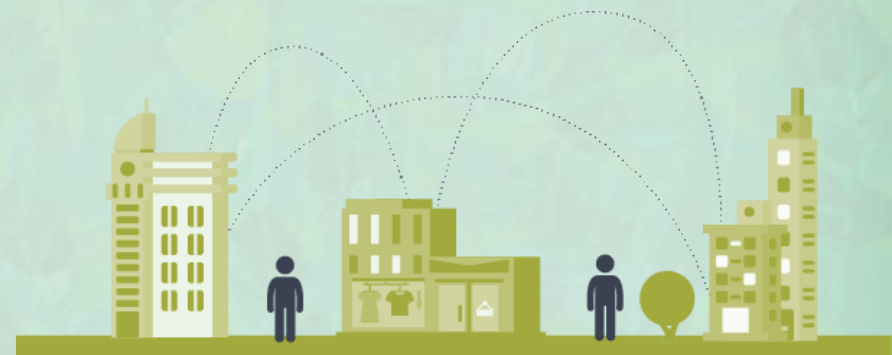
NEW MARKETS



NEW MEDIA



DATA INVESTMENT MANAGEMENT &
APPLICATION OF TECHNOLOGY

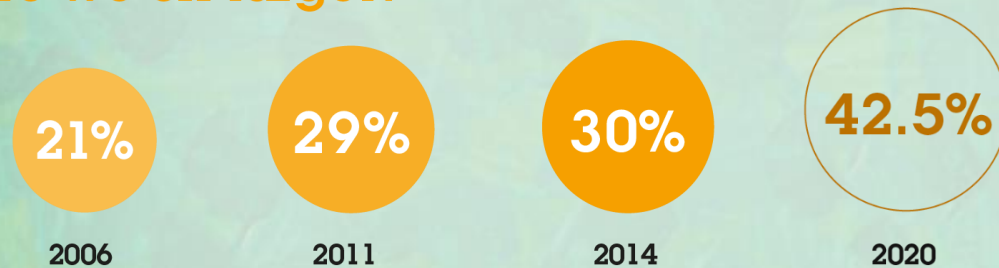


HORIZONTALITY

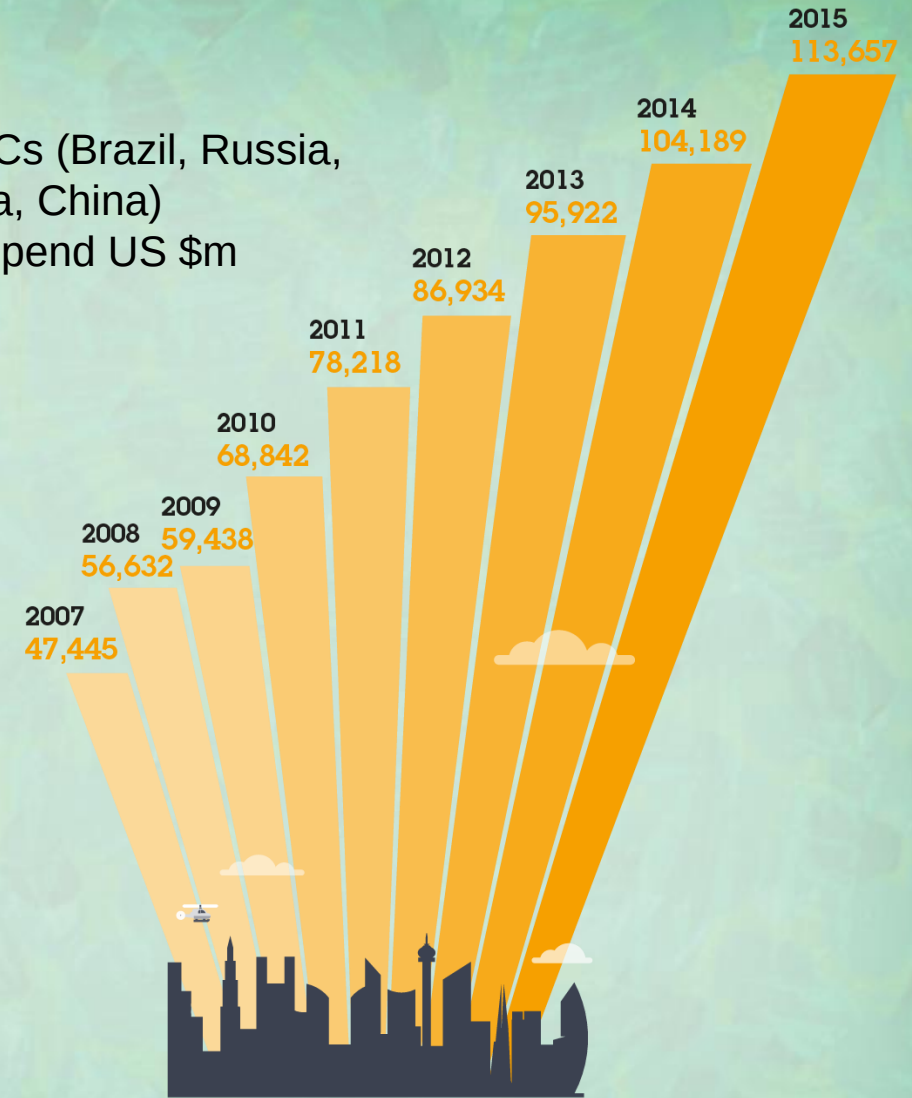
NEW MARKETS

Increase share of revenues from faster-developing markets to 40-45%

Are we on target?



BRICs (Brazil, Russia, India, China)
ad spend US \$m

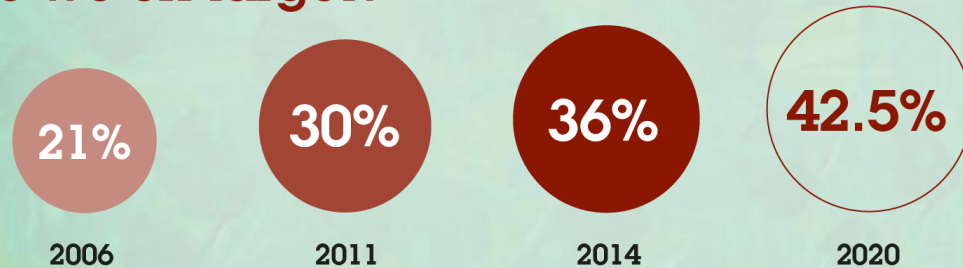


Source: GroupM This Year, Next Year Worldwide, December 2014

NEW MEDIA

Increase share of revenues from new media to 40-45%

Are we on target?



Global digital ad spend US \$m

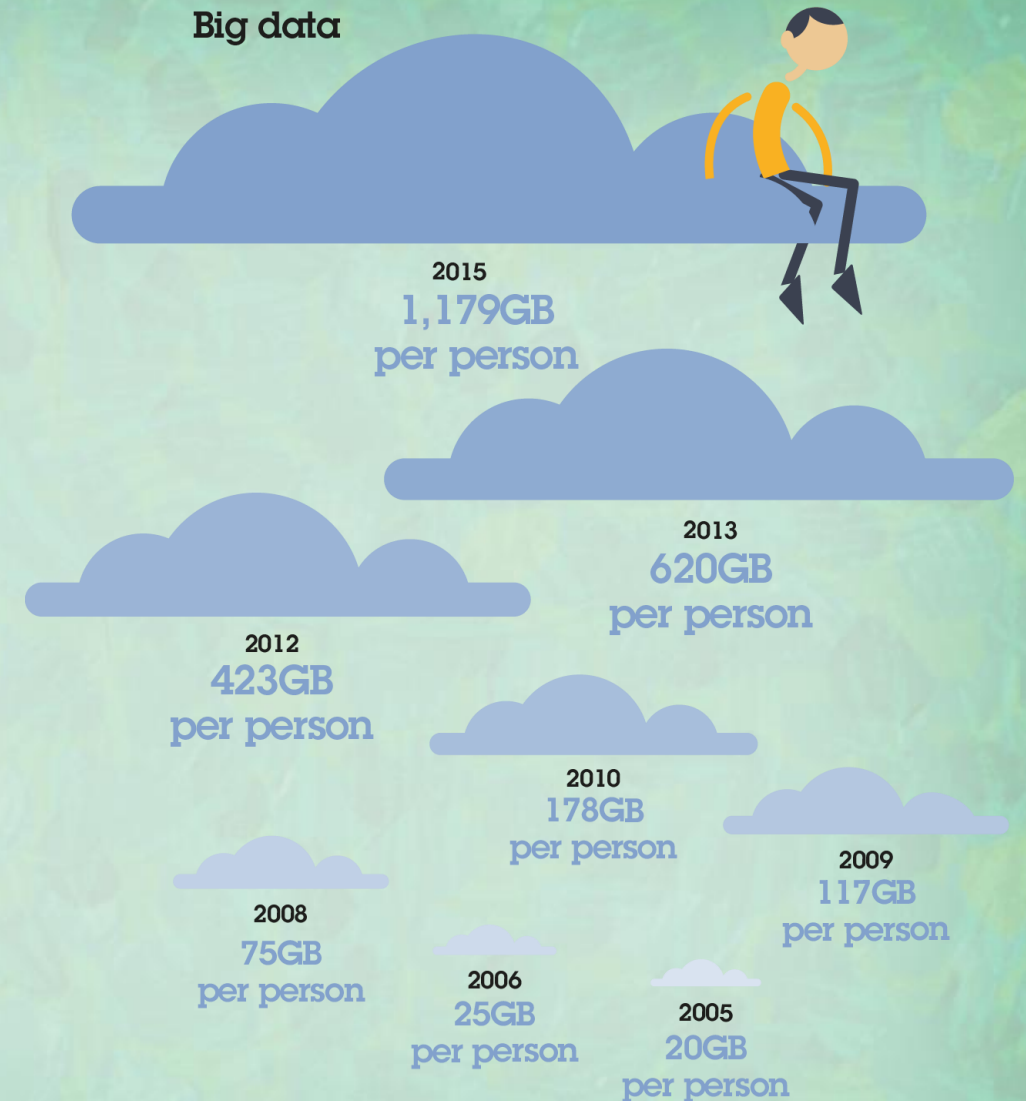
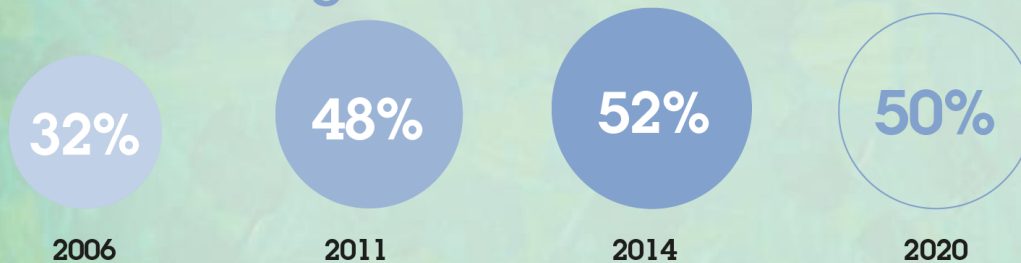


Source: GroupM *This Year, Next Year Worldwide*, December 2014

DATA INVESTMENT MANAGEMENT & APPLICATION OF TECHNOLOGY

Maintain share of more measurable marketing services at 50% of revenues

Are we on target?



Source: IDC: The Digital Universe of Opportunities

HORIZONTALITY

Advance 'horizontality' by ensuring our people work together for the benefit of clients



38,000+
people work on
our top
46
accounts



10 Key Opportunities

- Shift to East, South and South-East •
- Overcapacity and shortage of human capital
- Disruption
- Growth of retail power
- Importance of internal communications
- Global and local structures
- Relative power of finance and procurement
- Growth of government
- Sustainability
- Industry consolidation

Four Differentiators

Talent

Technology

Data

Content

WPP

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