Who we are

WPP is the world leader in communications services, comprising leading companies in:
- Advertising
- Media Investment Management
- Consumer Insight
- Public Relations & Public Affairs
- Branding & Identity
- Healthcare Communications
- Direct, Digital, Promotion & Relationship Marketing
- Specialist Communications

Through our companies and associates, WPP offers a comprehensive and, when appropriate, integrated range of communications services to national, multinational and global clients. Our major networks include:

AKQA
Bates CHI & Partners
The Brand Union
Burson-Marsteller
Cohn & Wolfe
FITCH
G2
ghg
Grey
GroupM
Hill+Knowlton Strategies
JWT
Landor Associates
Maxus
MediaCom
MEC
Millward Brown
Mindshare
Ogilvy CommonHealth
Worldwide
Ogilvy & Mather
Sudler & Hennessey
tentheastavenue
TNS
Wunderman
Young & Rubicam Group

Key WPP executives

Sir Martin Sorrell, Group Chief Executive
Paul Richardson, Group Finance Director
Mark Read, Director of Strategy

WPP makes acquisitions and strategic investments in companies that improve the Group's understanding of the digital space and provide access for WPP companies and their clients to a portfolio of digital experts. These include:
- 24/7 Media, digital marketing technology
- Acceleration, marketing & publishing technologies
- Blue State Digital, consumer activation
- F.biz, digital communications
- JumpTap*, mobile advertising
- POSSIBLE, digital communications
- Rockfish, digital innovation
- Salmon, e-commerce delivery
- Say Media*, online video platform
- Vice Media, youth media

WPP was ranked in the Top 10 of GigaOM’s 2012 paidContent 50, alongside Google, China Mobile and Apple. The rankings are based on the amount of revenue earned from digital content.

Financial data

Reported revenues\(^1\) £10.4 billion $16.5 billion
Reported billings\(^1\) £44.4 billion $70.5 billion
Market capitalisation\(^2\) £13.0 billion $19.8 billion

\(^1\) As at December 2012.\(^2\) As at April 2013.

WPP is quoted on the London Stock Exchange and NASDAQ in New York (WPPGY).

Where we operate

The Group has over 165,000 people (including associates) working in over 3,000 offices in 110 countries.

Who we work for

WPP companies work with 350 of the Fortune Global 500; all 30 of the Dow Jones 30; 63 of the NASDAQ 100; and 31 of the Fortune e-50. Nearly 760 clients are served in three disciplines. Almost 480 are served in four disciplines; these clients account for over 57% of Group revenues. The Group also works with almost 360 clients in six or more countries.

As part of a growing trend, many of our clients, requiring a full range of communications services, are served directly through the ‘portal’ of WPP, the parent company. There are over 30 WPP team leaders assigned to focus on clients such as Bayer, Colgate-Palmolive, Danone, Dell, Ford, HSBC, Johnson & Johnson, Kimberly-Clark, Mazda, Procter & Gamble, Shell and Vodafone.

Key WPP locations

WPP has approximately 400 people working centrally, with offices in London and New York and hubs in Shanghai, Tokyo and São Paulo.

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Tel +44 (0) 20 7408 2204

WPP US 100 Park Avenue New York NY 10017
Tel +1 (212) 632 2200

WPP EMEA 27 Farm Street London W1J 5RJ
Tel +44 (0) 20 7408 2204

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* investment.
Our history

WPP was formed in 1985 when Martin Sorrell took control of a shell company, Wire & Plastic Products PLC. It made its first acquisitions in 1986, buying 10 marketing services companies by year-end.

In 1987, WPP bought the J. Walter Thompson Group and, in 1989, the Ogilvy Group.

After financial restructuring in the early 1990s, WPP continued to develop its operations with the formation of CommonHealth, a healthcare communications network, in 1992.

Acquisitions and operational developments continued throughout the 1990s, including investments and acquisitions in new media (digital) companies in 1995, the creation of Kantar, the parent company for WPP's research businesses, and combining the media operations of O&M and JWT to form Mindshare.

During 2000-2002, WPP acquired Young & Rubicam Inc. and The Tempus Group, and continued to build stakes in a number of Chinese and other Asian businesses. Cordiant Communications was acquired in 2003 and Grey Global Group in 2005.

In 2007, WPP Digital was created to develop the Group's digital capabilities. TNS, one of the world’s leading custom market research specialists, was acquired by WPP in 2008 and joined Kantar.

Since 2009, WPP has continued to build its presence and expertise in digital, faster-growing markets and consumer insights through acquisitions, partnerships and investments.

A detailed timeline is available at www.wpp.com/WPP/About/Whoweare.

The role of the parent company

WPP actively seeks to complement the professional activities of our individual companies through initiatives and programs that:

• Provide greater value to our clients.
• Offer competitive advantage to our companies.
• Create opportunities and rewards for our people.
• Accelerate our development in growth areas.

WPP also plays an across-the-Group role in the management of talent, including recruitment and training; in property management; in procurement and IT; and in knowledge sharing and practice development, including sustainability.

WPP strategy

To be the preferred provider of multinational, regional and national communications services by adding value to clients' business.

To provide clients with a comprehensive and, when appropriate, integrated range of communications services of the highest quality, both strategically and tactically.

To grow and maintain companies of such excellence that they provide the most stimulating career opportunities for talented professionals in all disciplines.

To provide those professionals with rewards and incentives which encourage a sense of ownership.

Last, but not least, to enhance share owner value.

Recognition and awards

Member: FTSE100, Euro FT300, Forbes Global 2000, FTSE4Good Index and the Dow Jones Sustainability Index.

For the second year running, WPP was named Holding Company of the Year at the 2012 Cannes Lions International Festival of Creativity.

WPP was ranked Most Effective Holding Company, Globally, in the 2012 Effie Effectiveness Index.

In December 2012, WPP CEO Martin Sorrell was named Britain's Most Admired Leader by Management Today and received the UK Marketing Society's Outstanding Leadership Award.

During 2012, WPP's sustainability program was recognised with the IVCA Clarion Award for Strategic Communication, the Golden Peacock Award for responding to stakeholder needs, a Corporate Engagement Award for the Group's commitment to supporting charities and NGOs, a Galaxy Gold Award and a Mercury Gold Award for WPP's Sustainability Report, and Best Use of Digital to communicate sustainability at the Digital Impact Awards.

WPP's Annual Report received two LACP 2012 Vision Gold Awards and is consistently ranked in its Top 100 worldwide.

WPP's website won a 2012 WebAward for Outstanding Achievement in Web Development.

WPP's global newspaper and ebook, The WIRE, is consistently ranked in the Top 50 worldwide for Internal Communications Materials in the LACP Inspire Awards.

Contact points

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