

WPP

CANNES LIONS 2011/12/13
HOLDING COMPANY OF THE YEAR



EFFIE INDEX 2012/13
MOST EFFECTIVE HOLDING COMPANY



Trading Statement for the First Quarter 2014

April 2014



Contents

1 First Quarter 2014

Hard Copy only:

2 Other Financial Information

3 28 Year History



1 First Quarter 2014



First Quarter 2014

Highlights

- Revenue growth of 1.5%, with like-for-like growth of 7.0%, 2.6% growth from acquisitions and -8.1% from currency.
- Gross margin or net sales growth of -1.8%, with like-for-like growth of 3.8%, 2.3% growth from acquisitions and -7.9% from currency.
- First quarter profits, revenue margin and gross margin or net sales margin above budget.
- Like-for-like revenue growth in all regions and business sectors, particularly strong growth in North America and UK and in Advertising and Media Investment Management and Direct, Digital and Interactive.
- Headcount down 0.1% like-for-like since 1 January 2014 and up 1.1% on average in first quarter, with like-for-like gross margin or net sales up 3.8%.



First Quarter 2014

Summary

- Average net debt of £2,454m down £602m versus 2013 at 2014 exchange rates.
- Share buy-backs in the quarter accelerated to £173m or 1.0% of share capital, with closed period additions of £67m or 0.4% of share capital, making a year-to-date total of £240m or 1.4% of share capital.
- Completion of 20 acquisitions in first quarter at cost of £91m.
- Strong net new business of \$1.3bn based on internal estimates and very high level of pitches probably reflecting changing industry structure.
- April new business very strong with trade press reported net new business billings of over \$1.5bn.



First Quarter 2014

Summary – Revenue and Gross Margin or Net Sales Growth

% Growth	Revenue	Gross Margin
Like-for-like	7.0	3.8
Acquisitions	2.6	2.3
Constant currency	9.6	6.1
Foreign exchange	-8.1	-7.9
Reportable sterling	1.5	-1.8
Reportable US dollars¹	8.7	5.1
Reportable euros²	4.5	1.1

¹ Translated into US\$, using among other currencies, average exchange rates of US\$/£ for Q1 2014 of \$1.66 (Q1 2013: \$1.55)

² Translated into Euros, using among other currencies, average exchange rates of €/£ for Q1 2014 of €1.21 (Q1 2013: €1.17)

First Quarter 2014

Revenue by Discipline

	2014 £m	2013 £m	% Change		
			Reported	Constant Currency	Like-for- like
Advertising, Media Investment Management	1,089	1,032	5.5	14.7	13.0
Data Investment Management	566	588	-3.8	3.6	0.9
Public Relations & Public Affairs	212	221	-4.1	2.9	1.9
Branding & Identity, Healthcare and Specialist Communications	703	691	1.8	9.1	5.1
Total	2,570	2,532	1.5	9.6	7.0

First Quarter 2014

Gross Margin or Net Sales by Discipline

	2014 £m	2013 £m	Reported	% Change	
				Constant Currency	Like-for- like
Advertising, Media Investment Management	998	1,015	-1.6	7.0	5.7
Data Investment Management	406	425	-4.5	2.8	0.6
Public Relations & Public Affairs	210	219	-4.1	2.9	1.9
Branding & Identity, Healthcare and Specialist Communications	669	667	0.3	7.7	3.7
Total	2,283	2,326	-1.8	6.1	3.8

First Quarter 2014

Advertising, Media Investment Management

- Strongest performing sector with like-for-like gross margin or net sales growth of 5.7% in first quarter.
- Strong growth in JWT, Y&R and Grey in the first quarter, especially in USA, with Ogilvy & Mather also performing well.
- Media Investment Management gross margin or net sales up over 10% like-for-like in first quarter, strong double-digit growth in North America, UK, Latin America and Middle East.
- Acquisition of control of Memac in the Middle East and WVI in Russia. Acquisitions of Marketeers in Vietnam and Egift in China (premium and loyalty programmes) and in digital media, Bannerconnect (programmatic advertising) in the Netherlands, Lemon Sky (digital agency) in Poland, Social Wavelength (digital agency) in India, TMARC (mobile activation) in South Africa and X-Prime (digital agency) in France.



First Quarter 2014

Data Investment Management

- Data Investment Management like-for-like gross margin or net sales up 0.6%, a slower rate of growth than the final quarter of 2013.
- All regions except North America and Asia Pacific grew in the first quarter, with particularly strong growth in UK, Latin America and Africa.
- Millward Brown, Kantar Media, Kantar Worldpanel, Lightspeed, KIMRB and Benenson performed strongly.
- Acquisitions of Data Republic in Spain (April), Sagia in Saudi Arabia and XTEL in Italy (April).



First Quarter 2014

Public Relations & Public Affairs

- Public Relations and Public Affairs like-for-like gross margin or net sales was up 1.9%, continuing the improvement seen in the final quarter of 2013, but with even stronger overall growth.
- All regions, except Latin America and the Middle East, grew in the first quarter, with particularly strong growth in the United Kingdom, Asia Pacific and Africa.
- Acquisition of Rice5 in China.



First Quarter 2014

Branding & Identity, Healthcare and Specialist Communications

- Constant currency gross margin or net sales grew strongly at 7.7% with like-for-like growth of 3.7%.
- All of the Group's businesses in this sector, except Branding & Identity, grew in the first quarter, with particularly strong growth in the Group's Direct, Digital and Interactive businesses.
- Acquisition of XMKT (experiential marketing) in China.



First Quarter 2014

Direct, Digital and Interactive

- At 31 March 2014, Direct, Digital and Interactive revenues were \$1.5bn or 35% of total revenues (first quarter 2013: \$1.3bn and 34% respectively), up 14.8% in constant currency and up 12% like-for-like.
- The number of people working in the Group in this practice is over 36,000 or 30% of headcount.
- Recent acquisitions and investments include Cognifide (marketing technology consultancy) in UK, FusePump (digital data and content) in UK and Percolate (digital content software) in USA.



First Quarter 2014

Revenue by Region

	2014 £m	2013 £m	% Change		
			Reported	Constant Currency	Like-for- like
North America	915	886	3.4	11.2	9.3
UK	357	318	12.2	12.2	10.7
Western Continental Europe	592	592	0.0	4.2	3.7
Asia Pacific, Latin America, Africa & Middle East, Central & Eastern Europe	706	736	-4.1	10.8	5.2
Total	2,570	2,532	1.5	9.6	7.0

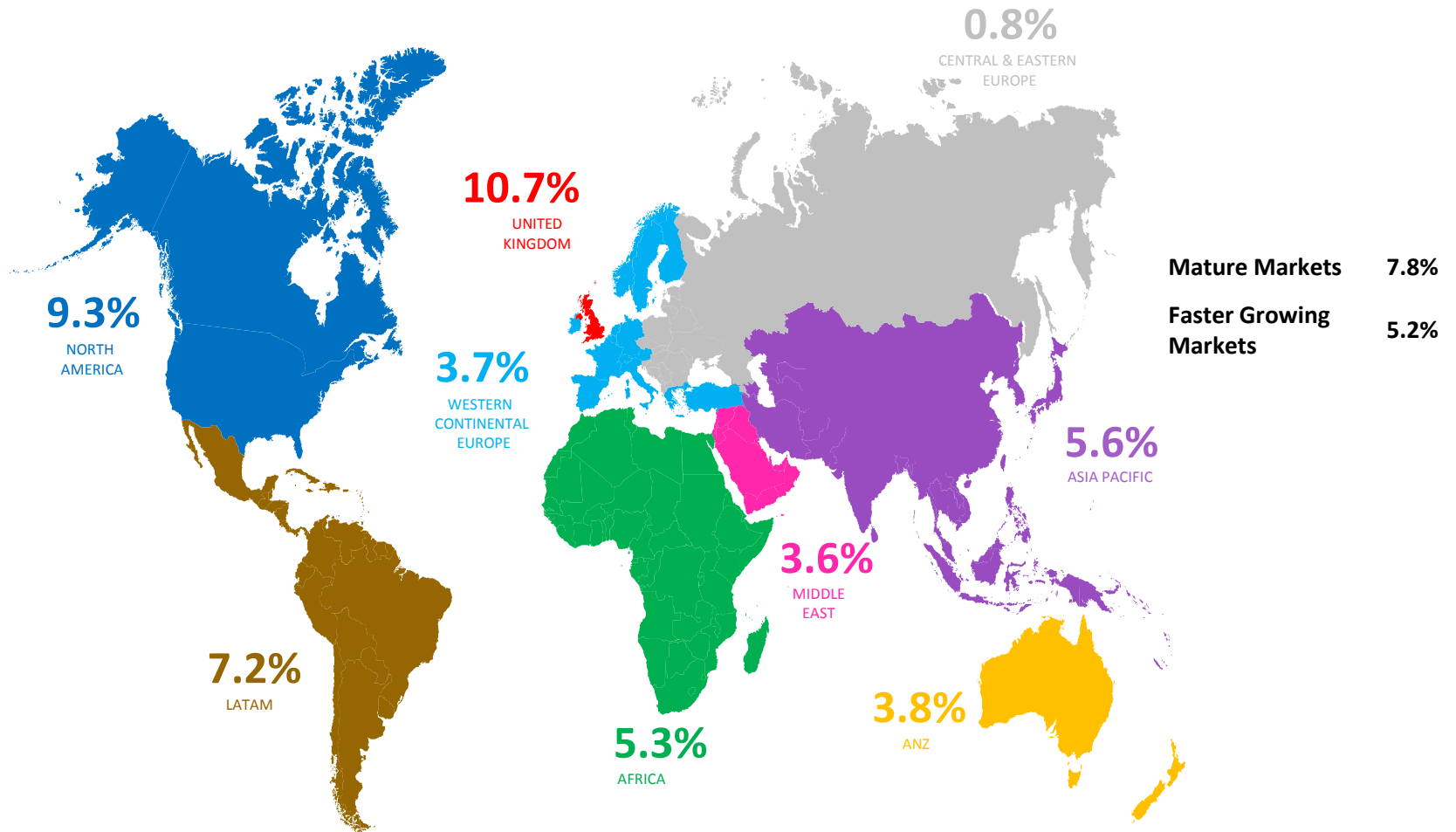
First Quarter 2014

Gross Margin or Net Sales by Region

	2014 £m	2013 £m	% Change		
			Reported	Constant Currency	Like-for- like
North America	827	839	-1.5	6.0	4.4
UK	317	292	8.7	8.7	7.3
Western Continental Europe	504	516	-2.3	1.9	1.7
Asia Pacific, Latin America, Africa & Middle East, Central & Eastern Europe	635	679	-6.4	8.2	3.2
Total	2,283	2,326	-1.8	6.1	3.8

First Quarter 2014

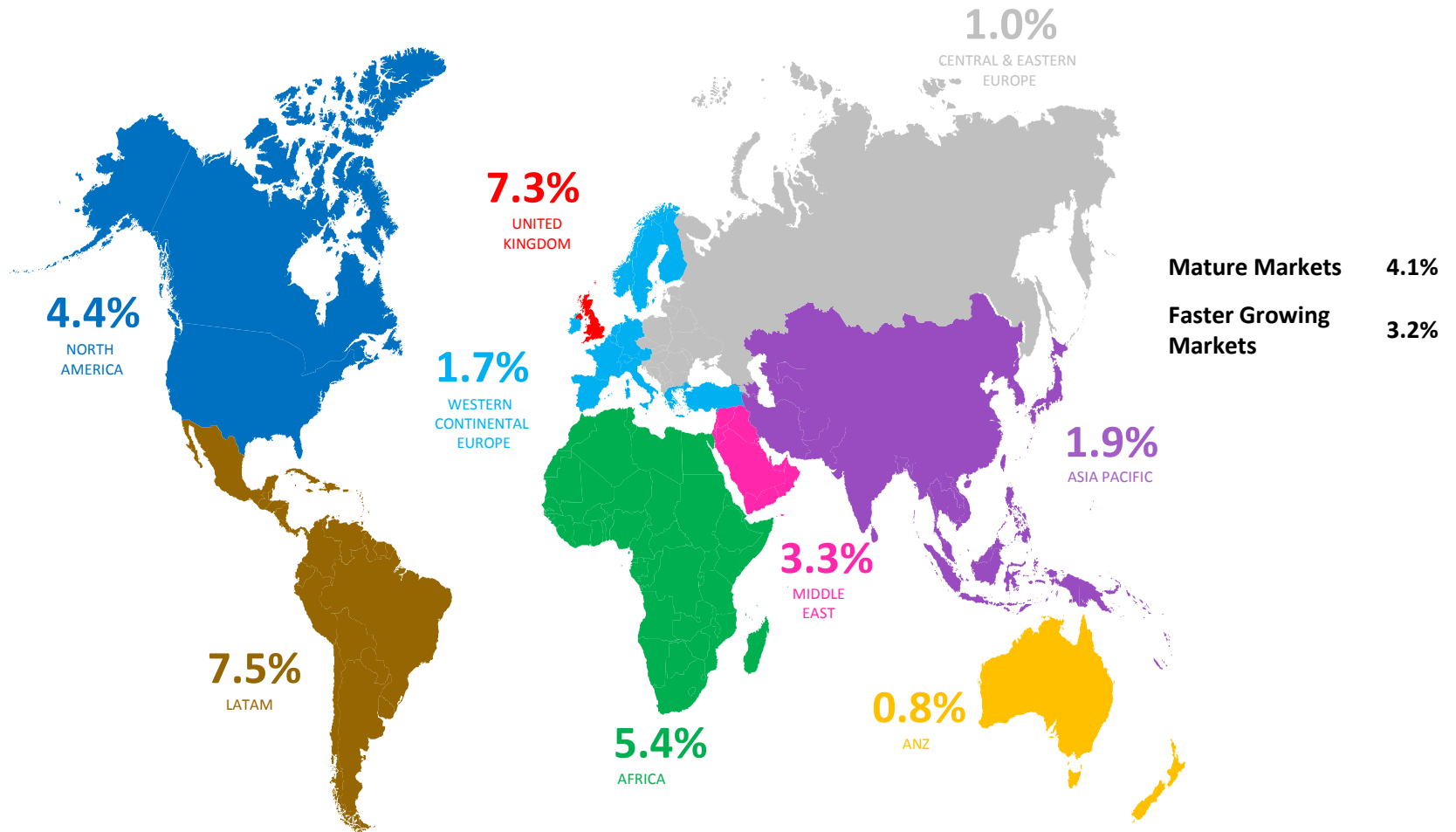
Revenue Growth¹ by Region



¹ First quarter like-for-like revenue growth vs. 2013

First Quarter 2014

Gross Margin or Net Sales Growth¹ by Region



¹ First quarter like-for-like gross margin or net sales growth vs. 2013

First Quarter 2014

Growth by Region

- UK was the strongest region in the first quarter, with like-for-like gross margin or net sales growth of 7.3%. Advertising and Media Investment Management and Direct, Digital and Interactive grew particularly strongly.
- Faster Growing Markets represented 28% of Group gross margin or net sales, slightly down from prior year first quarter reflecting the impact of currency movements.
- North America, with like-for-like gross margin or net sales growth of 4.4%, was only slightly slower than the last quarter of 2013.
- Asia Pacific, Latin America, Africa & the Middle East and Central and Eastern Europe gross margin or net sales growth in the final quarter of 2013 improved over the third quarter and grew strongly in the first quarter of 2014, with like-for-like growth of 3.2%.
- Latin America (+7.5%), the BRICs (+3.3%) and Next 11 (+5.9%), parts of Asia Pacific and the CIVETS (+9.6%) and the MIST (+3.6%) showed good growth.
- Western Continental Europe improved with like-for-like gross margin or net sales growth of 1.7%. Finland, Germany, Ireland, the Netherlands and Turkey grew strongly.



First Quarter 2014

Gross Margin or Net Sales Growth by Country

Gross Margin Growth¹ Countries

>20%	Argentina
10% to 20%	India, Netherlands, Singapore
5% to 10%	Brazil, UK
Average ³ to 5%	Germany, South Africa, USA
Below Average ³	Australia, Belgium, Canada, Mainland China, Denmark, France, Greater China ² , Italy, Japan, Mexico, Norway, Poland, Russia, South Korea, Spain, Sweden, Thailand

¹ Like-for-like growth

² Includes Hong Kong and Taiwan

³ WPP Group average like-for-like gross margin or net sales growth of 3.8%

First Quarter 2014

Revenue Growth by Category

Revenue Growth ¹	Categories
Average ² to 10%	Drinks, Entertainment, Financial Services, Oil, Travel & Airline
5% to Average ²	Electronics
Less than 5%	Automotive, Computers, Food, Government, Personal Care & Drugs, Retail, Telecommunications

¹ Like-for-like growth

² WPP Group average like-for-like revenue growth of 7.0%

First Quarter 2014

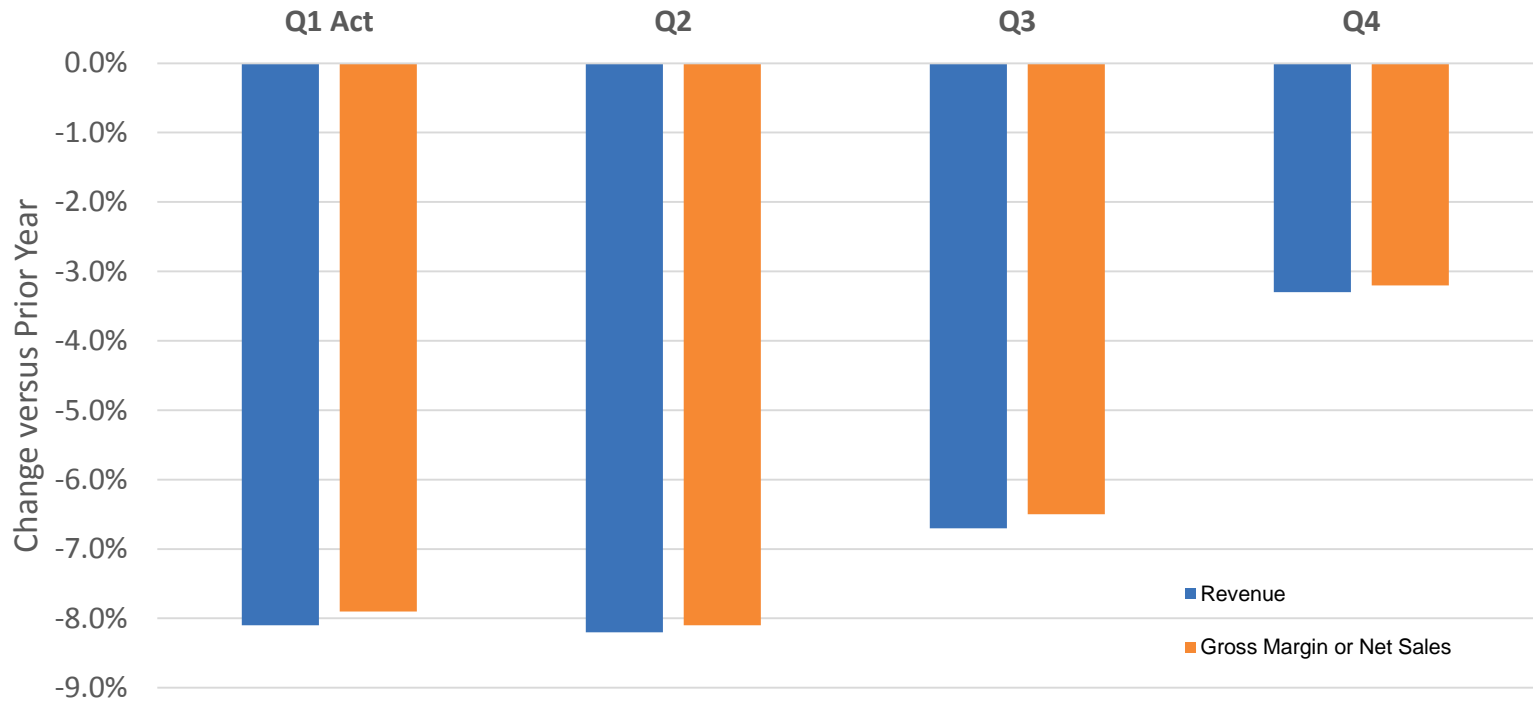
Effects of Currency

- Currency movements accounted for an 8.1% decrease in reported revenue, reflecting the overall strength of the £ sterling against many currencies, particularly in the faster growth markets as in the final quarter of 2013.
- Sterling stronger overall as follows:

	2014 Q1	2013 Q1	Sterling weaker/(stronger)
US\$	1.66	1.55	(7%)
€	1.21	1.17	(3%)
¥	170.1	143.1	(19%)
Chinese Renminbi	10.1	9.7	(4%)
Brazilian Real	3.91	3.10	(26%)
Australian \$	1.85	1.49	(24%)
Canadian \$	1.83	1.56	(17%)
Indian Rupee	102.2	84.1	(22%)
Singapore \$	2.10	1.92	(9%)
South African Rand	18.0	13.9	(29%)

First Quarter 2014

Projected impact of Foreign Exchange¹



- Full year impact if rates remain at current levels projected to be ca -6% on both revenue and gross margin or net sales.

¹ Q2-Q4 2014 estimate based on FX rates as at 31 March 2014 incl US\$/£ at \$1.68 and €/£ at €1.21.

First Quarter 2014

Trade Estimates of Major New Business Wins – First Quarter

WPP Agency	Incumbent	Account	Office	Billings(\$m)
Grey	OMC	Papa John's	USA	119
Ogilvy	N/A	Tiffany & Co.	Global	100
Mindshare	HAV	Volvo	Global	80
Cavalry	PUB	Miller Lite	USA	80
RKCR/Y&R	N/A	UK Government	Global	50
MEC	OMC/DNT	RAF/Royal Navy	UK	42



First Quarter 2014

Trade Estimates of Major New Business Losses – First Quarter

WPP Agency	Winning Agency	Account	Office	Billings(\$m)
MediaCom	PUB	ConAgra	USA	135
OgilvyOne	PUB	British Airways	Global	100
171 Worldwide	IPG	HTC	N. America	78



First Quarter 2014

Internal Estimates of Net New Business Wins

(\$m)	Creative	Media	Total
Advertising	359	586	945
Other Businesses	330	-	330
2014	689	586	1,275



First Quarter 2014

Trade Estimates of Major New Business Wins/Losses Since 1 April

	WPP Agency	Incumbent	Account	Office	Billings(\$m)
WINS	MEC	OMC	Vodafone	Global	1,008
	Mindshare	OMC	Pepsi	China	250
	MEC	PUB	BGL Group	Global	185
	Mindshare	PUB	Marks & Spencer	UK	101
	Contract MediaCom	IPG	Tata Docomo	India	40
	Johannes Leonardo	PUB	TripAdvisor	Global	30

Trade estimates of April net new business wins exceed \$1.5bn.



First Quarter 2014

Cash Flow and Net Debt

- Average net debt in the first three months down £602m to £2.454bn, compared to £3.056bn in 2013, at 2014 exchange rates.
- Acquisitions (including earnouts) of £102m and share buy-backs of £173m in first quarter of 2014.
- Net debt at 31 March down £462m to £2.837bn, compared to £3.299bn last year, at 2014 exchange rates, reflecting improvements in working capital and the redemption of the £450m Convertible Bond.
- Average net debt to Headline EBITDA, for 12 months to 31 March, is now at the bottom of our target range of 1.5x - 2.0x.

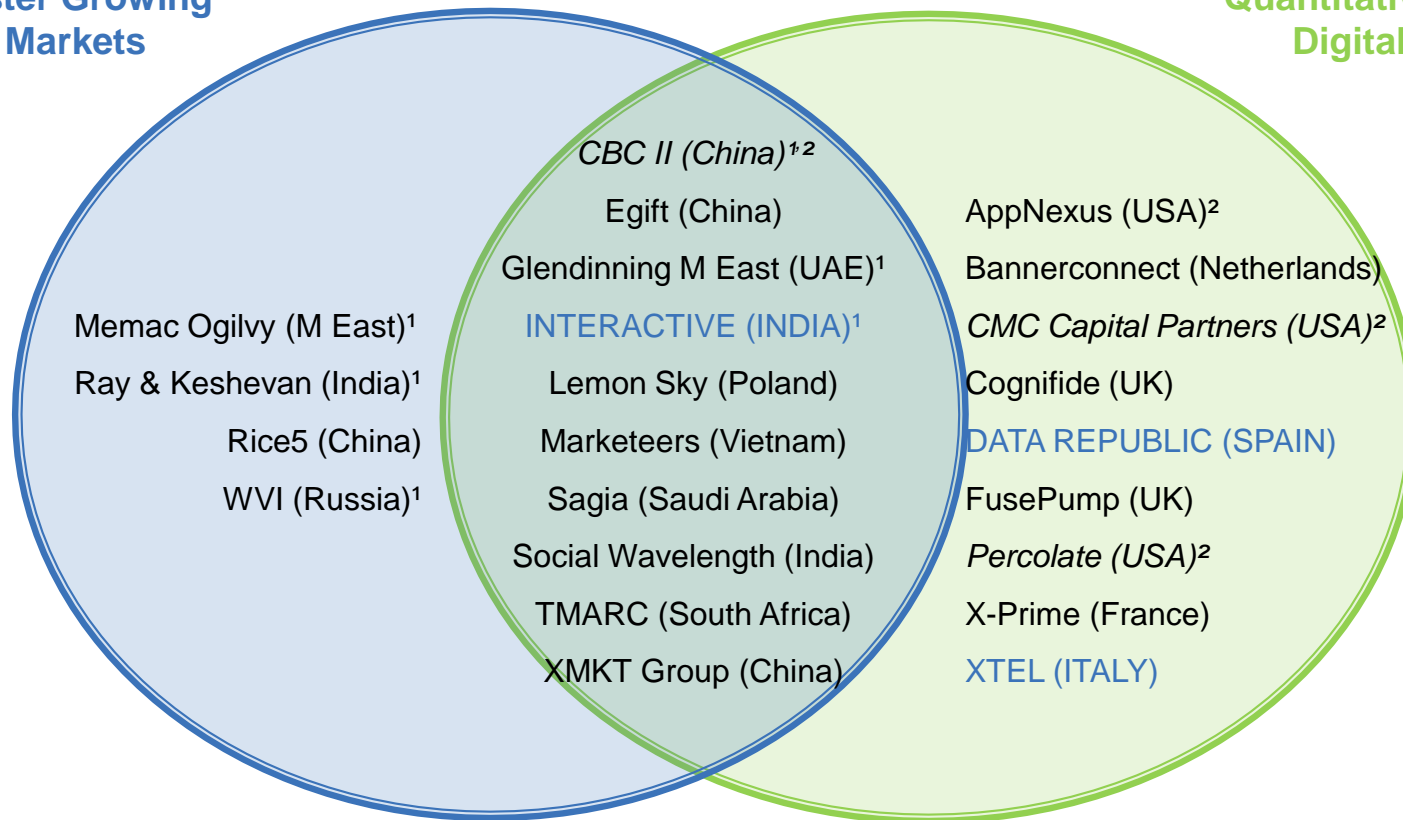


First Quarter 2014

Acquisitions and Investments – Year to Date

Faster Growing Markets

Quantitative & Digital



¹ Step-ups in investments, associates and subsidiaries' equity

² Investments

CAPITALS ARE APRIL ACQUISITIONS

First Quarter 2014

Uses of Free Cash Flow

Category	2014 Target	March YTD 2014	March YTD 2013	FY 2013
New acquisitions ¹	£300m-£400m	£91m ²	£63m ²	£193m ²
Share purchases/cancellations:	n/a	£173m	£49m	£197m
% of issued share capital	2%-3%	1.0% ³	0.4%	1.4%
Dividend increase	n/a	n/a	n/a	20%
Dividend pay-out ratio	45%	n/a	n/a	42%

¹ Includes investments and step-ups in subsidiaries' equity.

² Net of disposal proceeds and net of acquired cash.

³ 14.0 million shares at a cost of £173m and an average price of £12.38 per share

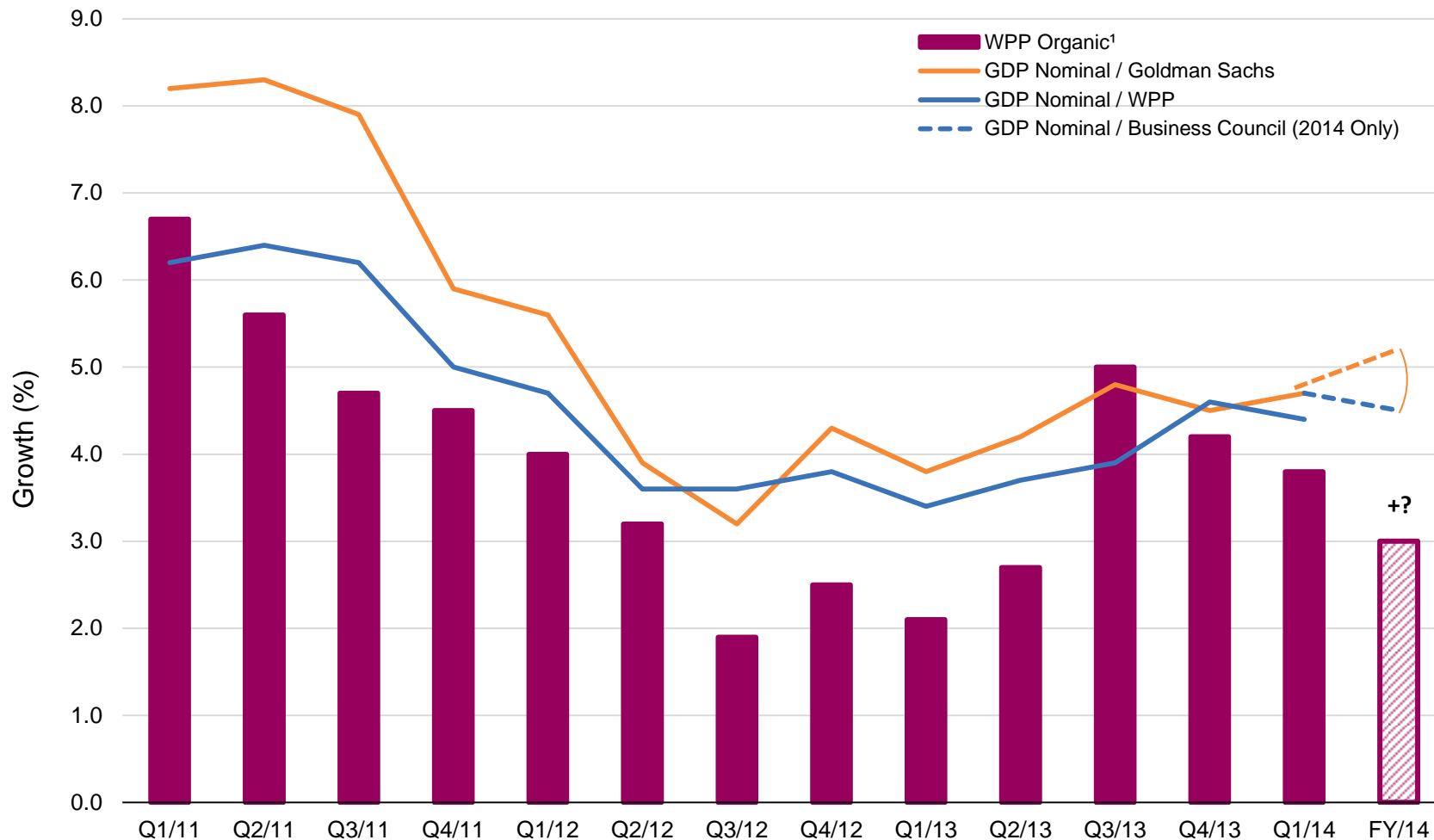
First Quarter 2014

Summary

- 2014 started strongly with like-for-like gross margin or net sales up 3.8% and ahead of budget with a 2.3% contribution from acquisitions. All geographies and sectors are growing revenue and gross margin or net sales.
- Mature markets outpacing Faster Growth Markets with United States and UK particularly strong.
- Better gross margin or net sales performance from Public Relations and Public Affairs with second successive quarter of like-for like growth overall and growth in most regions.
- First quarter profits and margins ahead of budget and in line with the full year gross margin or net sales margin target of 0.3 margin points improvement before the impact of currency.
- Strong free cash flow from operations, with average net debt/EBITDA at bottom of 1.5x - 2.0x target range.

First Quarter 2014

Organic Growth and GDP



¹ WPP organic growth is based on revenue until 2013, gross margin or net sales for 2014.

First Quarter 2014

GroupM Forecasts of Global Media

	2014 Forecast ^{1,2}
Worldwide Media	4.6%
Western Europe	1.9%
Asia Pacific	6.9%
Latin America	9.3%
Central & E Europe	7.7%
MEA	5.1%

	2014 Forecast ^{1,2}
UK	6.9%
Germany	0.4%
France	-0.4%
Italy	1.5%
Spain	0.2%

	2014 Forecast ^{1,2}
Brazil	12.3%
Russia	10.0%
India	12.4%
China	10.4%



¹ GroupM: This Year Next Year December 2013

² Current pricing, local markets in local currency

First Quarter 2014

Summary - Our Strategic Priorities

- Faster growing markets to be 40-45% of total Group revenues.
- New media to be 40-45% of total Group revenues.
- Data Investment Management and quantitative disciplines to be one half with focus on the application of technology, big data and digital.
- “Horizontality” – ensuring our people work together through client teams and country and sub-regional managers for the benefit of clients.



First Quarter 2014

Outlook

- Preliminary quarter one revised forecasts show like-for-like revenue up strongly and gross margin or net sales growth in line with budget, with targeted improvement in gross margin margin or net sales margin also in line with budget.
- The outlook for growth in faster growing markets remains strong supported by strengthening projected performance in Greater China, Mainland China and Russia and continued strong growth in Brazil and India.
- Revenue and gross margin or net sales and headcount remain appropriately balanced.
- Our forecasts for the year indicate over 3% for organic growth in gross margin or net sales and a gross margin margin or net sales margin target improvement of 0.3 points before impact of foreign exchange.
- The Group is well placed geographically and functionally to capitalise on industry trends and to deliver in line with our targets with leading position in new markets, new media, in data investment management including data analytics and the application of technology and “horizontality”, backed by the consistently recognised leading creative position in the industry.

2 Other Financial Information *(Hard Copy only)*



Impact of Xaxis on our Revenue

Underlying principles and worked example

Accounting Principles driving new model

Billings to be reported as revenue if

- Company is responsible for fulfilment.
- Company acts as principal in the media buying and has inventory risk.
- Company has credit risk.

	New Model	Traditional Model
Billings	150	150
Cost of Media	-	120
Revenue	150	30
Direct Cost	120	-
Gross Margin	30	30

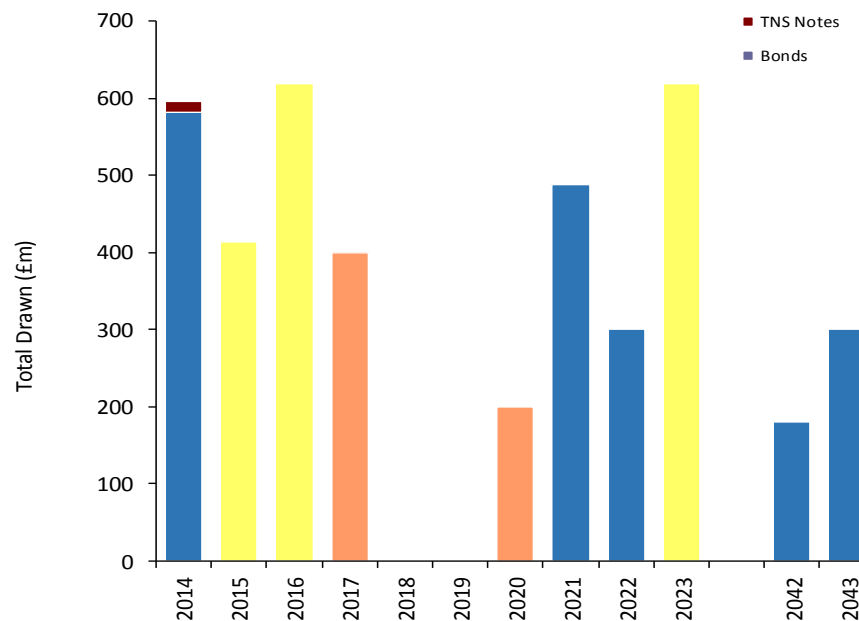
First Quarter 2014

Debt Maturity Profile £m

31st Mar 2014

	Total Credit	Total Drawn
US bond \$500m (5.625% '43)	300	300
US bond \$300m (5.125% '42)	180	180
Eurobonds €750m (3.0% '23)	619	619
US bond \$500m (3.625% '22)	300	300
US bond \$812m (4.75% '21)	487	487
£ bonds £200m (6.375% '20)	200	200
£ bonds £400m (6% '17)	400	400
Eurobonds €750m (6.625% '16)	619	619
Eurobonds €500m (5.25% '15)	413	413
US bond \$600m (8% '14)	360	360
US bond \$369m (5.875% '14)	221	221
TNS notes retained ¹ \$25m (6.34%'14)	15	15
Debt facilities	4,114	4,114
Bank revolver ¹ (\$1,200m and £475m)	1,194	-
Net cash, overdrafts and other adjustments	-	(1,277)
Total Borrowing Capacity/Net debt	5,308	2,837

¹ These instruments are subject to financial covenants



Available Liquidity
£2,471m

First Quarter 2014

Acquisitions

TMARC - South Africa (tenthavenue)

The Mobile Airtime and Rewards Company ("TMARC") is a leading mobile activation and rewards company in South Africa. Founded in 2010 and employing eight people, TMARC specialises in offering mobile airtime and other lifestyle rewards solutions to its clients using its unique in-house pin encryption technology. TMARC's clients include Shoprite (South Africa's largest retailer), Nestle, Tiger Brands, Snackworks, SAB Miller and Danone, among others. TMARC's revenues for the year ended February 2013 were ZAR 60 million with gross assets as at the same date of ZAR 14 million.



Lemon Sky – Poland (JWT)

Lemon Sky is a leading creative digital marketing company in Poland, founded in 2000 and employing around 70 people in Warsaw and Wroclaw. The agency specialises in producing a broad range of digital advertising and campaign services. Clients include Nestle, Orange, Tesco and Leroy Merlin.



Bannerconnect – Netherlands (Xaxis)

Bannerconnect, founded in 2004, is one of Europe's top programmatic advertising specialists with a decade-long track record developing proprietary ad technology solutions to power automated campaigns for the world's most sophisticated marketers. The acquisition adds Bannerconnect's talented, 40-plus person team and complementary technology offerings including the firm's industry-leading Bright™ real-time optimization platform to the Xaxis offer. Bright provides advertisers unprecedented real-time optimization and visualization of campaign performance.



First Quarter 2014

Acquisitions

Memac – Middle East (Ogilvy)

Memac is a leading marketing services company covering markets throughout the Middle East and North Africa (MENA) region. Founded in Bahrain in 1984, Memac Ogilvy has been associated with Ogilvy & Mather since 1986. Ogilvy & Mather has been a minority shareholder since 1998. Memac Ogilvy serves over 150 international, regional and local brands including Almarai, Coca-Cola, Arab Bank, IBM and American Express and employs over 570 people in its 14 offices throughout the region.



Cognifide – Europe (Wunderman/WPP Digital)

Cognifide is a digital technology consultancy, specializing in Content Management and Digital Asset Management technology. It helps companies and brands build their capability through company-wide digital frameworks which create, manage and optimize measurable digital experiences with confidence and agility across all digital channels from web to mobile. Cognifide's clients include Skype, Roche and Virgin Media, as well as some of the world's leading companies from financial services, life sciences, media & entertainment, and retail. Founded in 2005, Cognifide has offices in London, Copenhagen, and Poznań, Poland.



Egift – China (JWT)

Egift Design and Production Co. Ltd is one of China's leading premium and gift specialists. Egift provides total integrated premium and loyalty program gift solutions to clients, ranging from strategy, design, sourcing, prototyping, production through to logistics and distribution. The company, which was established in 2002 by Zhu Cheng and is headquartered in Shanghai, serves a range of blue chip international clients in China, including Johnson & Johnson, Roche, Pechoin, Conde Naste and Novartis.



First Quarter 2014

Acquisitions



XMKT – China (Geometry)

XMKT Group is a marketing services agency specialising in customer experience management. Founded in 2010, XMKT Group has four main divisions: Events - providing strategy, concept and design as well as on-site execution and coordination of events for clients; Retail - specializing in marketing and promotional activities in entertainment facilities or retail shopping malls; Entertainment - offering consultancy on procurement and incorporation of entertainment properties; and Digital - providing digital marketing strategy. XMKT Group is headquartered in Shanghai with offices in Beijing, Guangzhou and Chengdu, as well as onsite management capabilities across 67 Chinese cities. The Group employs approximately 253 people. Key clients include Diageo and Uniqlo.



Social Wavelength – India (JWT)

Social Wavelength is one of the leading social media agencies in India. Founded in 2009, Social Wavelength is headquartered in Mumbai, with offices in Delhi and Chennai. The company employs over 170 people and key clients include Franklin Templeton, Apollo Hospitals, Idea Cellular and GE India Industrial.



Rice5 – China (H&K)

Rice5 is an award-winning full service digital creative agency. Founded in 2003 with offices in Hong Kong and Shanghai, Rice5 is a market leader in innovative brand building, engaging audiences with creative design and technology, and social and digital media. Rice5's unaudited revenues for the year ended 31 December 2013 were HK\$16.6 million, with gross assets at the same date of HK\$6 million. Rice5 employs 48 people. Rice5's client portfolio includes Givenchy, L'Oreal Group, LEE Jeans, Maxim's Group, Rayban and The Hong Kong Tourism Board, among others.



First Quarter 2014

Acquisitions

FusePump – UK (Wunderman)

FusePump Limited is a company specialising in product data and content for digital marketing. Based in London, FusePump extracts product data from e-commerce websites and other data sources, making it available for integration into hundreds of marketing channels and advertising applications. By distributing data into multiple online channels, FusePump helps retail, travel, mobile and entertainment companies realise their full digital marketing potential. FusePump employs 50 people and clients include Nokia, Sky, Sony, Tesco and ASOS.



X-PRIME – France (JWT)

X-PRIME is a leading creative digital marketing company in France. Founded in 2002 and employing around 50 people in Paris and Toulouse, the agency specialises in producing brand and corporate websites for all devices. Clients include Saint Gobain, Krug and Inwi.



The Data Republic – Spain (Kantar) April

The Data Republic, S.L. is a social media data analytics agency in Spain. Founded in 2011 and based in Barcelona, The Data Republic has developed a proprietary platform and suite of products monitoring and analysing real-time data from multiple social networks. As a result of this acquisition Kantar will gain access to The Data Republic's proprietary technology including "Tuitele", which collects, measures, analyses and creates visualisations of social media conversations around TV shows and TV advertising and provides TV networks, TV production companies, agencies and advertisers a comprehensive service to increase the engagement of their TV shows and commercials.



First Quarter 2014

Acquisitions



XTEL – Italy (Kantar) April

XTEL is a leading provider of sales automation software for the consumer goods industry, based in Italy. Founded in 1991 and headquartered in Bologna, Italy, XTEL supplies software, analytics, mobile and cloud solutions to leading consumer goods' manufacturers. Using XTEL software, companies are able to utilise advanced analytics to drive critical sales strategies and processes, including sales planning, trade promotion management, retail execution and advanced pricing. The combined Kantar Retail / XTEL offer will help clients effectively to harness the power of big data through the use of solutions that bring together industry-dedicated features, advanced analytics, mobile and cloud.



Marketeers – Vietnam (Grey)

Marketeers Vietnam Co., Ltd. ("Marketeers") is a full-service integrated marketing agency based in, Vietnam. Marketeers conducts promotional campaigns, activation and field marketing services. Founded in 2002, Marketeers is headquartered in Ho Chi Minh City, with representative offices in Hanoi, Danang and Can Tho, in addition to marketing service teams throughout the country. Marketeers employs more than 75 people, with more than 1,000 people in activation and field marketing services. Marketeers' clients include Diageo, Microsoft, Procter & Gamble, Budweiser, Kirin Interfood, and Boehringer Ingelheim



WVI – Russia (JWT and GroupM)

WVI Group of companies is a venture holding company for a number of WPP brands in Russia, including media investment management businesses Maxus, MEC, MediaCom, Mindshare, GroupM and the global marketing communications company JWT.



First Quarter 2014

Acquisitions

Percolate – USA (WPP Digital)

Percolate helps to create streamlined and engaging content on behalf of their clients. Founded in 2011, Percolate employs approximately 100 people and is based in New York with offices in London and San Francisco. Clients include MasterCard, CIGNA, Ford, Red Bull, Diageo, Unilever and the University of Phoenix.

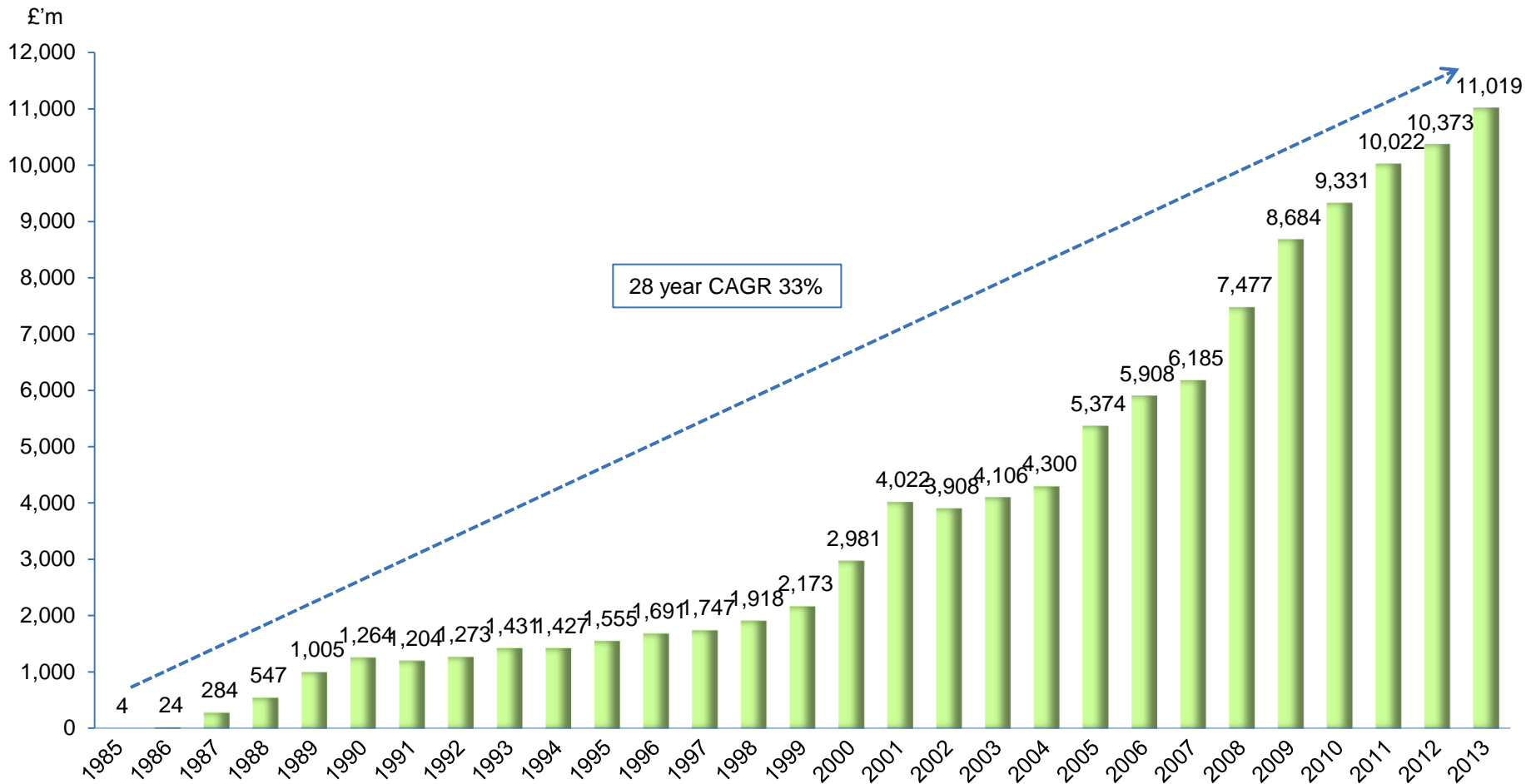


3 28 Year History *(Hard Copy Only)*



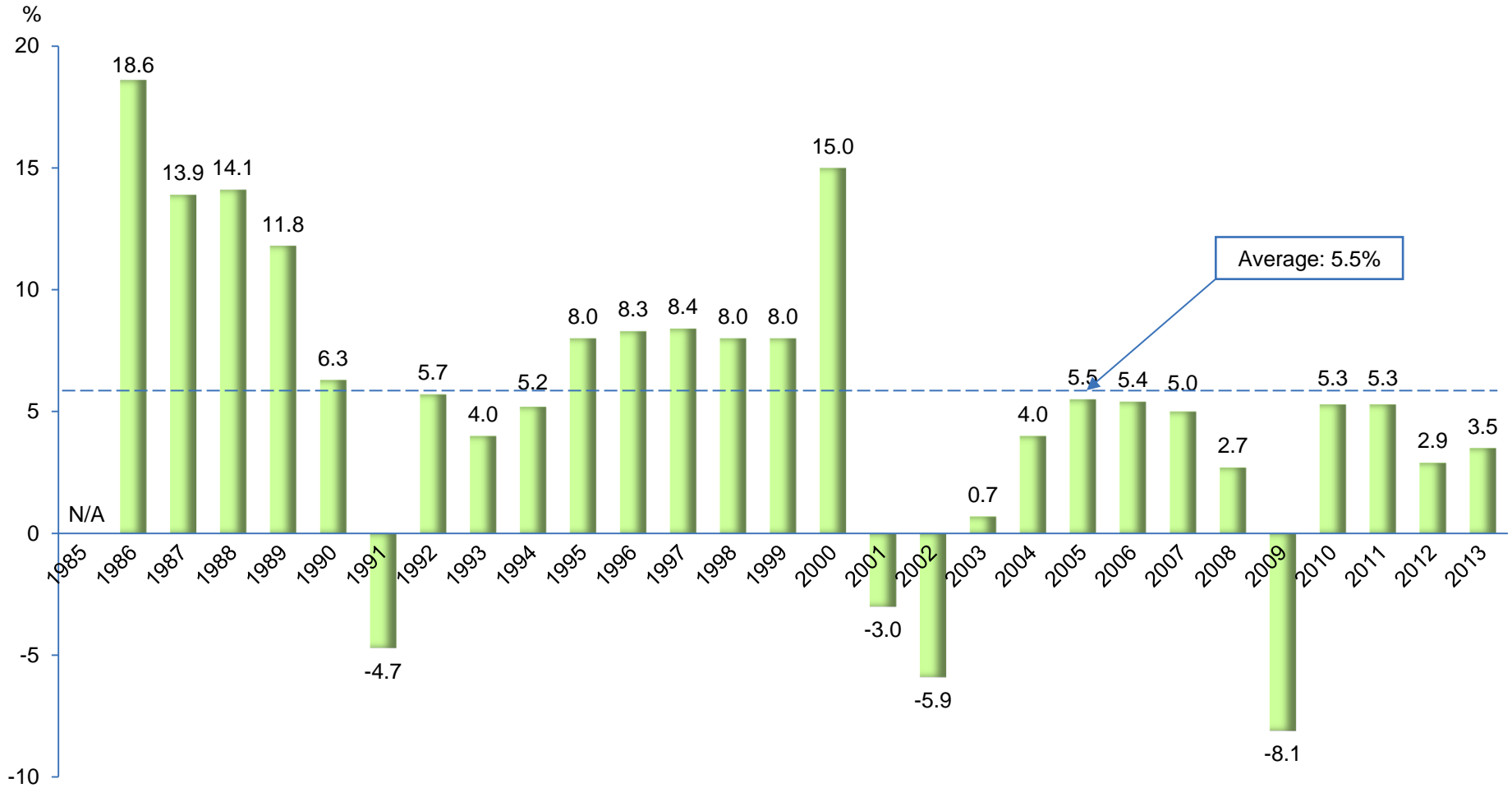
28 Year History

WPP Reported Revenue



28 Year History

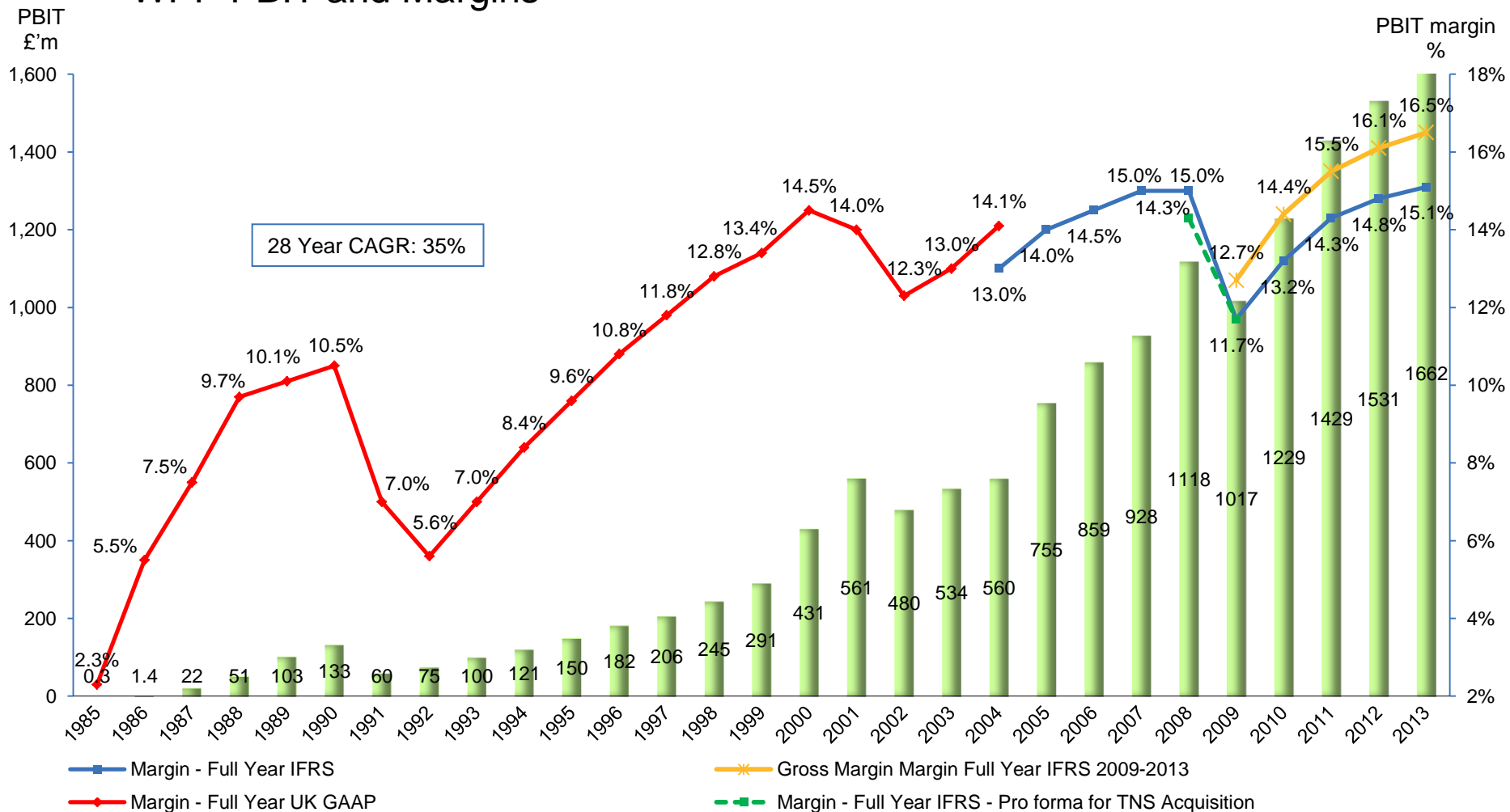
WPP Organic Growth



Note: Estimates for 1985-1990

28 Year History

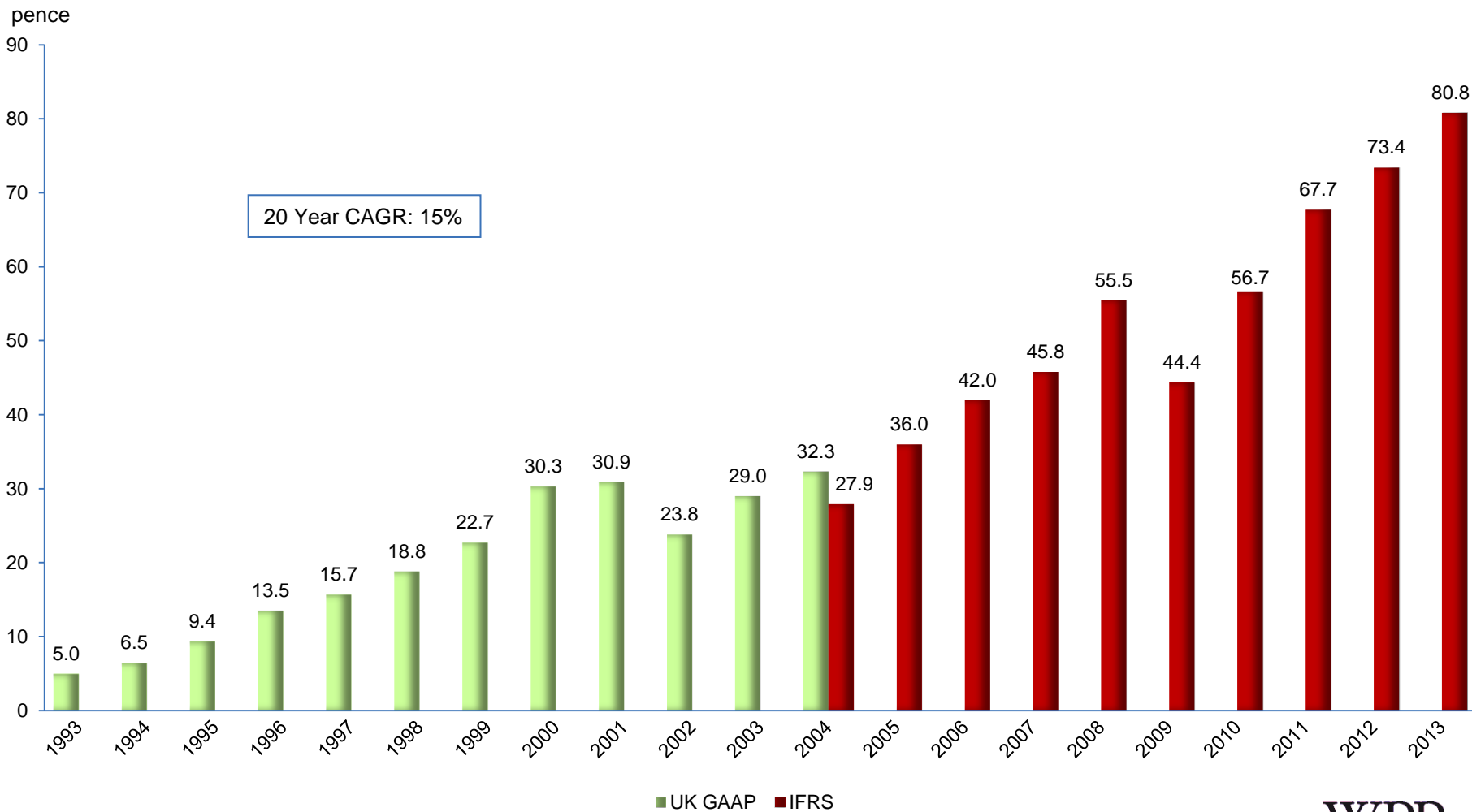
WPP PBIT and Margins



Note: Headline PBIT includes associates and excludes goodwill and intangible charges, gain on sale of New York property, restructuring charges, costs of changes in corporate structure, investment gains/losses, and share of exceptional gains/losses of associates. For 2004 onwards, headline PBIT has been prepared under IFRS. 2003 and prior periods are in accordance with previous UK GAAP.

History

WPP Headline Diluted EPS Post 1992 Rights Issue



Note: 1993 adjusted to reflect 1992 rights issue. Headline Diluted EPS

WPP

CANNES LIONS 2011/12/13
HOLDING COMPANY OF THE YEAR



EFFIE INDEX 2012/13
MOST EFFECTIVE HOLDING COMPANY



Trading Statement for the First Quarter 2014

April 2014

