

WPP

**Annual General Meeting 2014**







# Sir Martin Sorrell

CEO, WPP

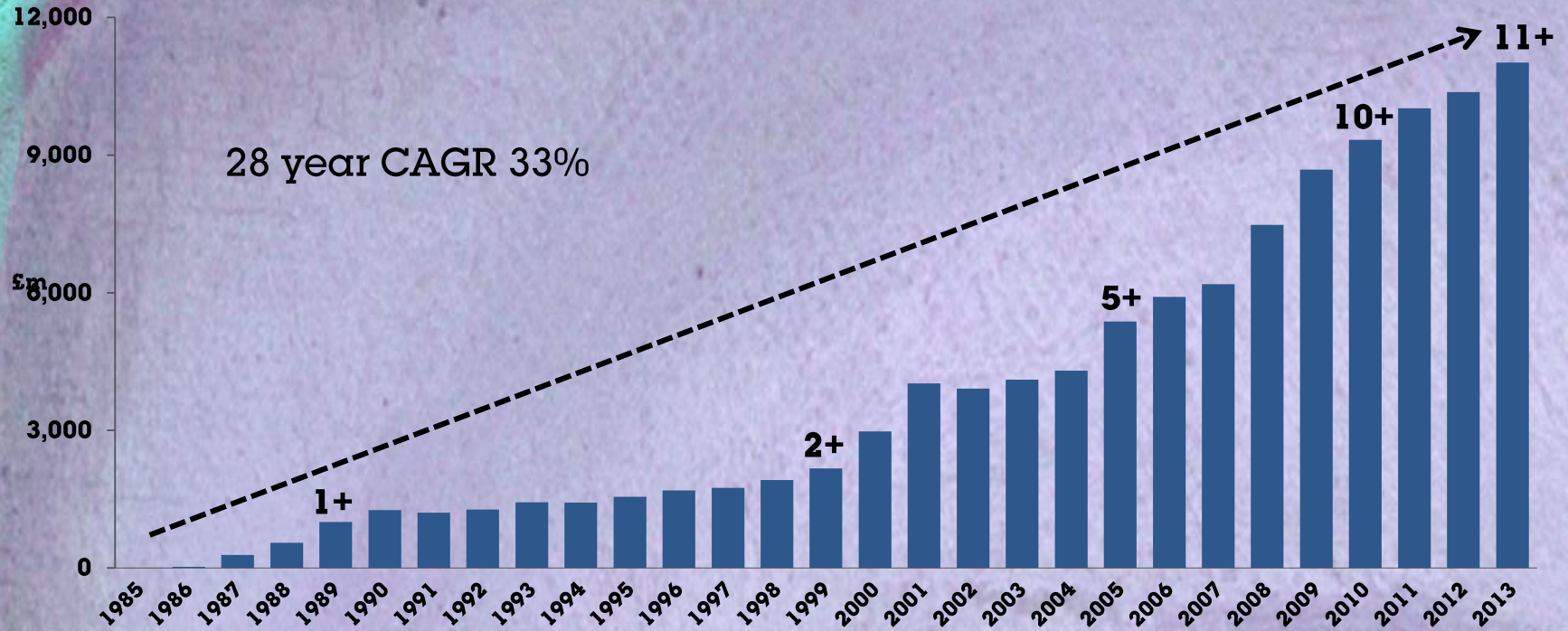




# **Our Financial Performance**

# 28 Year History

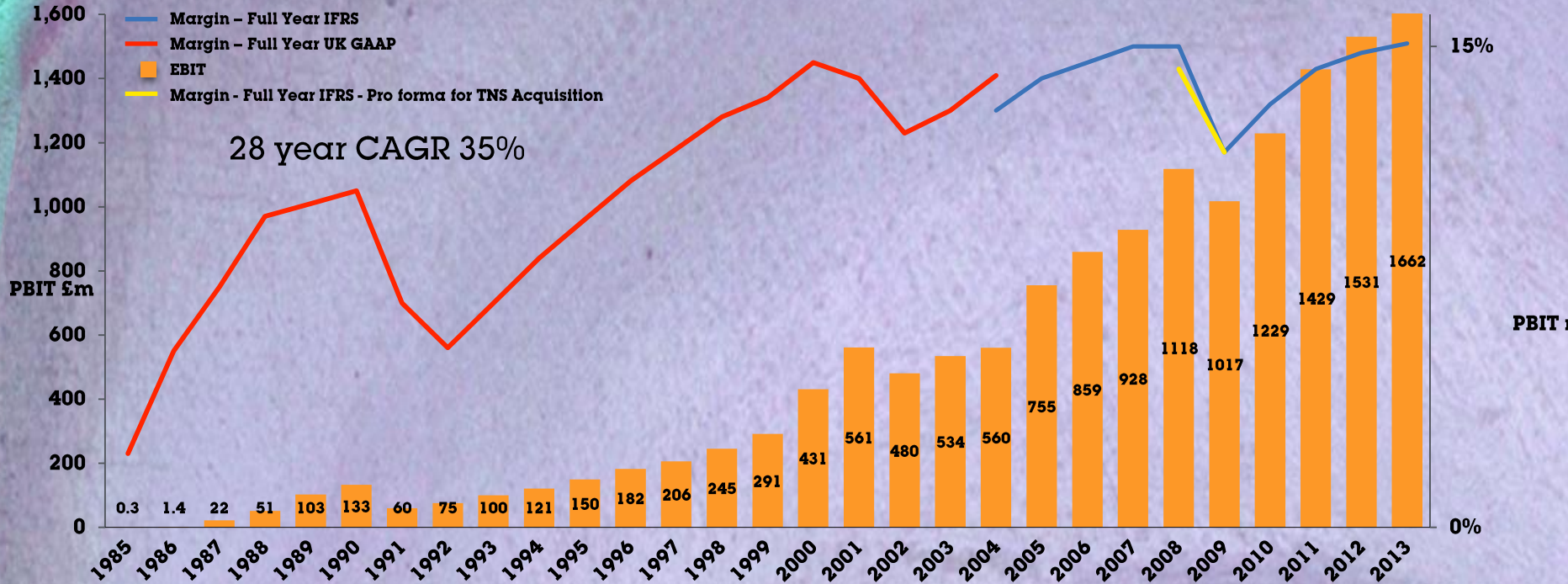
Reported Revenue





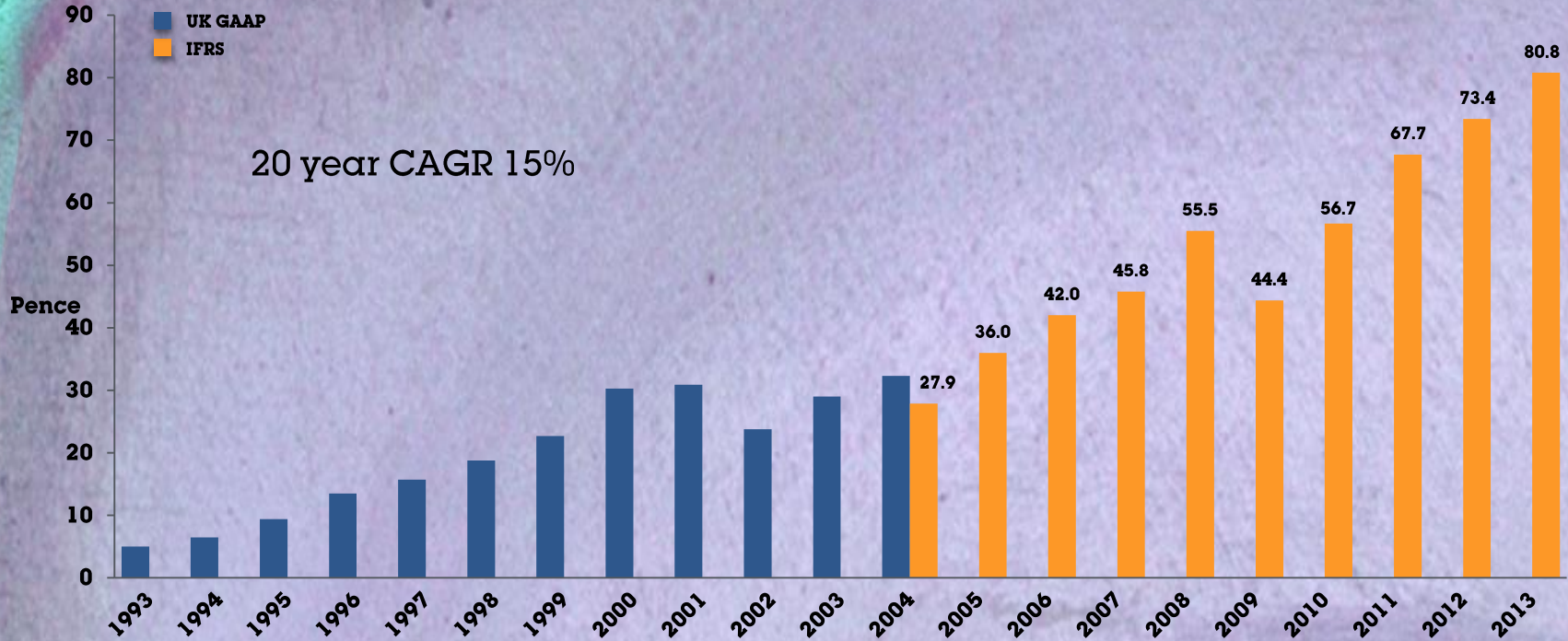
# 28 Year History

## PBIT and Margins



# History

## Headline Diluted EPS Post 1992 Rights Issue





# Investor Returns

1985		2014
<i>£1,000 invested in WPP</i>	=	<i>£47,900</i>
<i>£1,000 invested in FTSE</i>	=	<i>£4,250</i>
<i>\$1,000 invested in WPP</i>	=	<i>\$77,200</i>
<i>\$1,000 invested in S&amp;P 500</i>	=	<i>\$9,200</i>

# **The Global Communications Services Leader**







# Our 8 Billion Dollar Brands





# WPP

## Horizontality

175,000 people in  
3,000 offices in  
110 countries with  
access to almost  
**\$21bn** of annual revenues



# Horizontality

41 Client Teams – Over 35,000 WPP employees work on these clients

Johnson & Johnson

HSBC



DELL

Bayer HealthCare

Royal Caribbean INTERNATIONAL



Bank of America

News Corp



SAP



Colgate



Johnson  
A FAMILY COMPANY



NOKIA  
Connecting People



Microsoft



UNITED AIRLINES

IHG  
InterContinental Hotels Group



P&G

NOVARTIS

Lilly

Kimberly-Clark

MillerCoors

Telefonica

Allianz



Boehringer Ingelheim

WHITEHALL  
SW1 City of Westminster

gsk  
GlaxoSmithKline

CHANEL

IBM

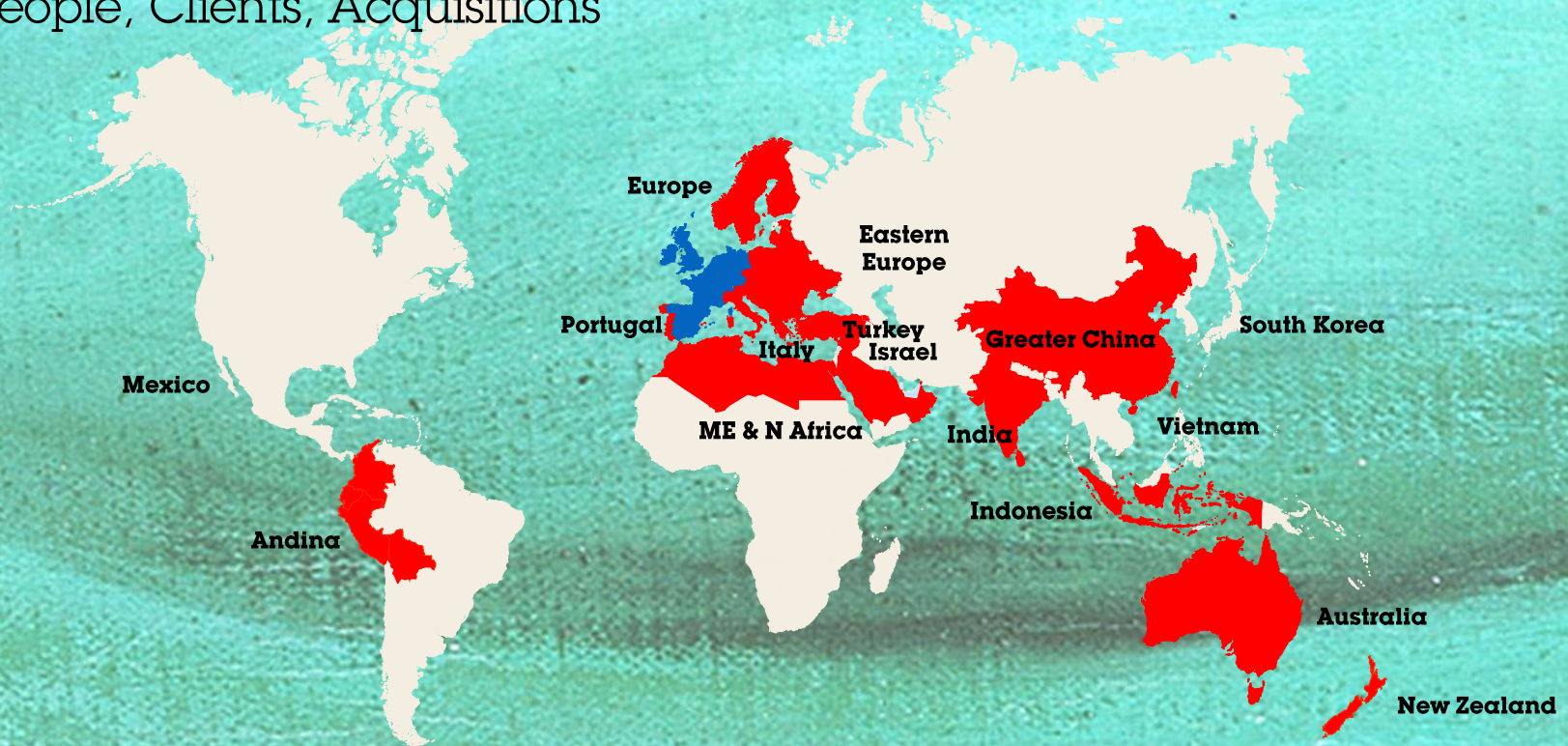
AstraZeneca

Goldman Sachs



# Horizontality

16 Current Country and Regional Managers covering 48 countries  
– People, Clients, Acquisitions





# **Our 4 Strategic Priorities**



**NEW  
MARKETS**

**NEW  
MEDIA**

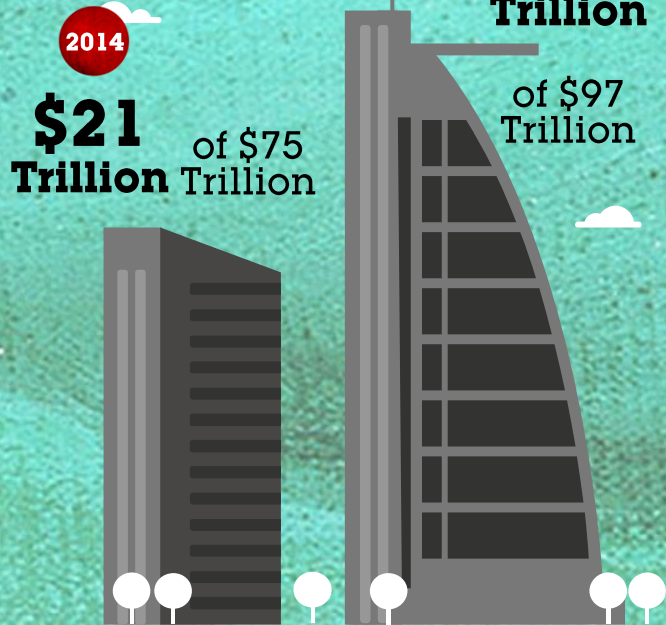
**BIG DATA & APPLICATION  
OF TECHNOLOGY**

**HORIZONTALITY**



# NEW MARKETS

GDP of new markets

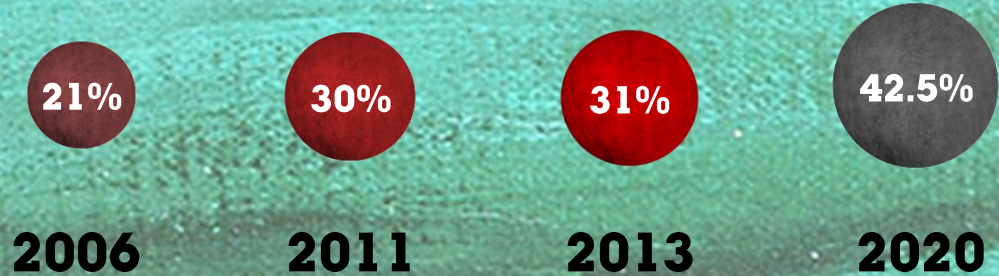


## Our target

Increase the share of revenues from faster-growing markets to 31-45%

## Are we on target?

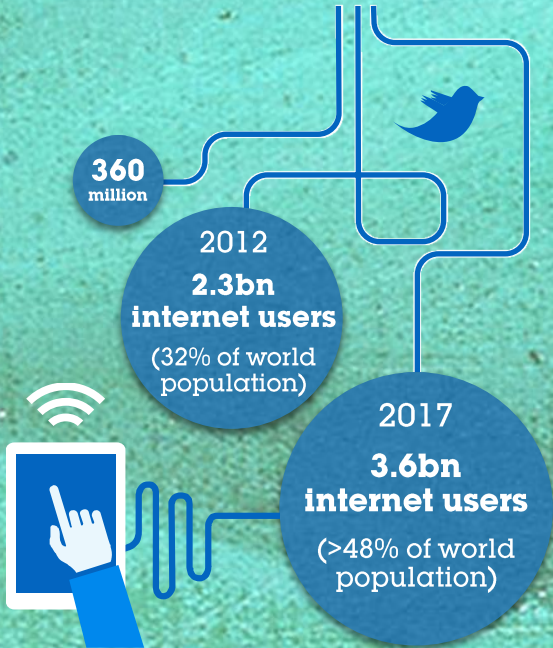
(On a constant currency basis %)





# NEW MEDIA

## Internet penetration

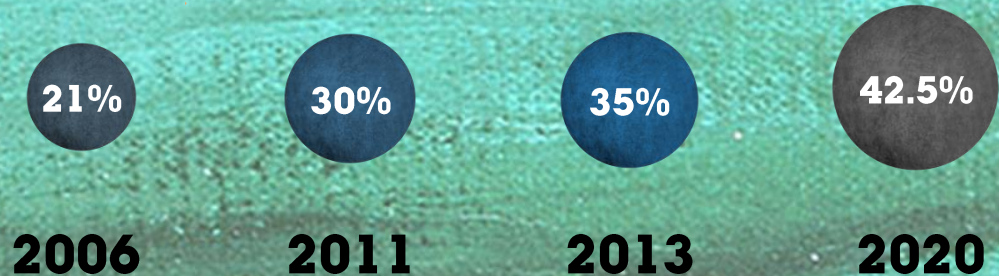


## Our target

Increase the share of revenues from new media to 35-45%

## Are we on target?

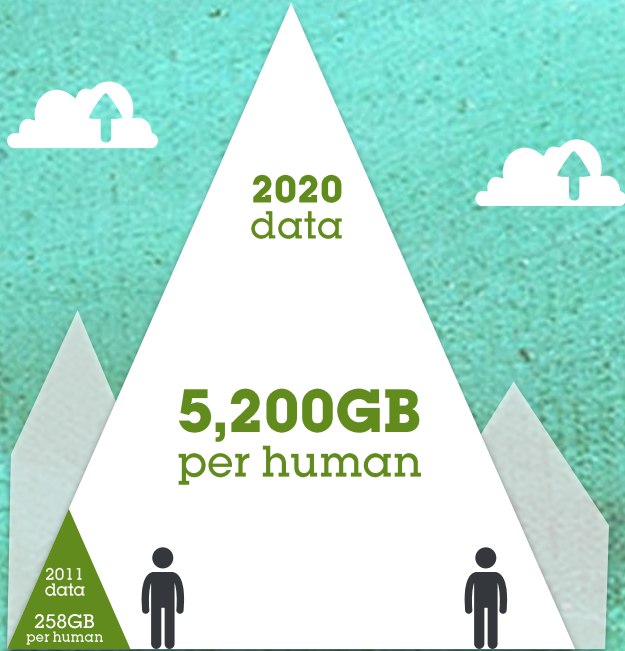
(On a constant currency basis %)





# BIG DATA & APPLICATION OF TECHNOLOGY

## Big Data



## Our target

Increase the share of more measurable marketing services to be more than 50%

## Are we on target?

32%

2006

48%

2011

51%

2013

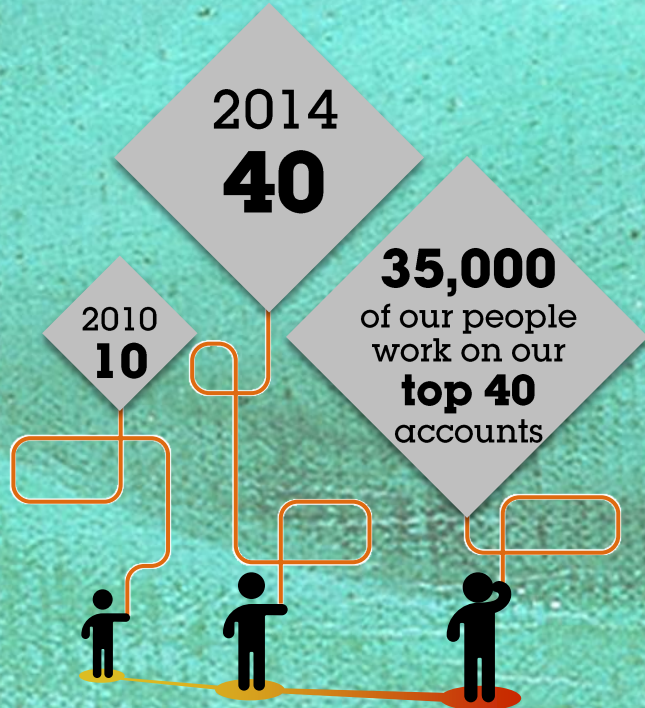
50%+

2020



# HORIZONTALITY

## Cross-Group Client Teams



## Our target

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

## Clients served in four or more disciplines

58%  
of Group  
revenues

370

2006

57%  
of Group  
revenues

480

2011

57.5%  
of Group  
revenues

489

2013



# 10 Key Opportunities

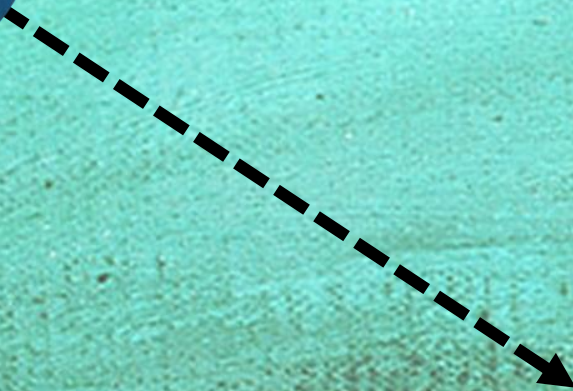




**NYC**



**East**



**South-East**



**South**



**Demand < Production**

**Demand > Talent**



# Disintermediation



**Retail > Manufacturer**

**Retail < Manufacturer  
+ e-Retailer**



**Internal**



**Global**



**Regional**



**Local**





**Finance**




**Procurement**





**Government**





**Sustainability**



# Consolidation



WPP

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