

# WPP

Annual General  
Meeting 2015



**Sir Martin Sorrell**

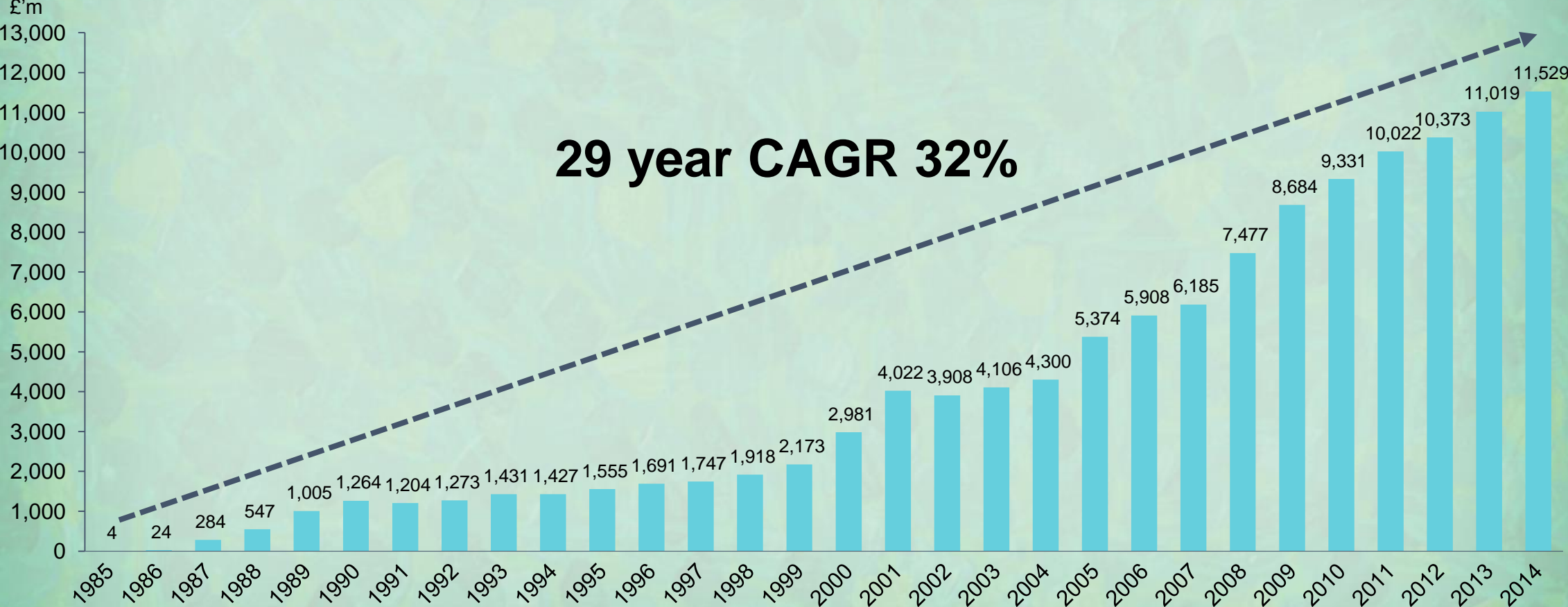
CEO



# **Our Financial Performance**

# 29 Year History

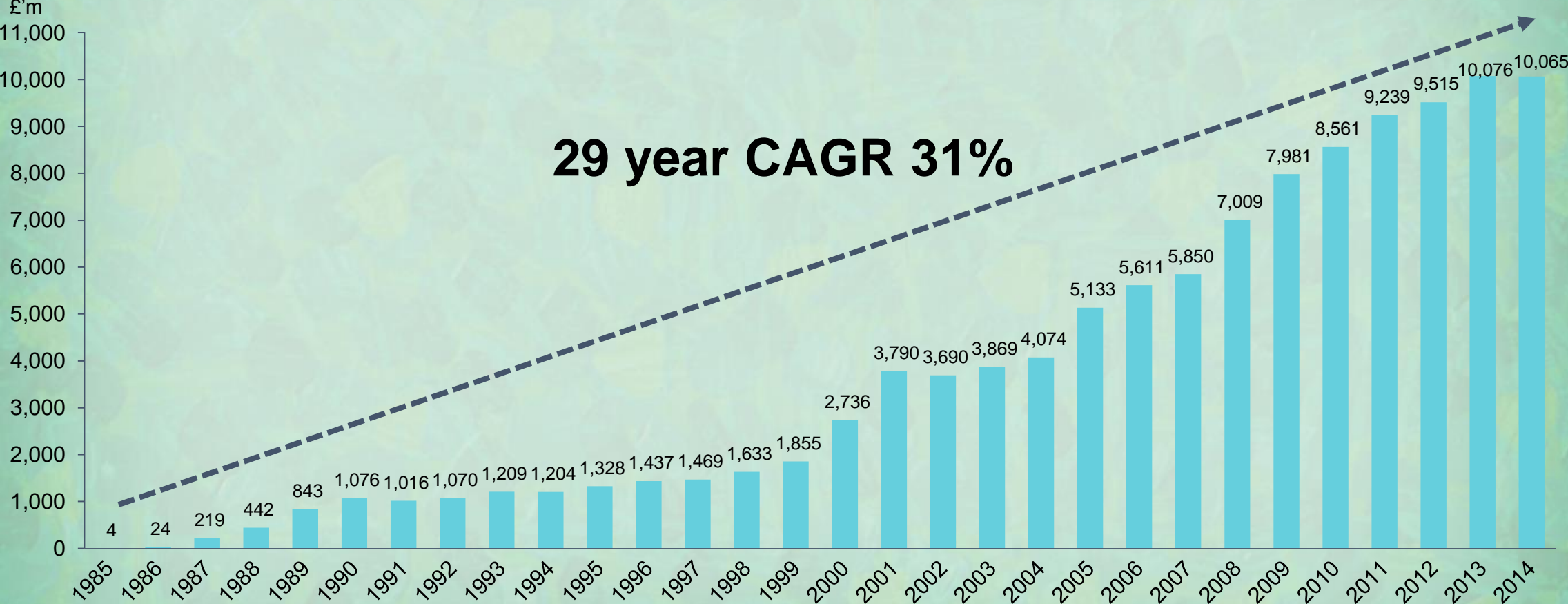
## WPP Reported Revenue





# 29 Year History

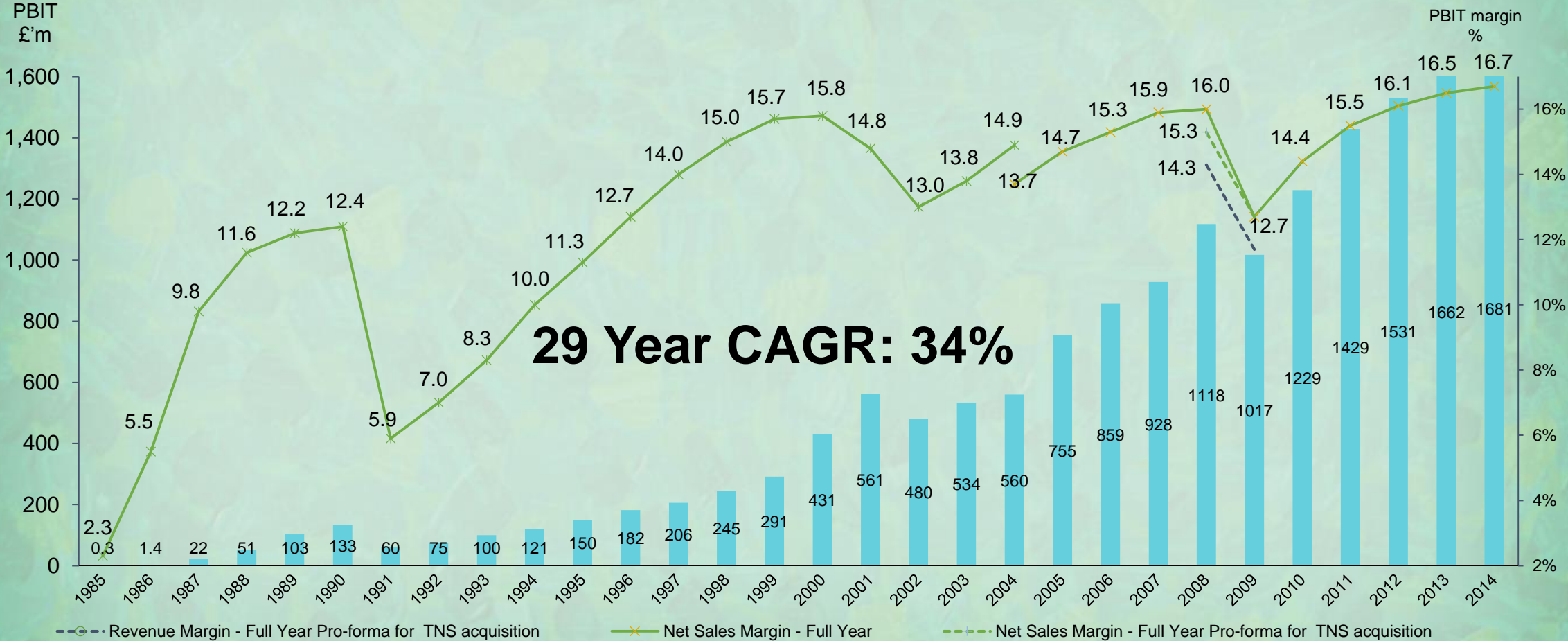
## WPP Net Sales



# 29 Year History

## WPP PBIT and Margins

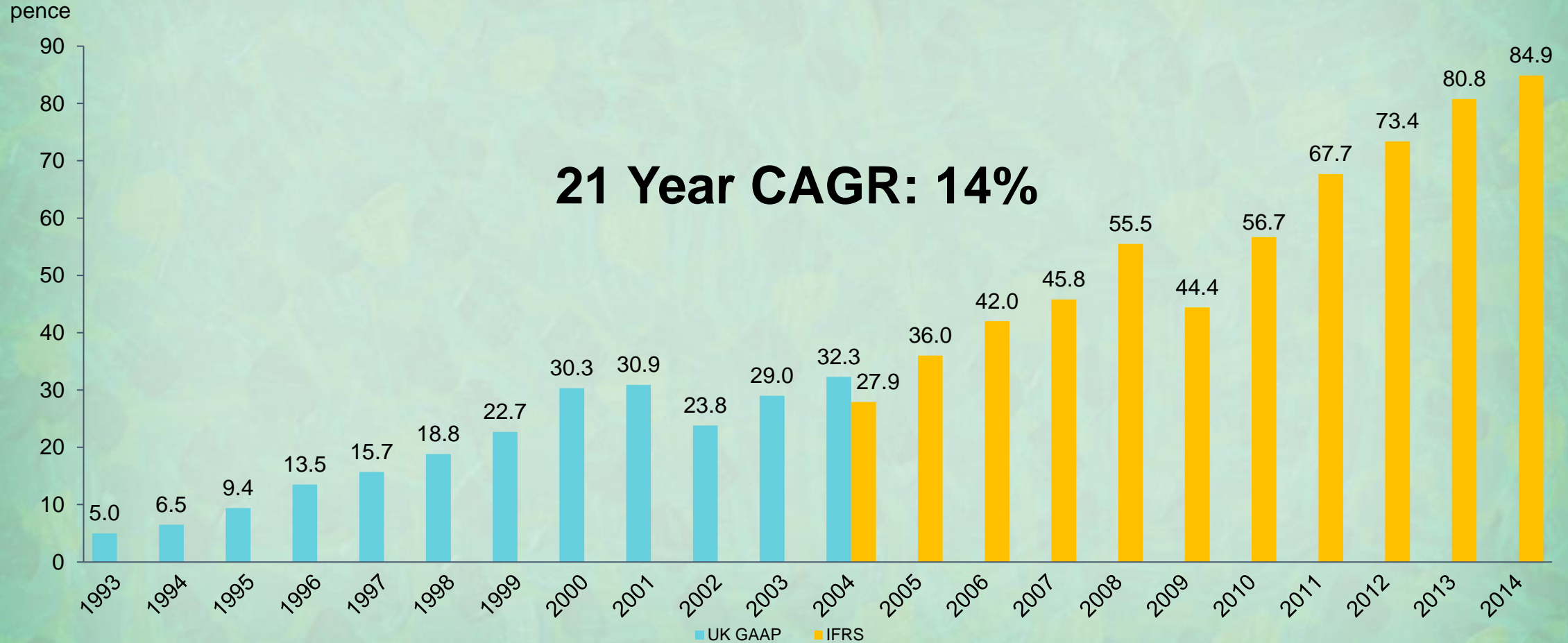
2004 onwards PBIT reported under IFRS





# History

## WPP Headline Diluted EPS Post 1992 Rights Issue



# Investor Returns

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



# 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

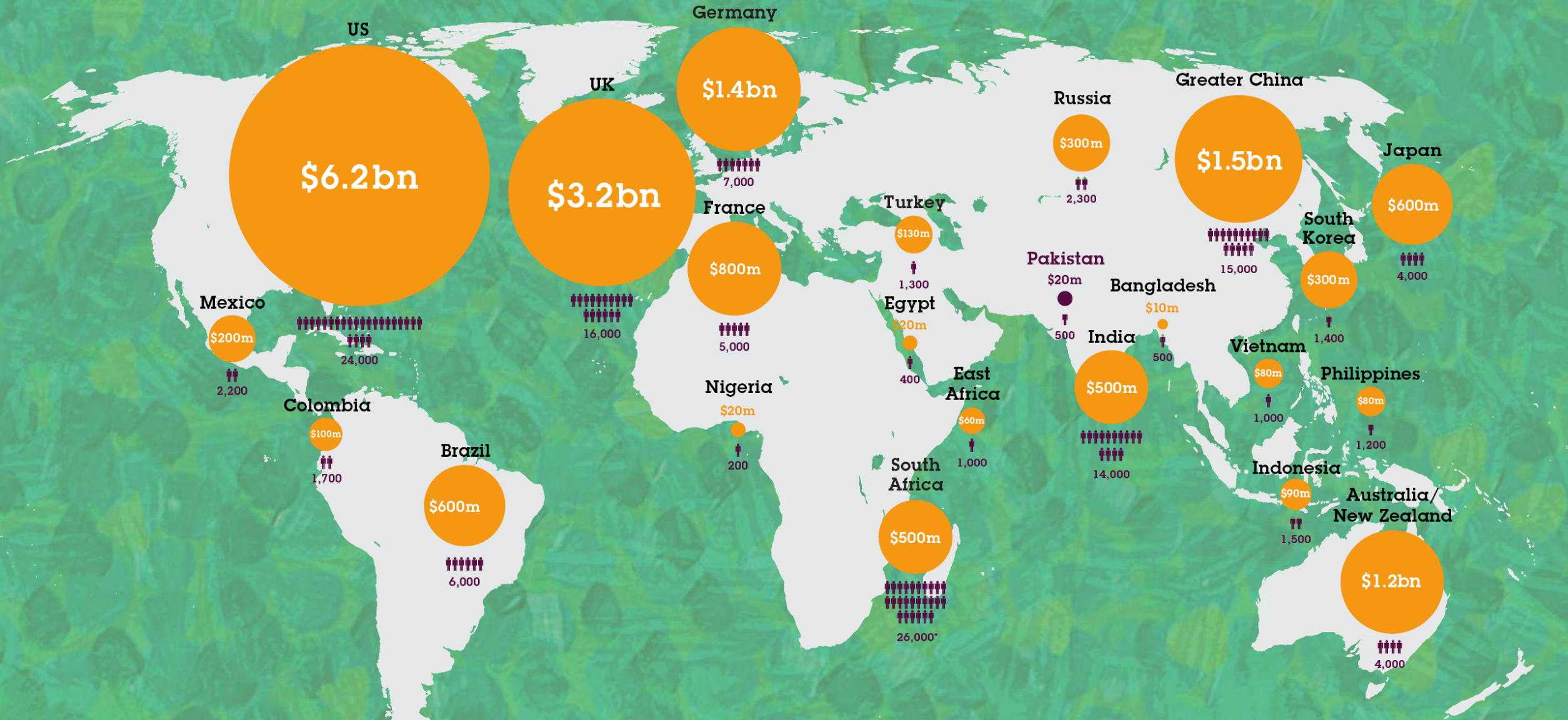




# **The Global Communications Services Leader**



# WPP: a global company



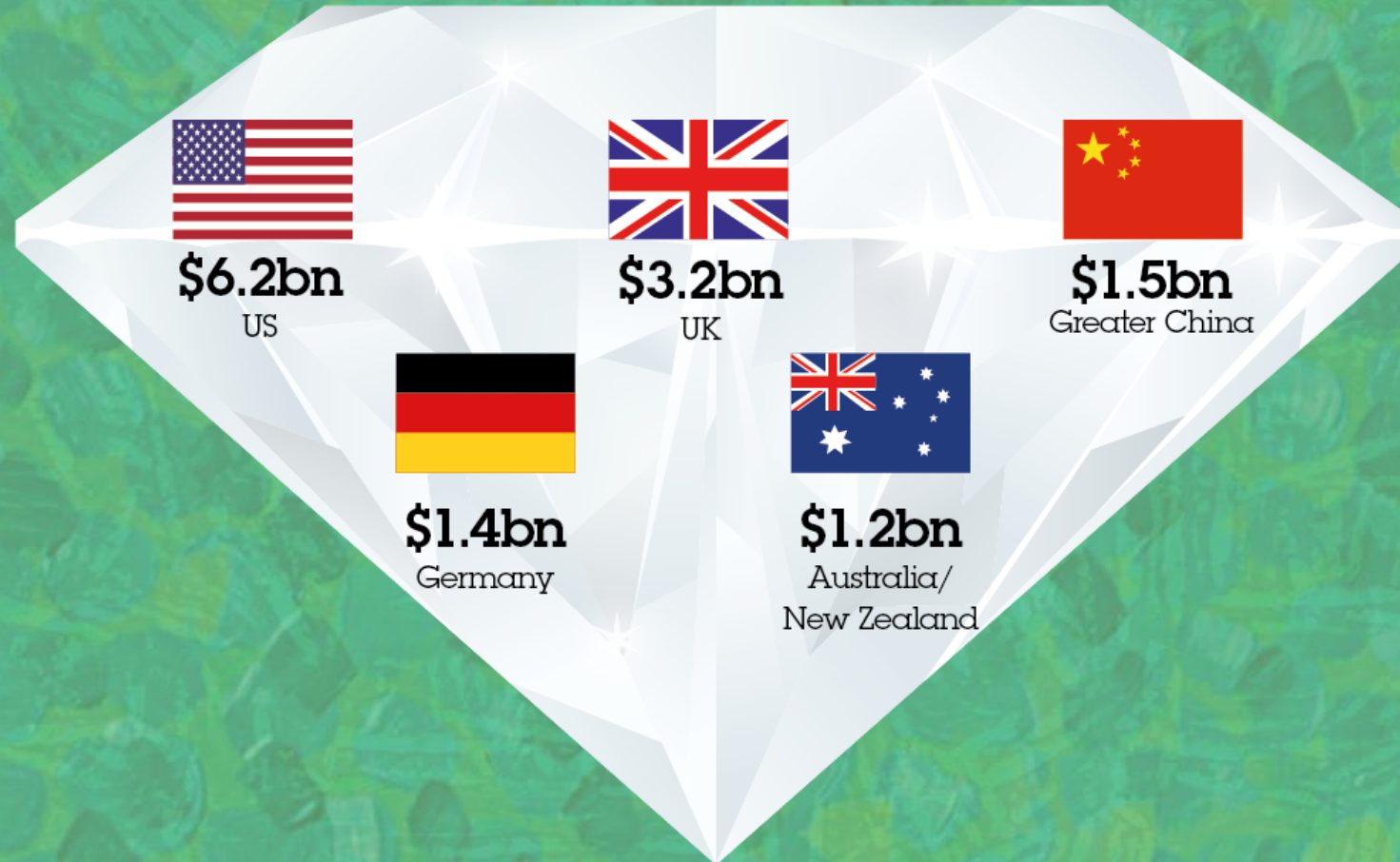


# Our 9 'Billion Dollar Brands'





# 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



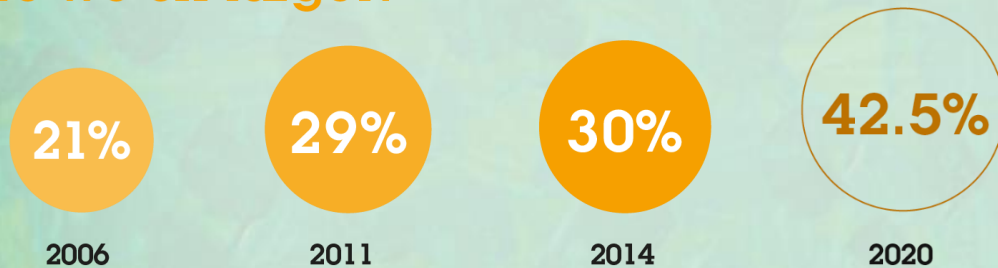
HORIZONTALITY



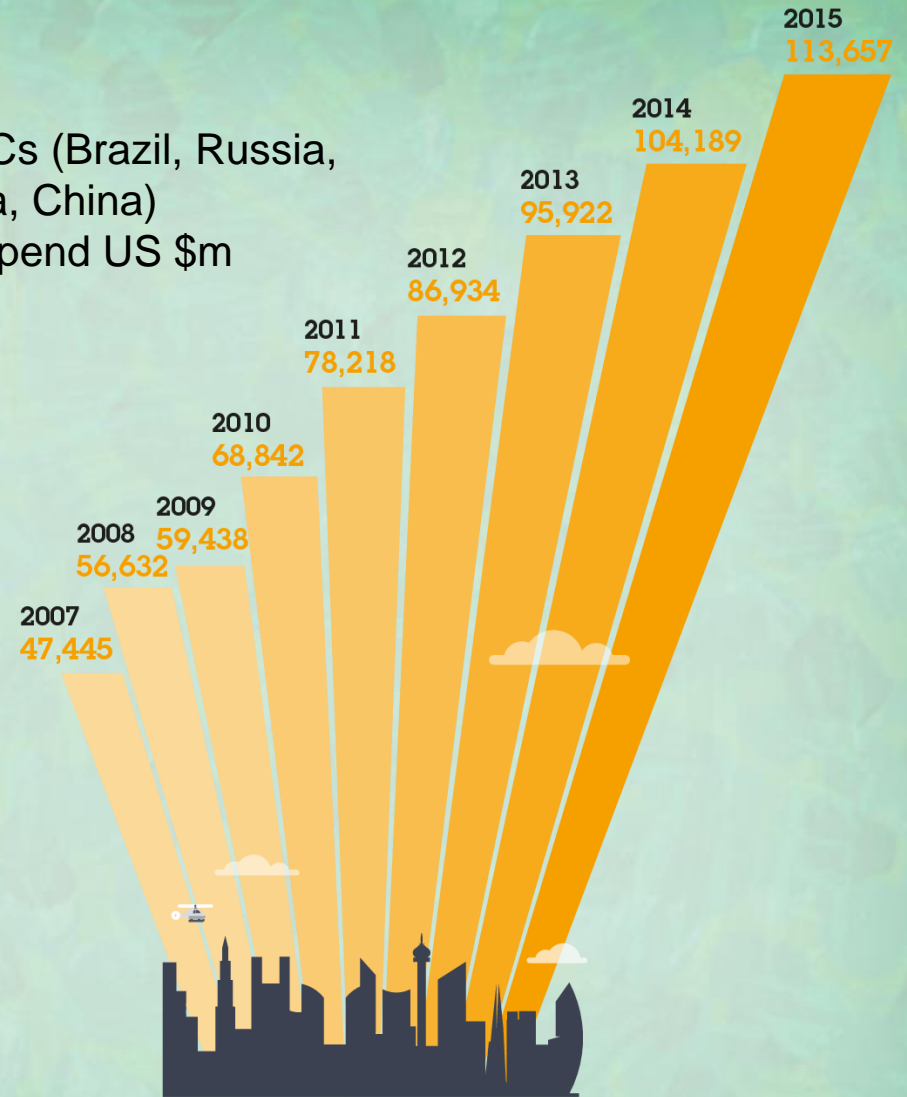
# NEW MARKETS

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

Are we on target?



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



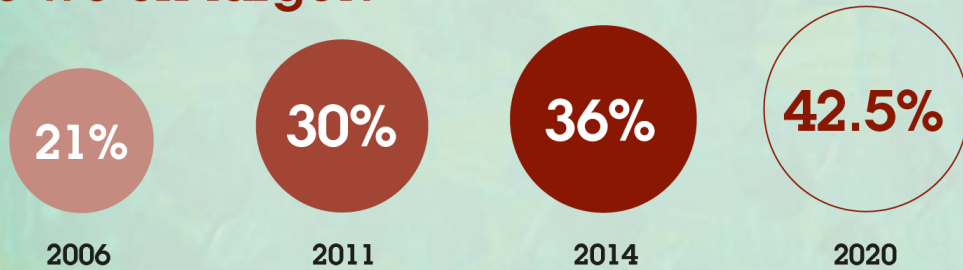
Source: GroupM This Year, Next Year Worldwide, December 2014



# NEW MEDIA

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

Are we on target?



Global digital ad spend US \$m



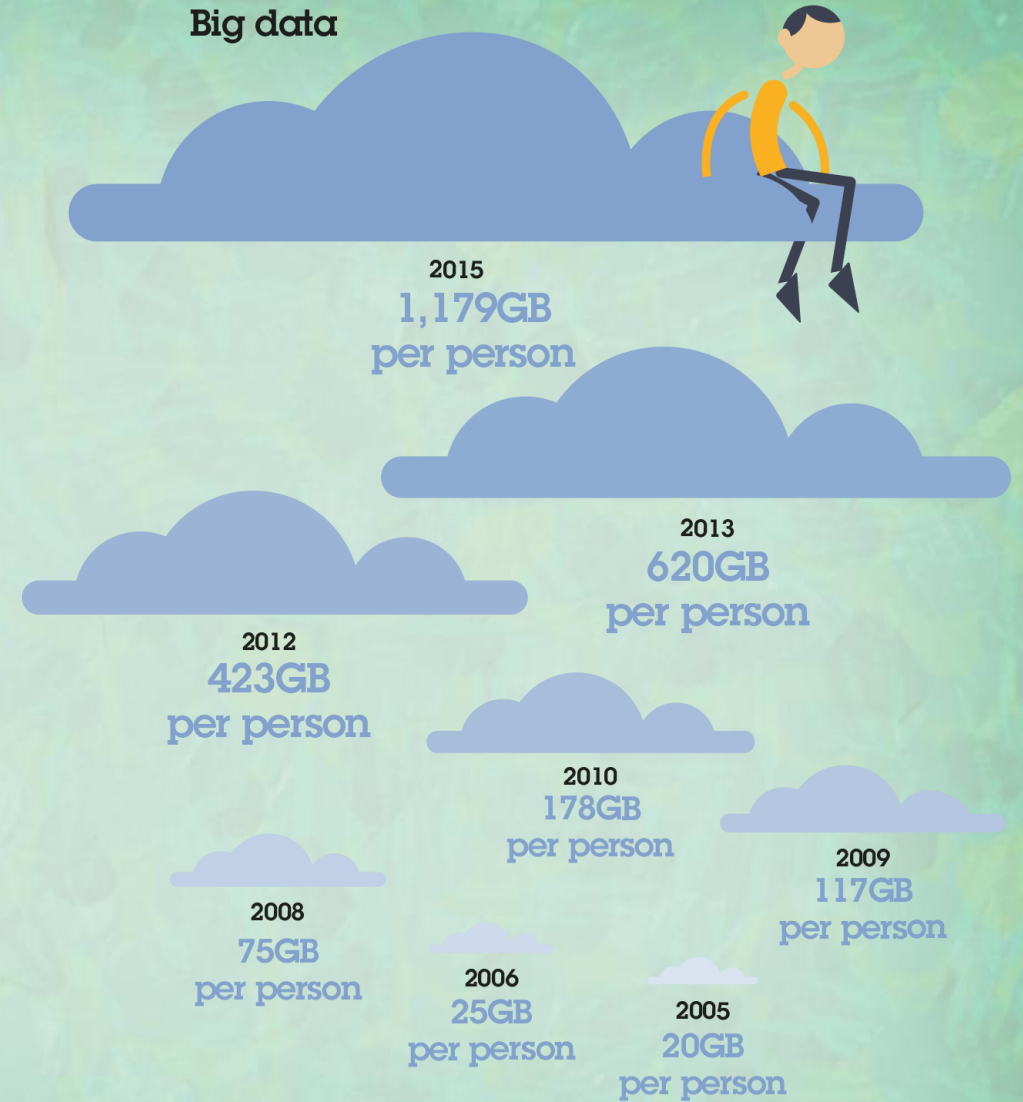
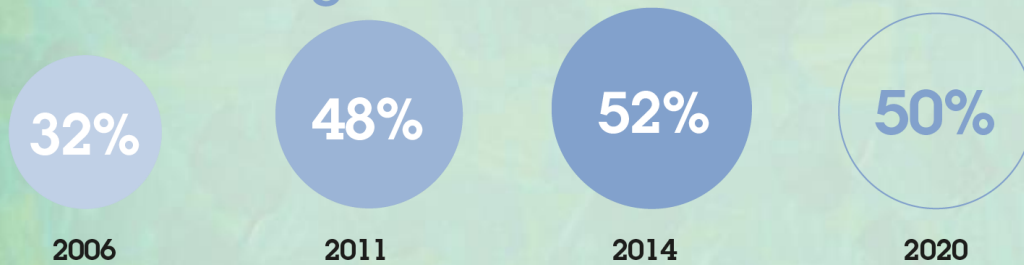
Source: GroupM *This Year, Next Year Worldwide*, December 2014



# 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**



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