

ESG INVESTOR EVENT

BUILDING BETTER FUTURES



30th June 2021



CAUTIONARY STATEMENT REGARDING FORWARD-LOOKING STATEMENTS

This presentation contains statements that are, or may be deemed to be, "forward-looking statements". Forward-looking statements give the Group's current expectations or forecasts of future events. An investor can identify these statements by the fact that they do not relate strictly to historical or current facts. They use words such as "anticipate", "estimate", "expect", "intend", "will", "project", "plan", "believe", "target" and other words and terms of similar meaning in connection with any discussion of future operating or financial performance.

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AGENDA



WPP's Purpose

Clients

People

Break

Planet

Communities

Break

Governance

0

Mark Read

2

Lindsay Pattison

3

Jacqui Canney, Judy Jackson





Hannah Harrison, John Rogers



Mark Read





John Rogers

Q&A

Mark Read John Rogers Jacqui Canney Lindsay Pattison Hannah Harrison

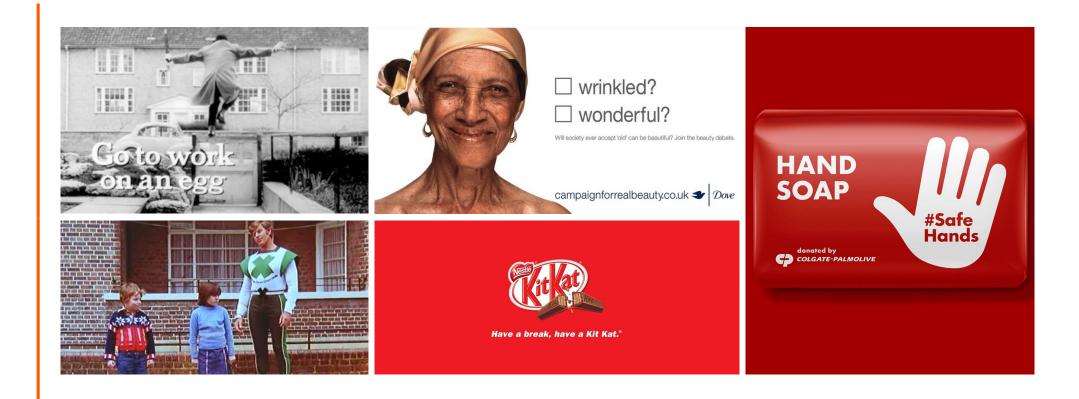
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WPP'S PURPOSE

WPP'S PURPOSE

WE USE THE POWER OF CREATIVITY TO BUILD BETTER FUTURES FOR OUR PEOPLE, OUR PLANET, OUR CLIENTS AND OUR COMMUNITIES

OUR WORK SHIFTS BELIEF AND BEHAVIOUR



WITH THE POTENTIAL FOR SIGNIFICANT IMPACT







WPP'S TOP 20 CLIENTS

CPG/PREMIUM



















TECHNOLOGY/MEDIA













PHARMA AND HEALTHCARE







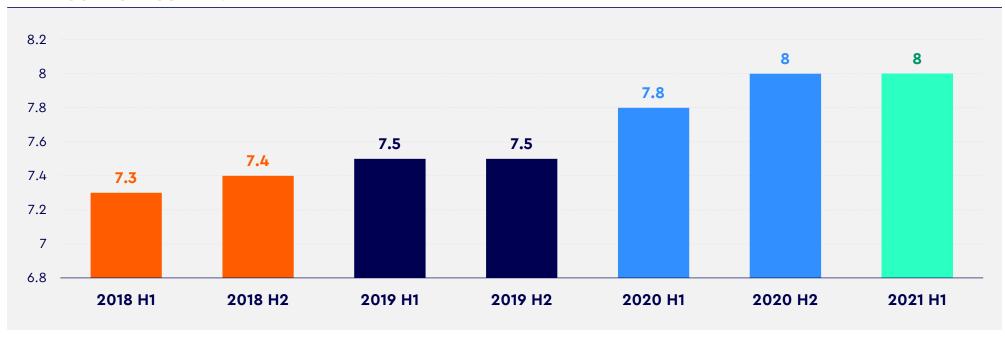




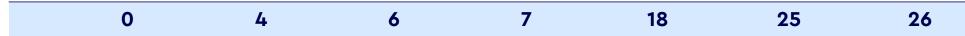


LONG-TERM BUSINESS SUSTAINABILITY DRIVEN BY CLIENT SATISFACTION

LIKELIHOOD TO RECOMMEND



NET PROMOTER SCORE



RIGHT FOR US AND FOR OUR BUSINESS

2.5X

BRAND VALUE

for brands perceived as having a high positive impact on society¹



85%

BELIEVE

brands should be about something more than profit²



72%

BUY

more environmentally friendly products than 5 years ago³



90%

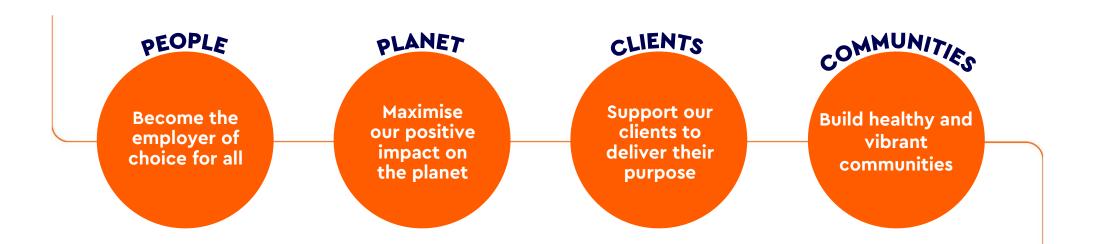
BELIEVE

companies have an environmental and social responsibility⁴

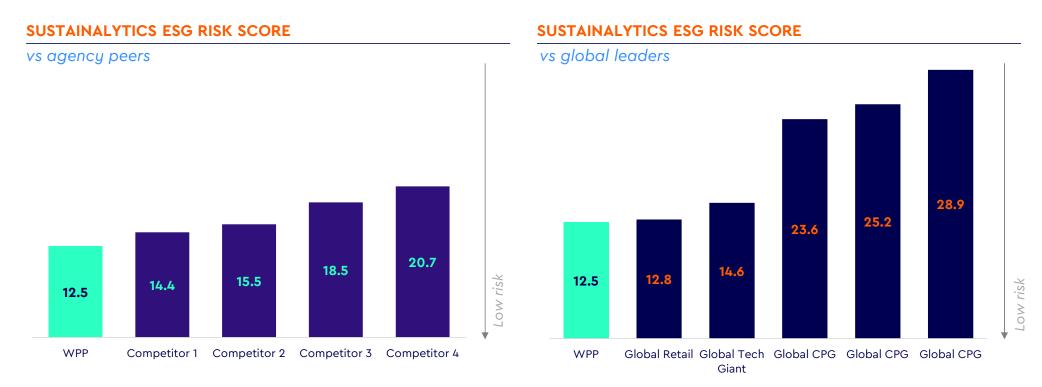


- 1. Kantar Purpose 2020 Report
- 2. Generation Z: Building a Better Normal, Wunderman Thompson Intelligence, Dec-20
- 3. Accenture, 2019
- 4. Bank of America Gen Z Primer

OUR PURPOSE TOUCHES EVERY ELEMENT OF WPP



WPP HAS A CLEAR LEADERSHIP POSITION



A lower ESG risk score indicates low exposure to ESG-related risks.

AND SCORES HIGHLY ON OTHER BENCHMARKS

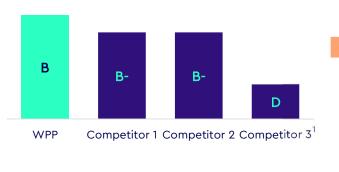
CDP В Global Global Global Global Global **WPP** Global CPG Tech Giant Financial CPG CPG Retail Services MSCI (1)



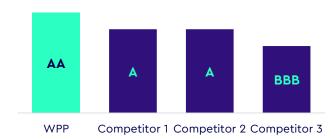
^{1.} Competitor 3 has a 'No Response' CDP status in 2020, rating presented is from 2019

Global









The company falls into the highest scoring range relative to global peers, reflecting governance practices that appear to be generally well aligned with investor interests. **MSCI**

OUR STRATEGY AND PURPOSE ARE FULLY ALIGNED

VISION AND OFFER

 Sustainability at the heart of our business and offer for clients

CREATIVITY

- Responsible marketing
- Pro bono work
- Diverse, equitable and inclusive teams

DATA & TECHNOLOGY

- Privacy and data ethics
- Cloud based infrastructure

SIMPLER STRUCTURE

- Lower impact office space
- Financially stronger
- Improved governance and control

PEOPLE AND CULTURE

 Shared values across our agencies, clients and supply chain

AND WE CONTINUE TO BE RECOGNISED FOR OUR IMPROVEMENTS







100%

in the Human Rights
Campaign Foundation's
Corporate Equality
Index

(2019: 85%)

Leader

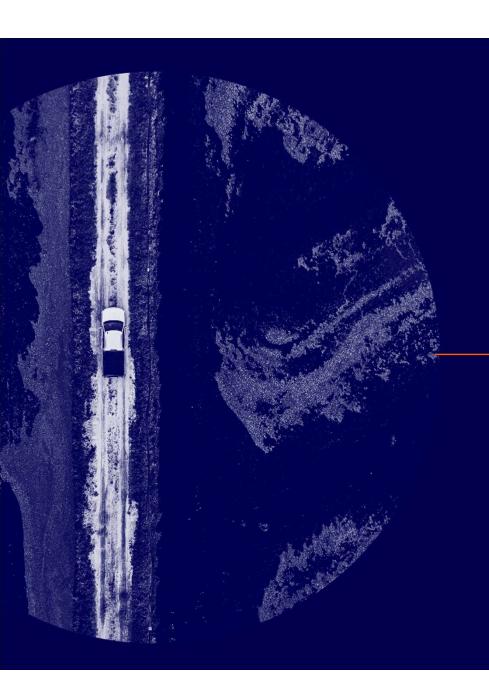
in the Bloomberg Gender Equality Index for the third year in a row 10th

in the FTSE 100 Rankings for Women on Boards, Hampton-Alexander Review

(2019: 12th)

OUR FOCUS

PEOPLE	 Improve diversity at each level by gender, race, age, disability and sexual orientation Build an inclusive culture where people belong and can do their best work
PLANET	 Supply chain engagement Strengthening Scope 3 carbon data quality
CLIENTS	 ESG as a client offer More diverse teams Investing in capability, training and resource Marketing ethics, fairness and transparency
COMMUNITIES	Building global partnerships on the biggest challengesEmpowering people to pursue their passions



CLIENTS

PEOPLE PLANET

CLIENTS



ESG IS VITAL TO OUR CLIENTS' SUCCESS

Consumers vote with their wallets

95% say brands resp. for environmental concerns¹And 81% expect to buy more sustainable products²

Talent acquisition& employee retention

83% are more loyal to a company that prioritises ESG³

5 Drives business growth

Brands perceived with strong ESG grew 2.5X faster4

^{1.} Kantar Sustainable Transformation report, 2020

Accenture, 2019

^{3.} Forbes The Cone Communications Millennial Employee Study, 2020

^{4.} Kantar Purpose Report, 2020

SUSTAINABILITY IS NOW A KEY DECISION FACTOR WHEN CLIENTS CHOOSE PARTNERS

89%

'diversity among agency teams is important when deciding who we partner with' 76%

'commitment of agency partners to **ESG** goals is important when deciding who we partner with'

80%

'commitment of agency partners to ESG goals has become MORE important when deciding who we partner with'

Source: Poll of Institute for Real Growth's Top 100 Marketers, June 2021

CLIENTS CANNOT BUILD MORE SUSTAINABLE FUTURES WITHOUT MARKETING

STRATEGY

UNDERSTANDING

IMPACT

SCALE



Setting business
purpose is
inextricably
linked with brand
and go-tomarket decisions

Activating purpose requires a deep understanding of people: consumers, employees, investors

Marketing, communications shift opinion and shift cultures by changing opinion & behaviour We help clients
effectively
reach billions
of people
every day

WE EQUIP OUR COLLEAGUES & CLIENTS WITH BEST PRACTICES



Sustainability at WPP

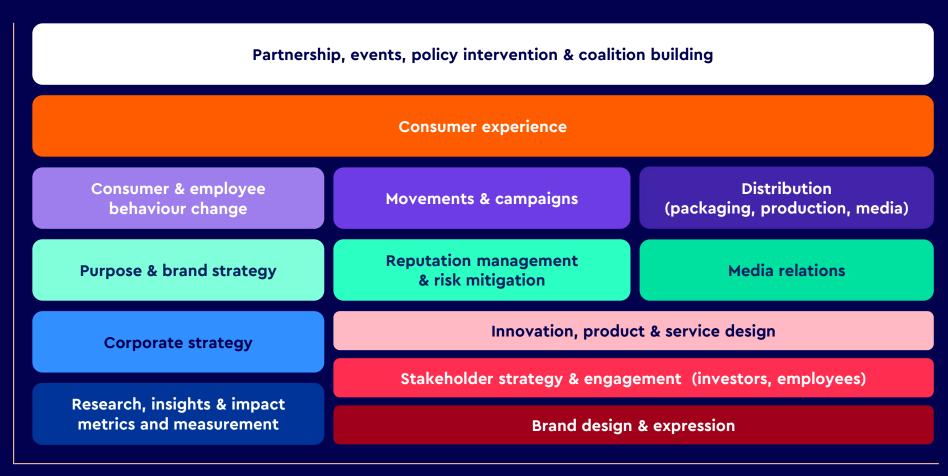
Published January 2021

Published April 2021

THE SERVICES IN HIGH DEMAND

EXTERNAL AUDIENCE

INTERNAL AUDIENCE



STRATEGY

DELIVERY

IN FACT, DEMAND IS OFF THE SCALE...

9 of our top 10 global clients work with us in this space

25%

of Hogarth production produced virtually in 2021 (2019: 5%) 25%

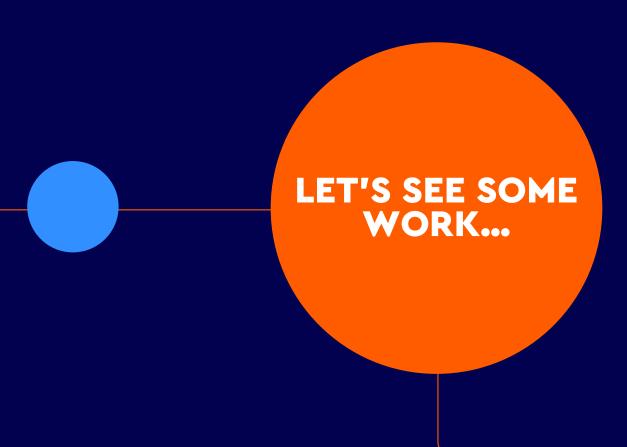
of Superunion sales were ESG related in 2020, expected to be **30%** by 2022

100%

H+K briefs from the US & UK now mention ESG

150%

increase in ESG billings seen by Cartwright in 2021





PEOPLE



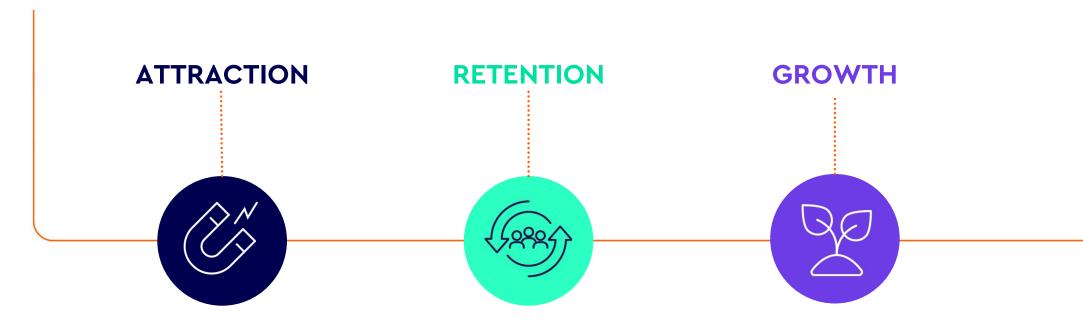
OUR PEOPLE STRATEGY



TECHNOLOGY & DATA & INSIGHTS

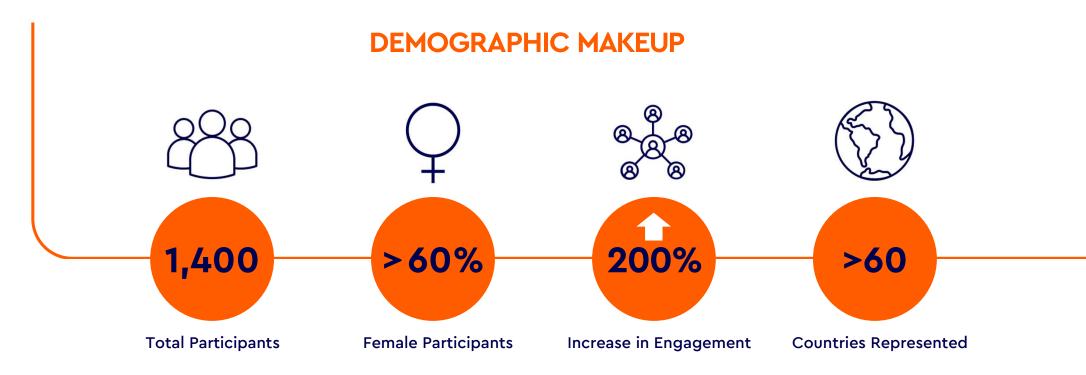
EMPLOYER OF CHOICE FOR ALL

Celebrating diversity and demonstrating purpose



WPP NEXT GEN LEADERS

Summer 2021 Cohort



WPP LISTENING: GLOBAL PULSE SURVEY

WPP's first quarterly Pulse survey launched in 2021 to measure employees' sense of inclusion and key employee experience metrics

The Q2 Global Pulse Survey:

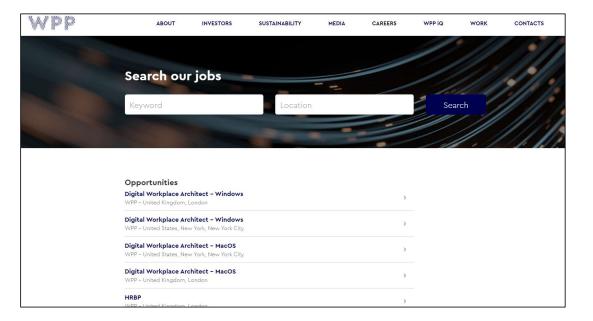
- Went out to 109 markets and was translated into 22 languages
- More than 44,000 participants across 168 agencies
- Inclusion Index is 82% across five largest markets UK, US, India, Germany and China
- Most favourable sentiment is around support for flexible working commitment to an inclusive work culture, and the value that WPP places on diversity
- Most opportunity for improvement is around total rewards and manager feedback

WPP CAREER EXPLORER

WPP Career Explorer aggregates all jobs across the WPP agency network in one, searchable place — accessible to internal employees and external candidates.

Since the launch of CE earlier this year, there have been:





INCLUSIVE MANAGER LEARNING

A partnership with Uniworld Group, minority-owned, woman-led strategic WPP partner





UniWorld Group, Inc. (UWG) is the **longest-standing, full-service, multicultural marketing and advertising agency** in the US and a thought leader in creativity, inclusion and innovation.

UWG brings 51 years of expertise focused on **diverse markets and workplaces around the globe** within the UWG Global Reflections and Inclusive Leadership practice.



UWG has partnered with TrainUp to deliver a learning experience that leverages technology to enable and facilitate discussion, feedback, and encourage growth. The experience involves a recurring series of four steps:

- 1. Context & Community (interactive, real-time virtual session)
- 2. Online Content (self-paced review & engagement)
- 3. Action Planning (interactive, real-time virtual session)
- 4. Discussion & Feedback (self-paced community engagement)

Monique Nelson UniWorld, Chair & CEO

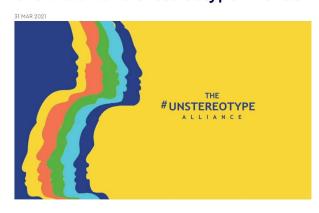
WPP partners with Google to launch #IamRemarkable





DEMONSTRATING OUR PURPOSE

WPP joins Mexico and India chapters of UN Women's Unstereotype Alliance



WPP joins the Business Coalition for the Equality Act in the U.S.



WPP joins global movement to improve workplace mental health

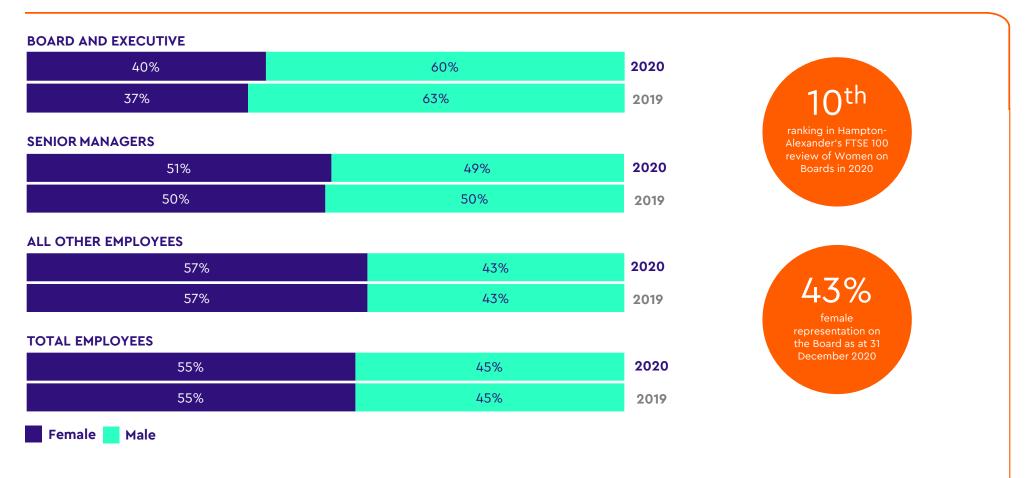


JUNE 2020 RACIAL EQUITY COMMITMENTS

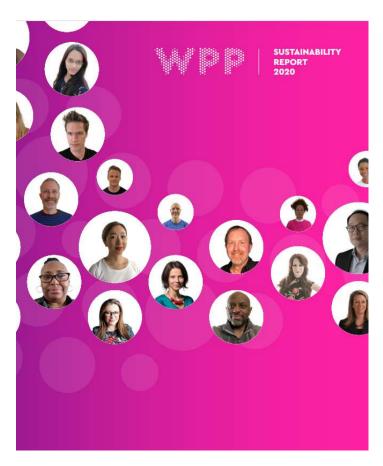
In June 2020, WPP announced a set of commitments and actions to develop and measure a truly inclusive, diverse and equitable company

- We are taking decisive action on each of the 12 points in the "Call for Change" open letter to the industry from more than 1,200 Black advertising professionals; completing a foundational review of our hiring, retention, promotion, and development practices; and publishing our racial diversity data
- We've pledged to use our voice to fight racism and advance the cause of racial equality in and beyond our industry
- We are investing \$30 million over three years to fund anti-racism and inclusion programs within WPP and support external organisations

WE HAVE MADE GOOD PROGRESS IN DRIVING GENDER EQUALITY



OUR WORKFORCE DIVERSITY DATA



UNITED STATES 2018, 2019 AND 2020 DATA^{1,2}

Level	Year	Black or African American	Asian	Hispanic or Latino	White
Senior/Executive Level Managers	2020	3.9%	6.9%	6.4%	80.9%
	2019	2.9%	6.6%	6.4%	82.3%
	2018	2.2%	5.7%	5.8%	85.0%
First/Mid-Level Managers	2020	4.4%	10.6%	9.4%	73.3%
	2019	4.2%	10.6%	9.8%	73.2%
	2018	4.1%	9.9%	9.3%	74.8%
Professionals	2020	6.7%	15.3%	9.3%	65.4%
	2019	6.6%	15.7%	8.9%	65.5%
	2018	6.4%	15.0%	8.7%	67.0%
All Staff	2020	6.5%	12.0%	9.9%	68.9%
	2019	6.4%	12.4%	9.8%	68.7%
	2018	6.2%	11.7%	9.4%	70.2%

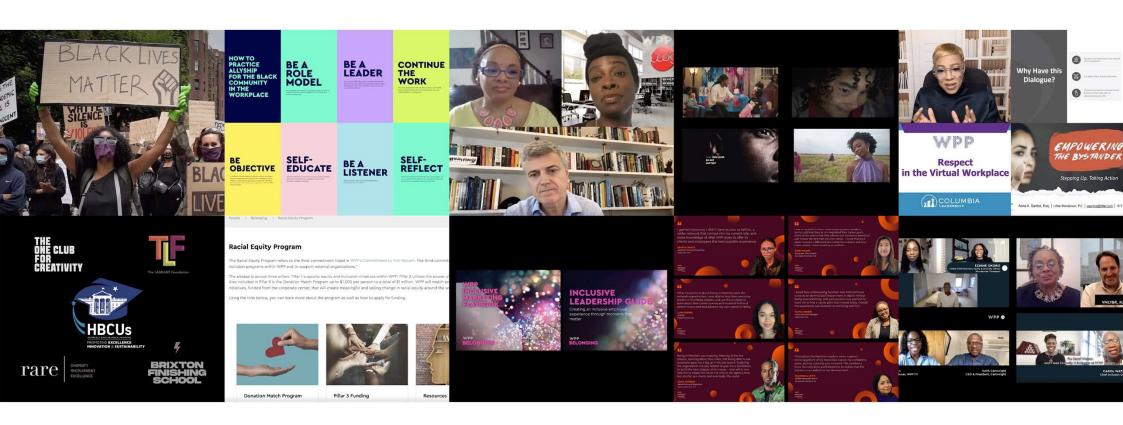
UNITED KINGDOM 2020 DATA¹

Level	Black	Asian	Mixed	Other ethnic	White
Board Members or Executive Leaders	0.8%	3.8%	2.1%	1.3%	87.2%
Senior Managers	2.4%	5.8%	2.6%	2.6%	79.5%
Other Employees	4.7%	9.1%	2.8%	4.7%	69.2%
All Staff	4.1%	8.2%	2.8%	4.2%	71.9%

^{1.} The US and UK data sets are not directly comparable due to current differences in data collection, differing job level classifications and differences in how full- and part-time employees are captured in employee headcount in each country.

^{2.} Changes in our US data reflect a number of structural changes we have made to our business in the past two years, including significant disposals, as well as employee attrition.

REFLECTING ON PROGRESS AND LOOKING TO THE FUTURE



ACCOUNTABILITY

DE&I goals linked to Senior Leaders' bonus compensation schemes

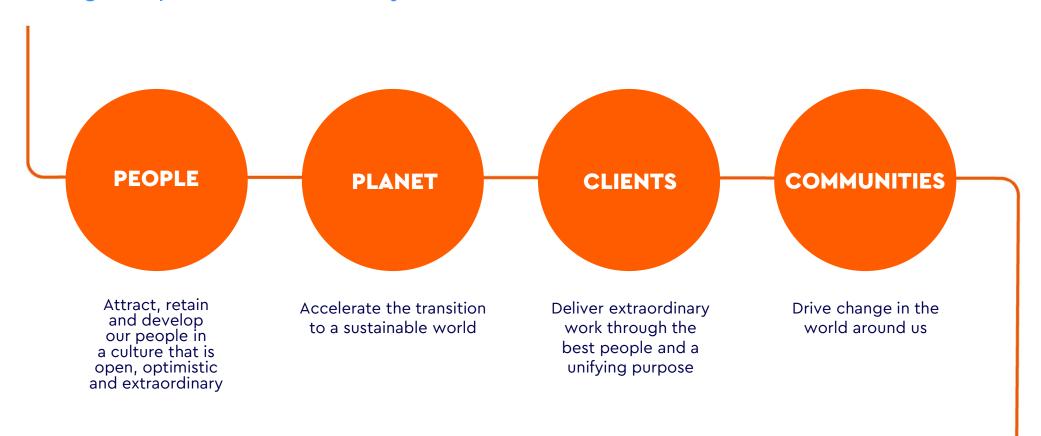
Quarterly reviews with Senior Leaders to measure progress against DE&I goals

Quarterly DE&I updates for all our people



BUILDING CULTURE THROUGH PURPOSE

Using the power of creativity to build better futures





PLANET

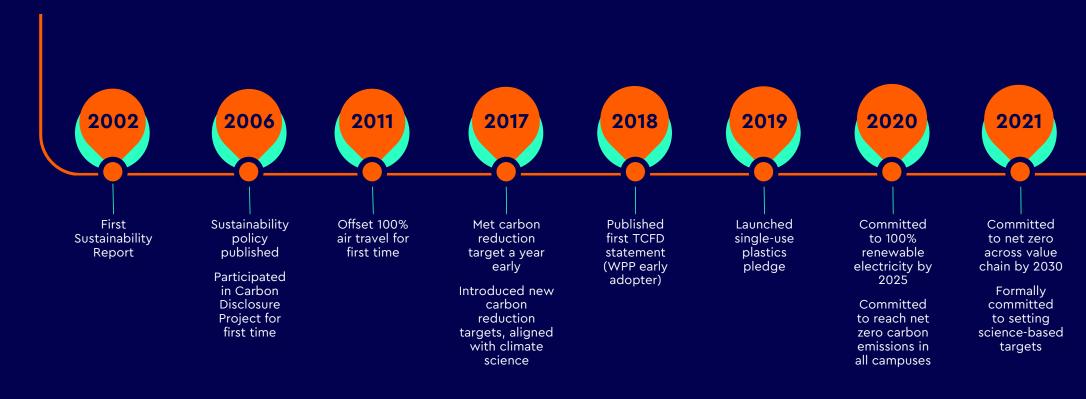








WE HAVE BEEN DELIVERING ON OUR PLANET AGENDA FOR 15 YEARS



OUR CARBON FOOTPRINT



5.4M tCO₂e
TOTAL
EMISSIONS



WPP will reach Net Zero emissions across our operations by 2025 and across our supply chain by 2030, including emissions from media buying — an industry first.



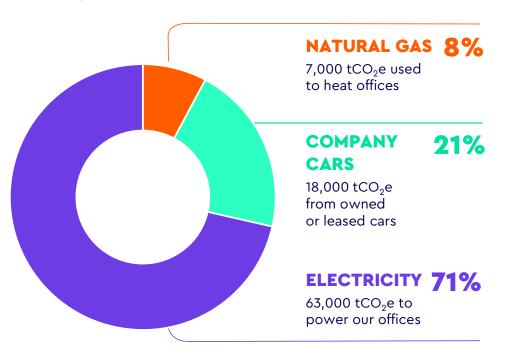
WPP commits to reduce absolute Scope 1 and 2 emissions by at least 84% by 2025 from a 2019 base year.

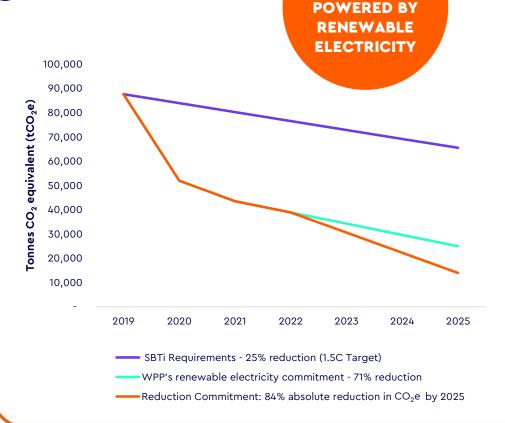
WPP also commits to reduce absolute Scope 3 emissions by at least 50% by 2030 from a 2019 base year.

Residual emissions will be offset to reach our net zero targets.

WE WILL REDUCE EMISSIONS ACROSS OUR BUSINESS

Scopes 1 & 2





NET ZERO

CAMPUSES,

N.B. Left graph shows baseline 2019 data; right graph shows reported 2019 and 2020 data with future years showing projected emissions reductions from interventions.

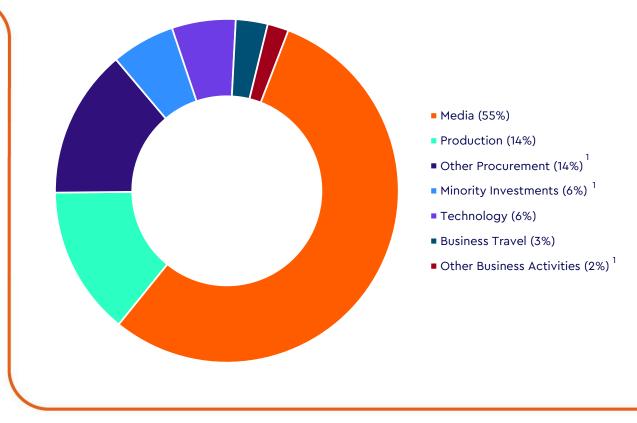
REDUCING ABSOLUTE SCOPE 3 EMISSIONS BY 50% BY 2030

Four priority emissions hotspots:

- Media spend (55%)
- Production (14%)
- Technology (6%)
- Business travel (3%)

To reduce emissions from these sources, WPP will also focus on:

- Procurement and supply chain
- Data quality and carbon accounting for media investment



^{1.} Other procurement spend includes spend related to facilities, HR, professional fees and similar items. Minority investments includes estimated emissions from companies in which WPP has less than a 50% ownership share. Other business activities includes employee commuting, downstream leased assets (buildings) and other fuel use.

DRIVING INNOVATION AND DELIVERING COMPETITIVE ADVANTAGE





EMBEDDED AND COSTED IN OUR WIDER TRANSFORMATION STRATEGY

CAMPUSES

- 85% of our people in net zero campuses by 2025
- 100% renewable electricity
- Sustainable by design:
 - Climate risk assessment on location
 - Smart sensors
 - Adaptable space, low waste fit-out
- No single-use plastics

TECHNOLOGY

- Moving 95% of our workloads to public cloud to reduce emissions from storage and computing by 60%
- Smart building and cooling management solutions to reduce campus technology emissions by 28%

OPERATING MODEL

- Air travel permanently reduced by over 1/3, lowering emissions
- Building efficiencies through local office consolidation
- Sustainable procurement

SUSTAINABLE PROCUREMENT BY DESIGN

ENVIRONMENTAL

- Master supplier data on a single platform to track our buying impact on the environment; measurement and monitoring across Scope 1, 2 and 3 emissions
- Sustainability-assessed and rated suppliers via independent, third party portal

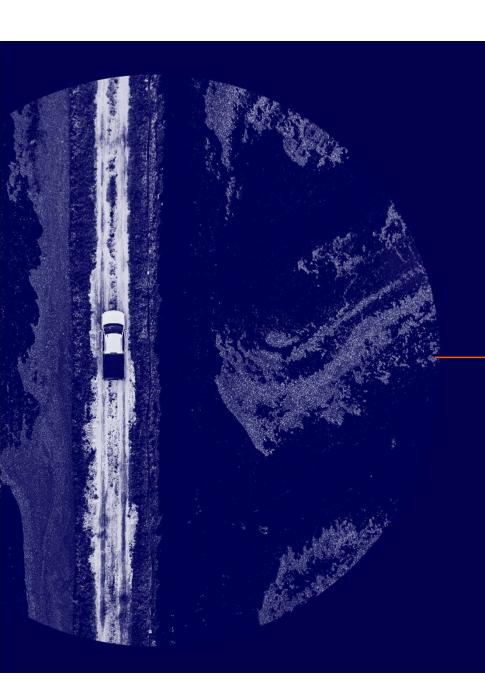
SOCIAL

- Fostering diversity through simpler vetting/onboarding for diverse and smaller suppliers
- Members of the Global Supplier Diversity Alliance
- Co-sponsor of UK Accelerator Programme backing ~40 certified diverse entrepreneurs to "develop the ethnic minority business of today to become the supplier chain leaders of tomorrow" (MSDUK)

GOVERNANCE

- Quicker vetting through automation and procurement shared services to maximise agency compliance
- Intelligent Risk Management using a guided buying experience, to focus procurement experts and identify riskier requests





COMMUNITIES







GLOBAL REACH, LOCAL INSIGHT

£649M

wider social impact from pro bono work, charitable donations and free media space in 2020¹ (2019: £291M) £12.6M

pro bono work for clients, including UN Women and the World Health Organisation

(2019: £10.6M)

\$30M

planned investment over next 3 years to fund inclusion programmes within WPP and support external organisations £59.3M

free media space negotiated on behalf of pro bono clients

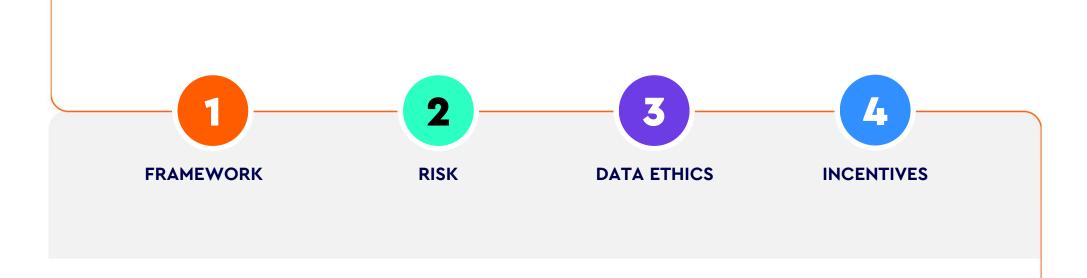
(2019: £18.9M)

^{1.} We have conducted research with Sustain Value to quantify the wider social impact, which includes an estimate of the potential societal impact of the investment made. Refer to pages 61-63 of the WPP Sustainability Report 2020 for detail on methodology and data used.

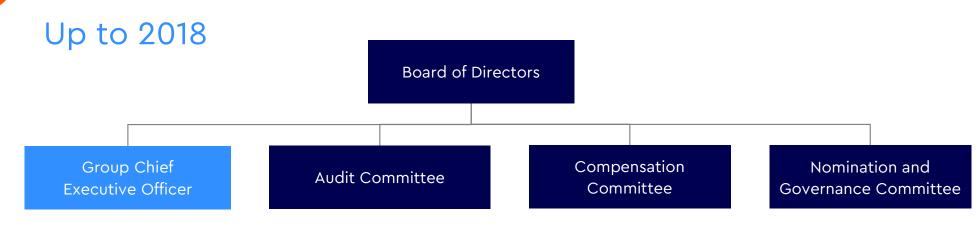
GOVERNANCE



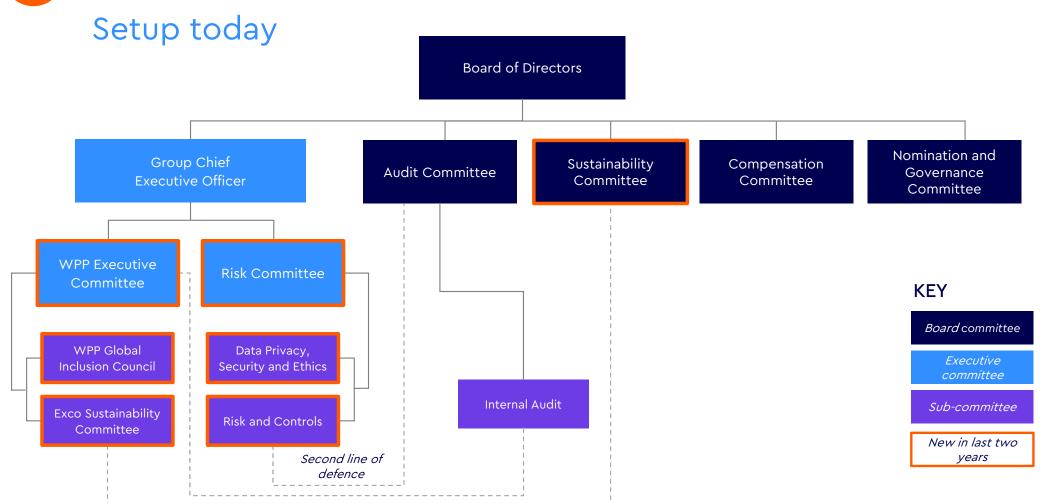
GOVERNANCE



1 FRAMEWORK



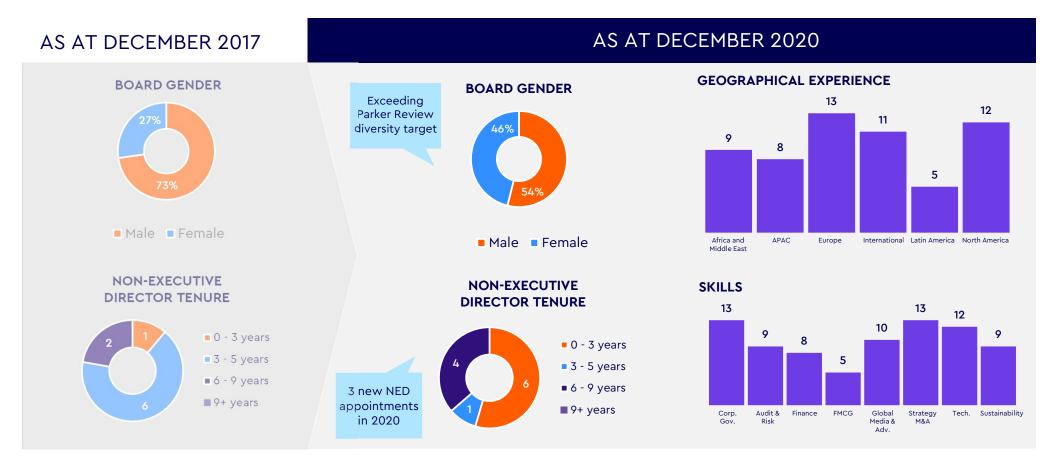
1 FRAMEWORK



1

SUBSTANTIAL BOARD RENEWAL

Broad, deep and relevant expertise



NEW EXCO ENHANCING COLLABORATION

- Established in 2019 to make combined, collaborative decisions
- Collectively responsible for implementing **strategy**, ensuring consistent execution and embedding WPP's **culture and values**
- Meet monthly, with in-depth meetings quarterly

- Made up of 20 leaders of WPP's largest agencies and enhanced corporate functions
- The committee is 35% women, 15% racially diverse
- Incentivised on WPP level performance



SUSTAINABILITY COMMITTEE

WPP amplifying our agencies' sustainability agendas at scale

MEMBERS

- Established in December 2019
- Chaired by Keith Weed CBE
- Other Board members are Sally Susman, Angela Ahrendts DBE and Jasmine Whitbread
- Attended by CEO, CFO
- Other attendees include the Chief People Officer, Group Corporate Affairs Director, Director of Sustainability, Senior Independent Director and Group Chief Counsel

ROLE

- Responsible for reviewing and monitoring the Group's sustainability targets and commitments
- Assists the Board in oversight of corporate responsibility and reputation matters
- Reviews policy statements on environmental and social matters
- Focused on continual improvement:
 - Sustainability assessment to build baseline across
 21 markets
 - Developing practical metrics to monitor performance and drive progress

KEY FRAMEWORKS AND REPORTING















2

RISK: "THREE LINES OF DEFENCE" MODEL

1ST LINE: COMPANY REVIEWS

Functions that own and manage risk, e.g.

Agency-level committees

2ND LINE: EXECUTIVE MANAGEMENT REVIEWS

Functions that oversee or specialise in risk management and business integrity, e.g.

Risk and Controls Group

Business Integrity

3RD LINE: INTERNAL AUDIT AND OVERSIGHT

Functions that provide independent assurance, e.g.

Internal Audit

Audit Committee

External experts

2

RISK: DRIVING CULTURAL CHANGE

"As a company, and as individuals, we have a collective responsibility to behave in the right way towards each other, in our interactions with clients, and within our communities

WPP should be a place where everyone feels they can bring their authentic selves to work, without fear of discrimination or bullying.

If we all hold ourselves accountable, together we can foster a culture of openness and integrity throughout WPP."

Mark Read on the launch of the "How We Behave" training, June 2020



"HOW WE BEHAVE" TRAINING

Mandatory training covering ABC, workplace behaviour, sustainability and data security, fully refreshed in 2020



"BELONGING" TRAINING

Mandatory anti-racism and inclusion training for all our people

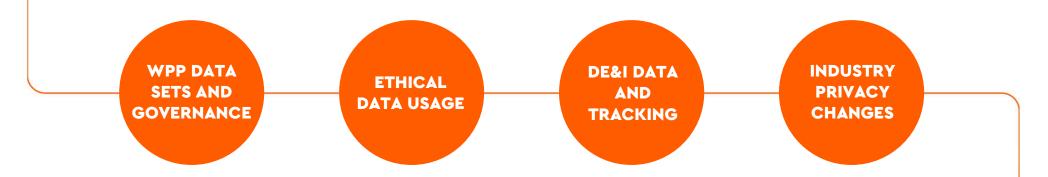


RIGHT TO SPEAK

Hotline available in c.100 countries in local languages. Accounted for 75% of whistleblowing reports in 2020

DATA ETHICS

Addressing key client issues



CLIENT COLLABORATION, EG.

- Retail client: Privacy Summit hosted jointly by WPP and client privacy teams with 90 attendees from cross agency and business teams
- CPG client: working with industry consortium led by client for measuring DE&I in production

CHOREOGRAPH







WE DON'T USE DATA WE DON'T NEED

WHAT YOU HAVE TODAY, **READY FOR TOMORROW**

4

INCENTIVES: ALIGNING MANAGEMENT WITH SHAREHOLDERS

RETAINING KEY PEOPLE,
DRIVING COLLABORATION

- 1,600 key executives awarded WPP Stock Plan. Awards vest three years after grant
- 42,000+ employees eligible for WPP share option plans (2019: 38,000+)
- Agency leads now partly remunerated on WPP performance

ESG MEASURES

- **Diversity, equity and inclusion goals** included in incentive plans for senior executives for the first time in 2021
- Carbon reduction targets in incentive plans for Executive Directors from 2021
- CFO and CEO 2021 STIP includes plastic targets

REDUCED MAXIMUM AWARD FOR DIRECTORS AND CLEARER ALIGNMENT WITH OWNERS

	2017	2020 onwards
Measured by	EPS, ROE, Relative TSR	1/3 ROIC, 1/3, Adjusted FCF, 1/3 Relative TSR
Maximum opportunity ¹	975%	400%
Normal award levels ¹	CEO: 600%, CFO: 300%	CEO: 350%, CFO: 300%
Performance period	5 years	3 years with 2 year holding period
Shareholding requirement ¹	CEO: 600%, CFO: 300%	CEO: 600%, CFO: 300%

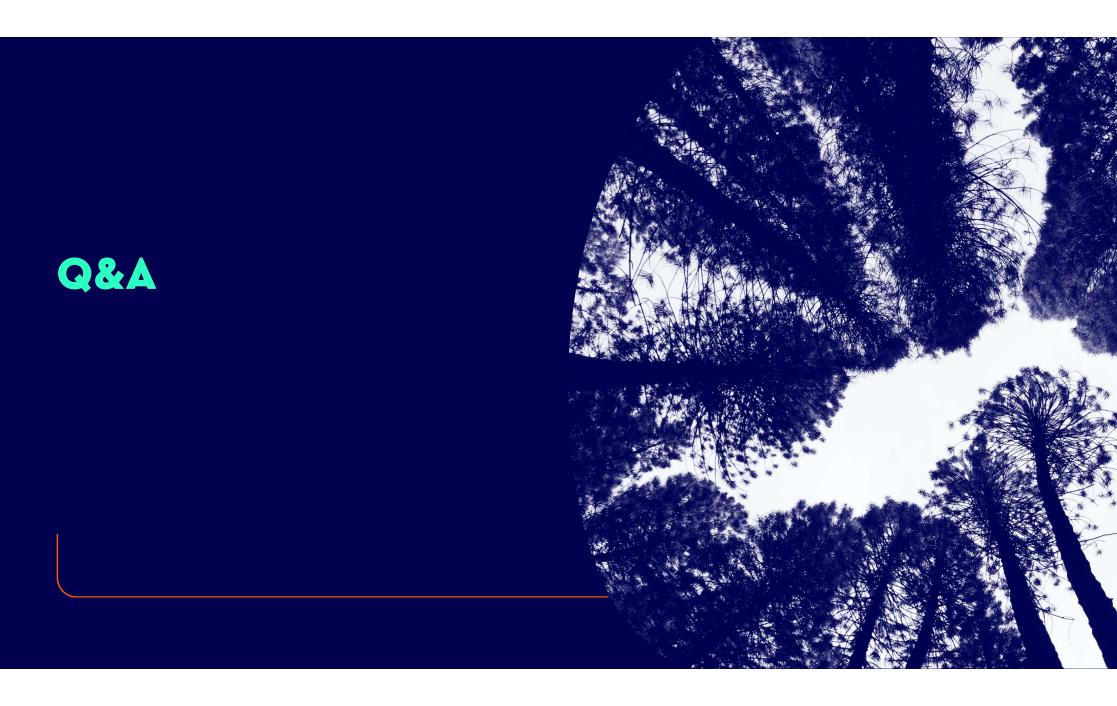
SUMMARY

Critical topic for our people, clients, shareholders and other stakeholders

Area of opportunity for differentiation and growth

Integrated ESG strategy supported by rigorous governance

Ongoing reporting and disclosure



THANK YOU