

IN SUMMARY

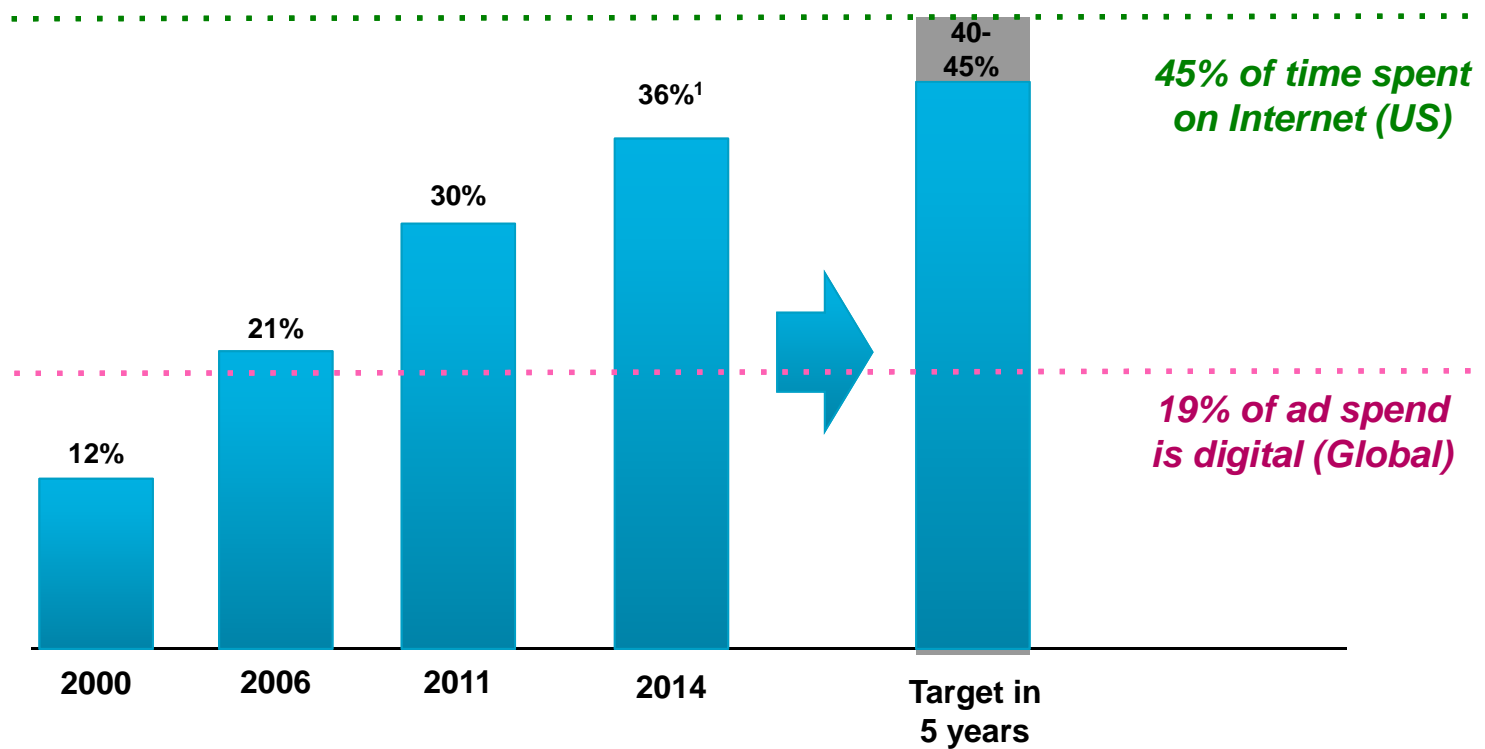
Four Core Strategic Priorities

New Markets, New Media, Data Investment Management and “Horizontality”

- Faster growing markets to be 40 - 45% of revenues within 5 years
- New media now to be 40 – 45% of revenues within 5 years
- Data Investment Management to be 25%, and quantitative disciplines to be 50% of revenues with focus on the application of technology, big data and digital
- “Horizontality”: objective to ensure our people work together through clients teams, country managers and back-offices initiatives

New Media: Continues to Grow Strongly

Digital as % of WPP Revenues



¹ Full year forecast based on 2014 Q3RF forecast data

In summary

Growth Opportunities

- Digital transition gives WPP new growth opportunities
- Proven ability to grow organically and by acquisition with a disciplined approach to valuation
- Today, 36% of revenue from digital activities

Leading Position

- Strong global digital brands
- Unique depth of investment in technology with ability to license 3rd party technology and apply technology
- Strength from client relationships and ability to combine creativity and technology with global reach

Financial Returns

- Upped our targets to 40-45% of revenues over 5 years
- Margins at or above WPP benchmarks
- Very strong pipeline of small/medium-sized acquisition