



WPP

Trading Statement for Third Quarter 2015

London





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1 Third Quarter 2015



Third Quarter 2015

Highlights

- Revenue growth of 5.9%, with like-for-like growth of 4.6%, 3.3% growth from acquisitions and -2.0% from currency.
- Net sales growth of 4.2%, with like-for-like growth of 3.3%, 2.8% growth from acquisitions and -1.9% from currency.
- Reported 9 month headline operating profit margin up 0.3 margin points and up 0.5 margin points in constant currency.
- Constant currency revenue and net sales growth in all regions and business sectors.
- Net new business of \$3.057bn in Third Quarter resulting in the number one position in all net new business tables.

Third Quarter 2015

Summary – Revenue and Net Sales Growth

% Growth	Revenue		Net Sales	
	Q3	YTD	Q3	YTD
Like-for-like	4.6	4.8	3.3	2.6
Acquisitions	3.3	2.1	2.8	2.6
Constant currency	7.9	6.9	6.1	5.2
Foreign exchange	-2.0	-0.4	-1.9	-0.3
Reportable sterling	5.9	6.5	4.2	4.9
Reportable US dollars¹	-1.6	-2.3	-3.2	-3.7
Reportable euros²	17.0	18.9	15.1	17.1
Reportable yen³	15.4	14.9	13.5	13.1

¹ Translated into US\$, using among other currencies, average exchange rates of US\$/£ for Q3 2015 of \$1.55 (Q3 2014: \$1.67)

² Translated into Euros, using among other currencies, average exchange rates of €/£ for Q3 2015 of €1.39 (Q3 2014: €1.26)

³ Translated into Yen, using among other currencies, average exchange rates of ¥/£ for Q3 2015 of ¥189 (Q3 2014: ¥174)

Third Quarter 2015

Revenue and Net Sales by Sector: Third Quarter

	Revenue ¹				Net Sales ¹			
	2015 £m	Reported	% Change		2015 £m	Reported	% Change	
			Constant Currency	Like-for- like ²			Constant Currency	Like-for- like ²
Advertising, Media Investment Management	1,311	8.0	10.5	7.2	1,092	2.6	5.2	3.7
Data Investment Management	584	-0.8	3.8	-1.0	429	1.2	5.8	0.0
Public Relations & Public Affairs	229	6.5	5.4	4.1	225	6.2	5.2	4.5
Branding & Identity, Healthcare and Specialist Communications	803	7.5	7.6	5.1	772	7.7	7.8	4.3
Total	2,927	5.9	7.9	4.6	2,518	4.2	6.1	3.3

¹ Disclosure of revenue and net sales figures necessary to more accurately show underlying trends, given the significant increase in both on-line media buying as principal, together with pass-through costs for data investment management

² Digital revenue grew by 9.5% and Digital net sales by 7.5%

Third Quarter 2015

Revenue and Net Sales by Sector: Year to Date

	Revenue ¹				Net Sales ¹			
	2015 £m	Reported	% Change		2015 £m	Reported	% Change	
			Constant Currency	Like-for- like ²			Constant Currency	Like-for- like ²
Advertising, Media Investment Management	3,950	9.6	10.3	8.5	3,313	4.1	5.1	3.4
Data Investment Management	1,758	-0.4	2.6	-0.8	1,286	1.5	4.4	0.0
Public Relations & Public Affairs	687	5.7	3.4	2.2	675	5.2	3.0	2.5
Branding & Identity, Healthcare and Specialist Communications	2,371	7.2	5.9	4.0	2,285	7.9	6.5	3.1
Total	8,766	6.5	6.9	4.8	7,559	4.9	5.2	2.6

¹ Disclosure of revenue and net sales figures necessary to more accurately show underlying trends, given the significant increase in both on-line media buying as principal, together with pass-through costs for data investment management

² Digital revenue grew by 6.9% and Digital net sales by 5.3%

Third Quarter 2015

Advertising, Media Investment Management

- Strongest like-for-like revenue growth 7.2% and net sales growth 3.7%.
- Advertising remains tougher in mature markets. Ogilvy was up in UK, Western Continental Europe and Eastern Europe. J. Walter Thompson Company performed well in Asia Pacific and Latin America. Grey was up in North America.
- Media investment management remains strong with like-for-like revenue and net sales up double-digit, and even stronger net sales growth in North America, Western Continental Europe, Eastern Europe and Africa.
- Advertising acquisitions of Jüssi (on-line performance agency) in Brazil, nudeJEH (advertising and digital agency) in Thailand and Webling (digital agency) in Australia.

Third Quarter 2015

Data Investment Management

- Data investment management constant currency net sales up 5.8%, like-for-like flat.
- Net sales growth in North America, Western Continental Europe and Eastern Europe.
- Kantar Media, Kantar Retail, Kantar Worldpanel and Kantar Indian Market Research Bureau performed strongly.
- Acquisition of BIScience (data analytics) in Israel and USA.



Third Quarter 2015

Public Relations and Public Affairs

- Public relations and public affairs like-for-like revenue up 4.1%, strongest sector like-for-like net sales growth of 4.5%.
- All regions grew revenue and net sales, with UK and Latin America up double-digit and strong growth in Asia Pacific. Also strong performance from Cohn & Wolfe, Finsbury in UK, Hering Schuppener in Germany and Ogilvy Government Relations in USA.
- Particularly strong growth in social media content development in USA through SJR.
- Acquisitions of Ideal Group in Brazil, Nicole Weber Communications in Germany and Six Degrees PR in India.

Third Quarter 2015

Branding and Identity, Healthcare and Specialist Communications

- Constant currency revenue up 7.6% and net sales up 7.8%, with like-for-like revenue growth 5.1% and net sales growth 4.3%.
- Growth in the Group's direct, digital and interactive and healthcare businesses, but branding and identity more challenged. Specialist communications grew above the Group average.
- Acquisition of OptimizeRx (e-distribution of healthcare sample vouchers) in USA.



Third Quarter 2015

Direct, Digital and Interactive

- For the first nine months of 2015, direct, digital and interactive revenues were \$5.2bn or over 37% of total revenue (2014: \$4.7bn and 36% respectively), up 9.8% in constant currency and up 6.9% like-for-like.
- The number of people working in the Group in this sub-sector is almost 40,000 or 31% of headcount.
- Acquisition of ABS Creative (digital marketing communications agency) in Belgium.



Third Quarter 2015

Revenue and Net Sales by Region: Third Quarter

	Revenue ¹				Net Sales ¹			
	2015 £m	Reported	% Change		2015 £m	Reported	% Change	
			Constant Currency	Like-for- like			Constant Currency	Like-for- like
North America	1,091	15.4	8.2	6.8	948	11.8	5.0	3.7
UK	435	7.6	7.6	1.1	370	7.1	7.1	2.2
Western Continental Europe	552	-4.0	6.2	6.1	453	-5.4	4.5	4.6
Asia Pacific, Latin America, Africa & Middle East and Central & Eastern Europe	849	1.1	8.8	2.9	747	0.3	8.0	2.4
Total	2,927	5.9	7.9	4.6	2,518	4.2	6.1	3.3

¹ Disclosure of revenue and net sales figures necessary to more accurately show underlying trends, given the significant increase in both on-line media buying as principal, together with pass-through costs for data investment management

Third Quarter 2015

Revenue and Net Sales by Region: Year to Date

	Revenue ¹				Net Sales ¹			
	2015 £m	Reported	% Change		2015 £m	Reported	% Change	
			Constant Currency	Like-for- like			Constant Currency	Like-for- like
North America	3,255	15.3	6.7	6.2	2,825	11.9	3.6	3.1
UK	1,295	9.0	9.0	4.5	1,093	8.1	8.1	2.6
Western Continental Europe	1,695	-6.8	3.9	4.5	1,418	-7.4	3.1	2.3
Asia Pacific, Latin America, Africa & Middle East and Central & Eastern Europe	2,521	4.9	8.3	3.4	2,223	3.8	7.3	2.3
Total	8,766	6.5	6.9	4.8	7,559	4.9	5.2	2.6

¹ Disclosure of revenue and net sales figures necessary to more accurately show underlying trends, given the significant increase in both on-line media buying as principal, together with pass-through costs for data investment management

Third Quarter 2015

WPP Two Year Cumulative Like-for-Like Growth¹ - Consistent Performance

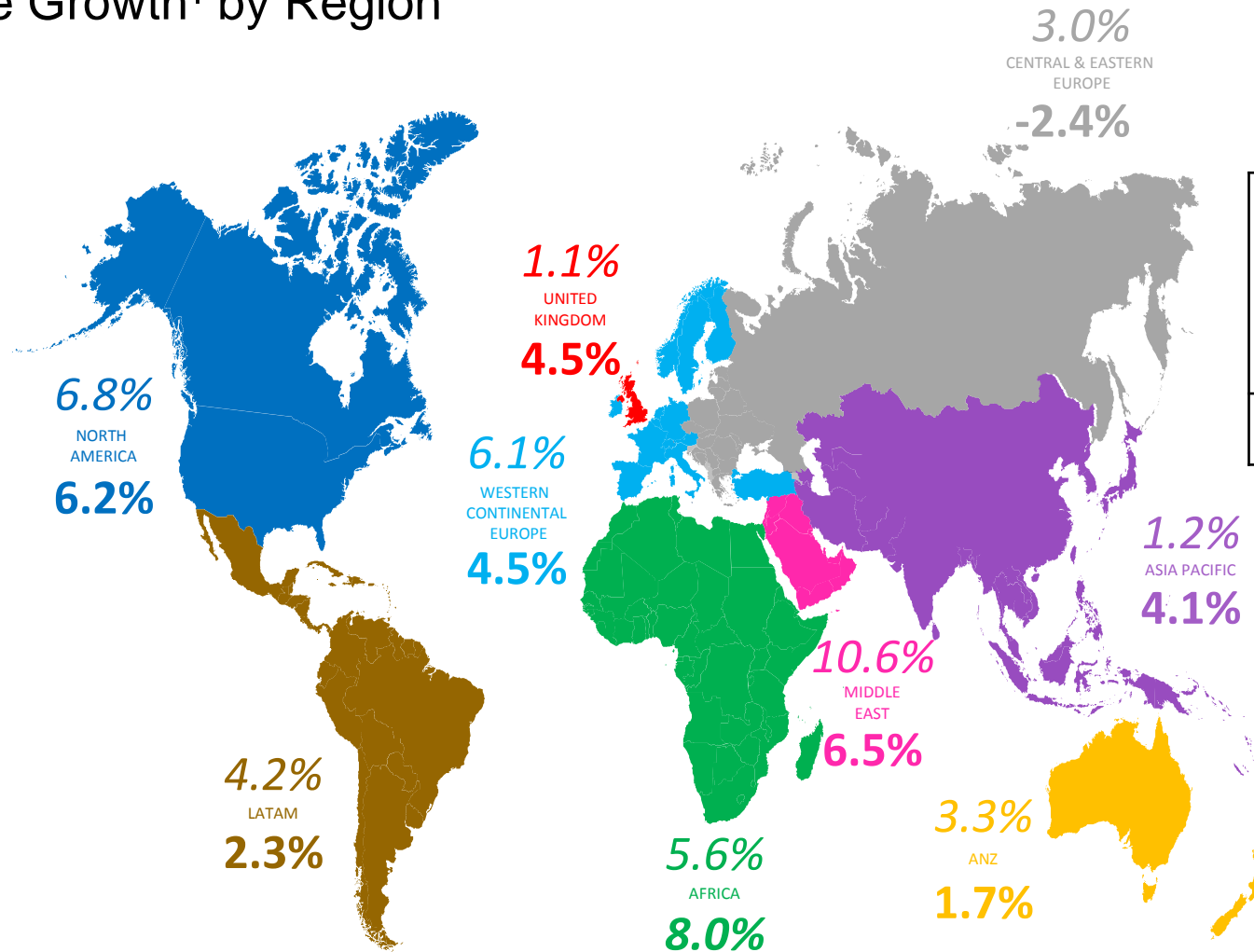
%	Revenue		Net Sales	
	1 Year	2 Year	1 Year	2 Year
Q1 2014	7.0	9.1	3.8	5.7
Q2 2014	10.2	12.9	4.4	7.2
Q3 2014	7.6	12.6	3.0	7.3
Q4 2014	7.8	12.0	2.1	6.4
Q1 2015	5.2	12.2	2.5	6.3
Q2 2015	4.5	14.7	2.1	6.5
Q3 2015	4.6	12.2	3.3	6.3

¹ Two year trend is total growth for the named quarter and same quarter one year earlier

Third Quarter 2015

Revenue Growth¹ by Region

Q3 %
REGION
YTD %



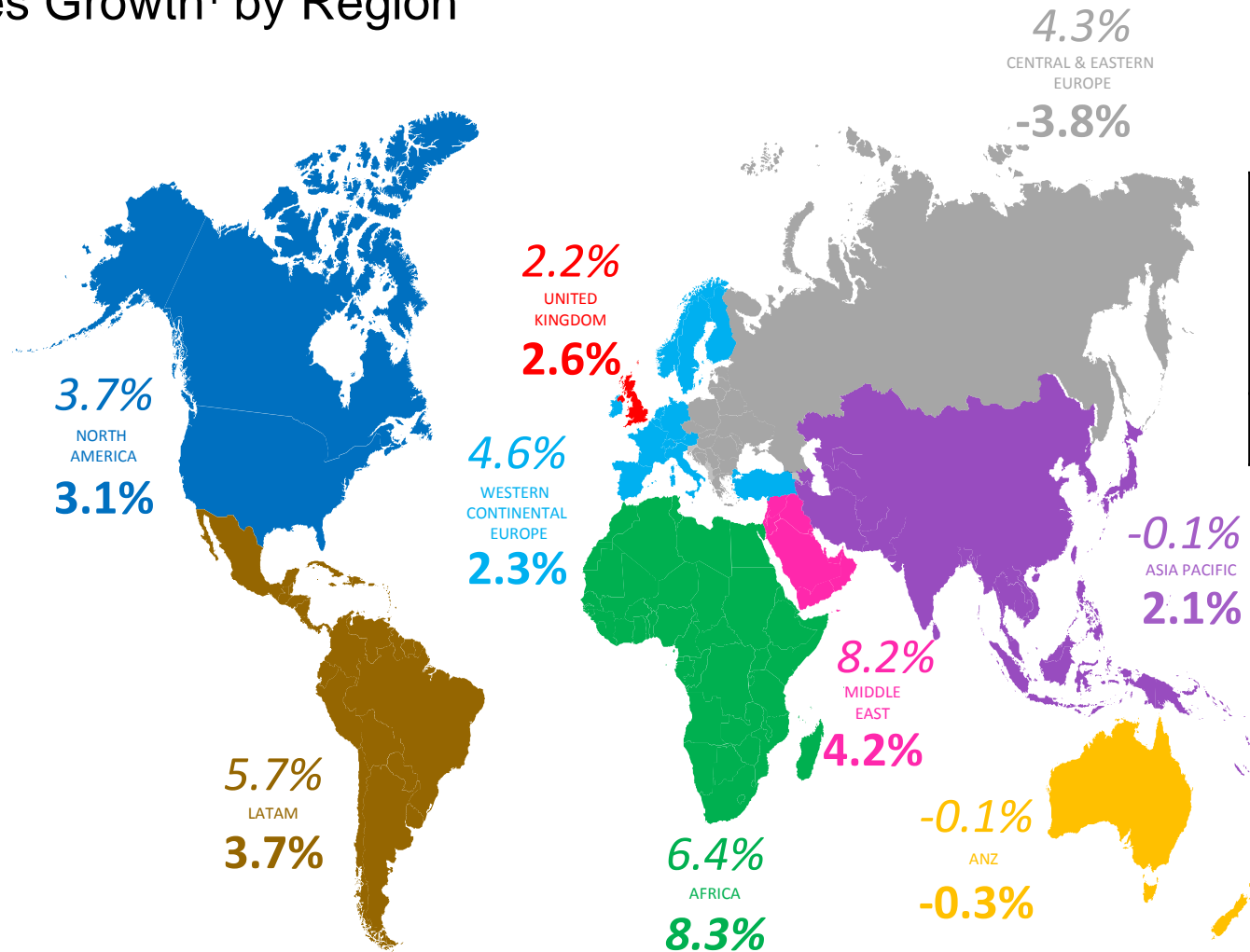
	Q3	YTD
Mature Markets	5.4%	5.4%
Fast Growth Markets	2.9%	3.4%
Total	4.6%	4.8%

¹ Like-for-like revenue growth vs. 2014

Third Quarter 2015

Net Sales Growth¹ by Region

Q3 %
REGION
YTD %



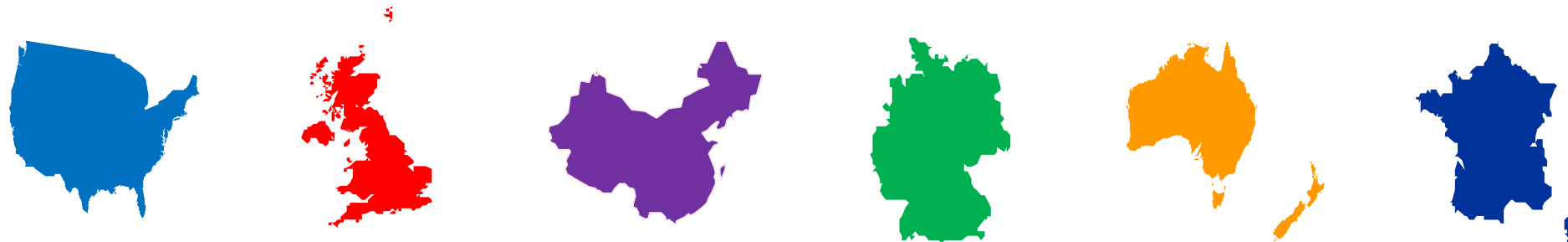
	Q3	YTD
Mature Markets	3.6%	2.8%
Fast Growth Markets	2.4%	2.3%
Total	3.3%	2.6%

¹ Like-for-like net sales growth vs. 2014

Third Quarter 2015

Top 6 Markets - YTD Over 67%¹ of Revenue and Net Sales, YTD Like-For-Like Revenue Growth of 5.0%¹ and Net Sales Growth of 2.6%¹

YTD Including associates:						
Revenue	\$4.9bn	\$2.4bn	\$1.1bn	\$0.9bn	\$0.6bn	\$0.5bn
People '000 ²	25	17	15	7	4	5



USA

UK

Greater China^{4,5}

Germany

ANZ

France

	Revenue	Net Sales	Revenue	Net Sales	Revenue	Net Sales	Revenue	Net Sales	Revenue	Net Sales	Revenue	Net Sales
2015 YTD ³	6.2%	3.3%	4.5%	2.6%	1.2%	0.3%	9.2%	4.5%	1.7%	-0.3%	0.0%	-0.4%
2014 FY ³	9.9%	3.1%	12.9%	4.8%	7.9%	4.0%	5.2%	3.3%	3.2%	0.0%	-0.4%	-0.7%
2013 FY ³	2.9%	2.9%	4.8%	6.8%	4.0%	3.5%	3.3%	-0.3%	4.4%	4.6%	-2.6%	-2.2%

¹ % excluding associates

² Closing headcount at 30 September 2015

³ Like-for-like growth vs. prior year, excluding associates

⁴ Includes Hong Kong & Taiwan

⁵ YTD Mainland China like-for-like revenue growth 1.5% and net sales 0.5%

Third Quarter 2015

BRICs Markets - YTD Over 12%¹ of Revenue and Net Sales, YTD Like-For-Like Revenue Growth of 2.6%¹ and Net Sales Growth of 1.2%¹

YTD Including associates:				
Revenue	\$1.1bn	\$0.4bn	\$0.4bn	\$0.1bn
WPP Rank ⁵	#3	#8	#10	#21
People '000 ²	15	6	14	2



Greater China⁴



Brazil



India



Russia

	Greater China ⁴		Brazil		India		Russia	
	Revenue	Net Sales	Revenue	Net Sales	Revenue	Net Sales	Revenue	Net Sales
2015 YTD ³	1.2%	0.3%	-1.5%	-0.6%	17.1%	10.2%	-6.5%	-6.2%
2014 FY ³	7.9%	4.0%	-0.5%	0.7%	25.4%	10.4%	6.1%	7.5%
2013 FY ³	4.0%	3.5%	8.5%	7.8%	4.6%	6.2%	7.9%	5.5%

¹ % excluding associates

² Closing headcount at 30 September 2015

³ Like-for-like growth vs. prior year, excluding associates

⁴ Includes Hong Kong & Taiwan

⁵ Ranked by WPP revenue by market

Third Quarter 2015

Growth by Region

- Western Continental Europe constant currency net sales growth 4.5%, region with strongest like-for-like growth 4.6%, compared to 1.2% in first half. Austria, Belgium, Germany and Spain strong, Greece and Switzerland more difficult.
- North America constant currency net sales growth 5.0% and like-for-like growth 3.7%, stronger than the first half. Advertising and media investment management, direct, digital and interactive and healthcare performed well.
- Asia Pacific, Latin America, Africa & the Middle East and Central & Eastern Europe, region with strongest constant currency net sales growth 8.0%. Like-for-like growth 2.4% stronger than first half.
- UK region with second strongest constant currency net sales growth 7.1% and like-for-like growth 2.2%. Advertising and media investment management, public relations and public affairs, and direct, digital and interactive performed strongly.



Third Quarter 2015

Revenue Growth by Country

Revenue Growth ¹	Countries
>20%	Argentina
10% to 20%	Germany, Mexico
5% to 10%	Belgium, India, Netherlands, Russia, South Africa, Spain, Turkey, USA
Below 5%	Australia, Brazil, Canada, Greater China ² , Mainland China, Denmark, France, Italy, Japan, Poland, Singapore, South Korea, Sweden, Thailand, UK

¹ Like-for-like growth

² Includes Hong Kong and Taiwan

Third Quarter 2015

Revenue Growth by Category

Revenue Growth¹

More than 10%

Categories

Media & Entertainment

5% to 10%

Food

Less than 5%

Automotive, Computers, Drinks, Electronics, Financial Services, Government, Oil, Personal Care & Drugs, Retail, Telecommunications, Travel & Airline

¹ Like-for-like growth

Third Quarter 2015

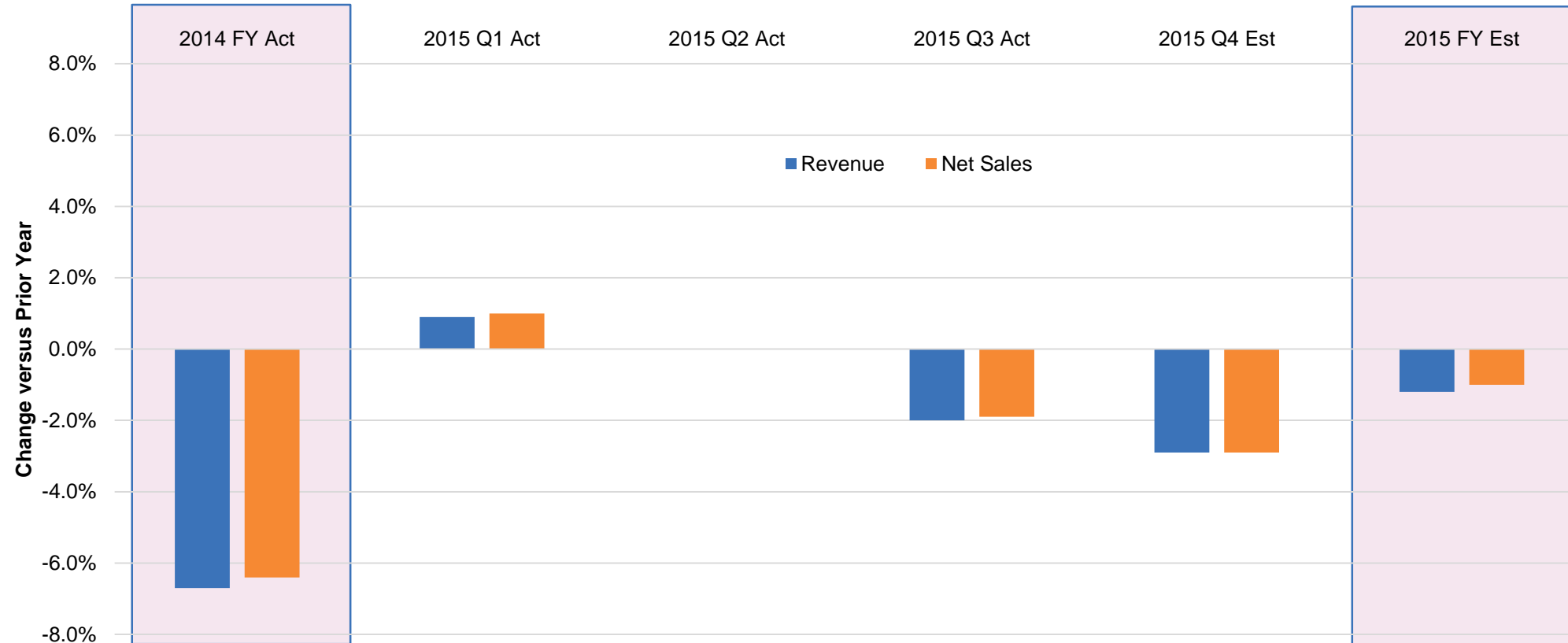
Effects of Currency

- Currency movements accounted for a 2.0% decrease in reported revenue and 1.9% in net sales, reflecting the overall strength of £ sterling against most currencies, partially offset by weakness against US\$.
- Sterling stronger or (weaker) as follows:

	Q3 2015	Q3 2014	Sterling Stronger/(Weaker)
US\$	1.55	1.67	-7%
€	1.39	1.26	10%
¥	189	174	9%
Chinese Renminbi	9.8	10.3	-5%
Brazilian Real	5.49	3.80	44%
Australian \$	2.14	1.80	19%
Canadian \$	2.03	1.82	12%
Indian Rupee	101	101	-
Singapore \$	2.16	2.09	3%
Russian Rouble	98.0	60.6	62%
South African Rand	20.1	18.0	12%

Third Quarter 2015

Impact of Foreign Exchange¹






- 2015 full year impact if rates remain at current levels projected to be -1% to -2% on both revenue and net sales.

¹ Q4 2015 estimate based on October - December at 12 October 2015 closing FX rates including US\$/£ at \$1.53 and €/£ at €1.35

Third Quarter 2015

Trade Estimates of Major New Business Wins

WPP Agency	Incumbent	Account	Office	Billings(\$m)
Mindshare	PUB	General Mills 	USA	866
GroupM	PUB	GSK Consumer Healthcare 	Global	549
Y&R, Wunderman	IPG	US Navy	USA	400 ¹
MediaCom	IPG	Tesco	UK	192
Team Air	IND/OMC	Emirates	Global	160
Grey	OMC	Procter & Gamble	Global	134
Mindshare	IND	booking.com	Global	96
Team Spark	Various	Suntory 	Global	82
JWT, Wunderman	PUB	Kellogg's	Global	80
Grey	RKCR/Y&R	Vodafone	UK	80

 Part of media tsunami

Shaded figures are Q3 wins
¹ \$400m over 4 years

Third Quarter 2015

Trade Estimates of Major New Business Wins

WPP Agency	Incumbent	Account	Office	Billings(\$m)
MediaCom	IPG	Coca-Cola	Japan	70
JWT	OMC	Treasury Wine Estates	Global	70
JWT	None	Egypt Tourism	Egypt	68
GroupM	IND	Airtel	India	64
The&Partnership	None	Samsung	Global	60
JWT	N/A	askme.com	India	56
Team WPP	None	Pandora Jewellery	Global	55
JWT	PUB	Mondelez	Europe	51
MEC	PUB	DHL	Global	50
Ogilvy, Sra Rushmore, Santo	IND/IPG	Coca-Cola	Global	50
Mindshare	MediaCom	Insurance Australia Group	Australia	50
MediaCom	IND	Future Group	India	45
MediaCom	PUB	Bank of China	China	40
Grey	IND	Motorola	Global	40
JWT	PUB/Various	KPMG	Global	30
MediaCom	IPG	Subway	Asia Pacific	30

Shaded figures are Q3 wins

Third Quarter 2015

Trade Estimates of Major New Business Losses

WPP Agency	Winning Agency	Account	Office	Billings(\$m)
Maxus	OMC	SC Johnson	Global	409
Y&R	In House	Land Rover	Global	300
MEC	PUB	citibank	Global	144
m/SIX	PUB	Carphone Warehouse	UK	135
JWT/Mindshare	OMC/IPG	Royal Caribbean	UK/N. America	133
Cavalry	IND/Unassigned	MillerCoors	USA	120
JWT	IPG	Vonage	USA	82
Mindshare	IPG	Bacardi	Global	82
RKCR/Y&R	Grey	Vodafone	UK	80
Mindshare	IPG	Maxis Berhad	Australia	72
RKCR/Y&R	OMC	Lloyds Bank	UK	69
Y&R	IPG	BMO Harris	N. America	65
OgilvyOne	PUB	British Airways	Global	54
MediaCom	HAV	Electronic Arts	Global	52
MediaCom	MDC	American Legacy	USA	50
MediaCom	Mindshare	Insurance Australia Group	Australia	50
MediaCom	PUB	Etihad	Global	46
MEC	PUB	Singapore Airlines	Global	40

Part of media tsunami

Shaded figures are Q3 losses

Third Quarter 2015

Internal Estimates of Net New Business Wins – Third Quarter


(\$m)	Creative	Media	Total
Advertising	403	2,039	2,442
Other Businesses	615	-	615
2015	1,018	2,039	3,057

Number one position in all net new business league tables



Third Quarter 2015

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

	WPP Agency	Incumbent	Account	Office	Billings(\$m)
WINS	MEC	MDC	MetLife	USA	100
	Mindshare	PUB	General Mills 	Europe, Asia Pacific	75

	WPP Agency	Winning Agency	Account	Office	Billings(\$m)
LOSS	MEC/Shared	PUB	Taco Bell	Global	300

 Part of media tsunami



Third Quarter 2015

Cash Flow and Net Debt

- Average net debt for September YTD up £403m to £3.436bn, compared to £3.033bn in 2014, at 2015 exchange rates.
- Net acquisitions (including earnouts) for September YTD of £559m (2014 - £341m) and share buy-backs of £588m (2014 - £499m).
- Net debt at 30 September up £718m to £4.147bn, compared to £3.429bn last year, at 2015 exchange rates, reflecting incremental spend over on share buy-backs and acquisitions more than offsetting working capital improvements.
- Average net debt to Headline EBITDA, for 12 months to 30 September, remains near the mid point of our target range of 1.5x - 2.0x.

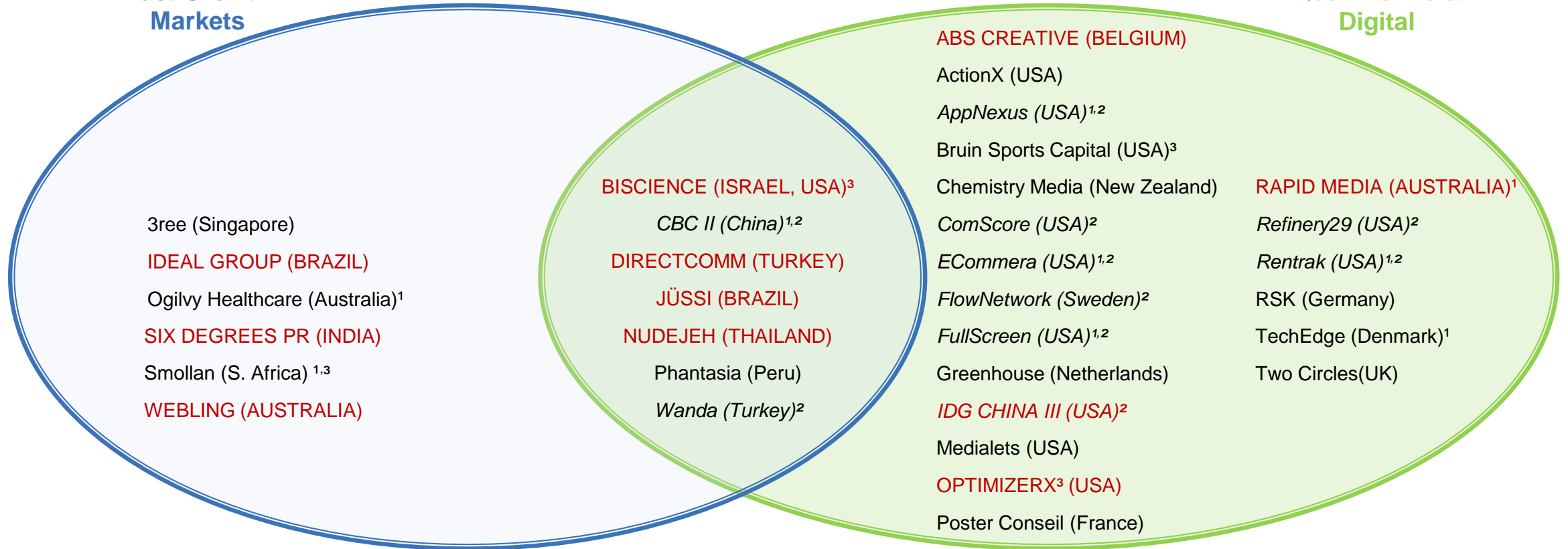


Third Quarter 2015

Acquisitions and Investments – Year to Date

Fast Growth
Markets

Quantitative &
Digital



Advertising

Hirschen Group (Germany)³

Branding & Identity

SET Creative (USA)

Healthcare

PARx (USA)

Public Relations & Public Affairs

NICOLE WEBER (GERMANY)

TRUFFLE PIG (USA)³

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

² Investments

³ Associate

CAPITALS ARE Q3 ACQUISITIONS

Third Quarter 2015

Uses of Free Cash Flow

Category	Target	Sept YTD 2015	Sept YTD 2014	FY 2014
Acquisitions ¹	£300-£400m ²	£559m ³	£341m	£461m
Share buy-backs:	n/a	£588m ⁴	£499m	£511m
% of issued share capital	2%-3%	3.0%	3.0%	3.0%
Dividend increase	n/a	36.9%	10%	12%
Pay-out ratio	50%	n/a	n/a	45%

¹ Acquisitions are initial payments, net of cash acquired and disposal proceeds, and include other investments and associates

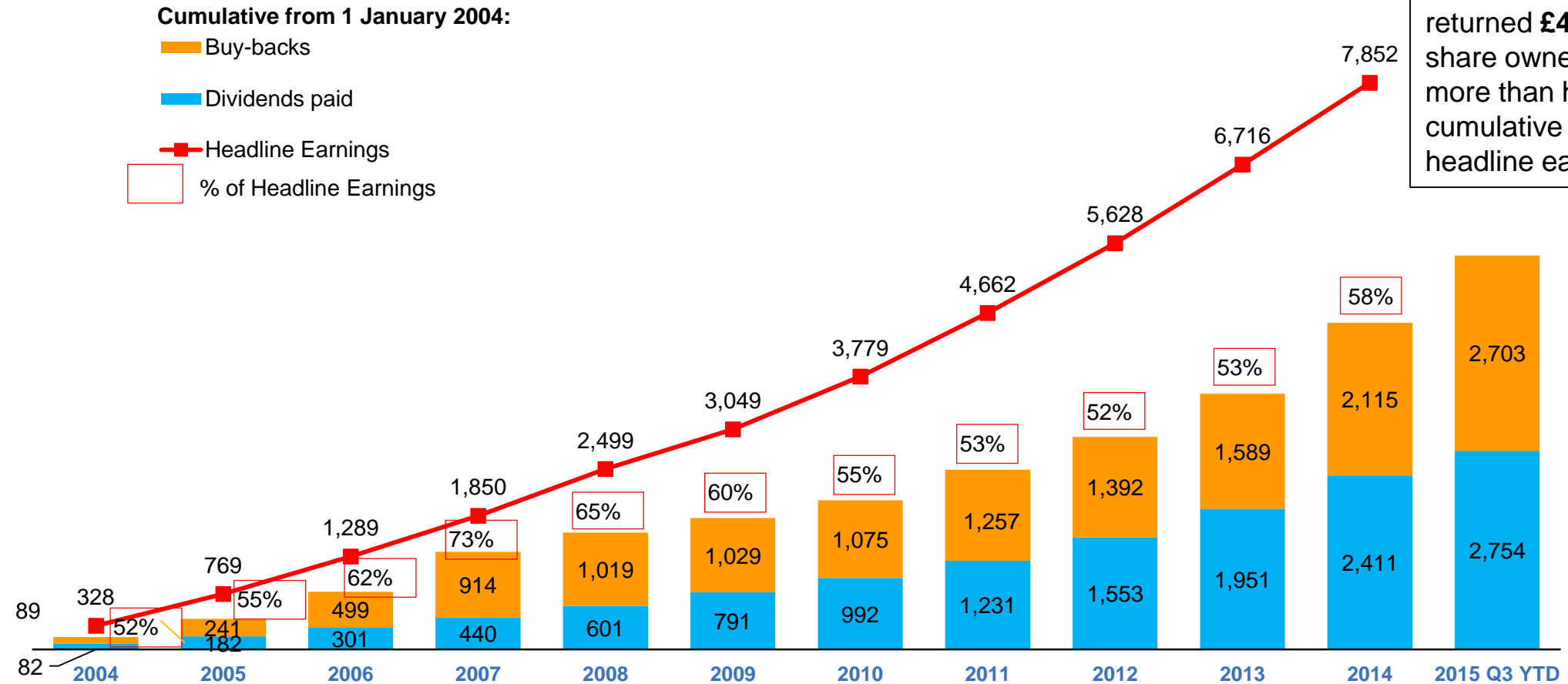
² Excluding larger-sized acquisitions like IBOPE and comScore which totalled £355m

³ After offsetting proceeds of £33m from sale of interest in eRewards, excluding IBOPE and comScore acquisitions were £204m

⁴ 39.6 million shares at a cost of £588m and an average price of £14.84 per share

Third Quarter 2015

Using Free Cash Flow to Enhance Share Owner Value
£'m Distributions to Share Owners Since 2004



Over the ten years to 2014 we returned **£4.4bn** to share owners, or more than half of cumulative headline earnings.

Third Quarter 2015

Market Environment

Macro

- 2015 forecast nominal GDP growth below 2014 with forecast for 2016 higher.
- Stock market correction driven by concerns on China and other faster growth markets slowdown.
- Continued recovery in USA (patchy) and UK, growing recovery in Eurozone, mature markets improving.
- Greece crisis recedes but unsolved debt and refinancing issues remain which may re-emerge.
- Strong growth continues in India and some smaller fast growth markets (eg Philippines, Vietnam and Mexico).
- Budget management still key for USA and UK, growing concerns about impact of imminent interest rate rises.
- Pressure on traditional media from changes in viewing habits and in new media from concerns on viewability, value and validation.
- Geopolitical concerns heightened as tensions escalate in Syria, Iraq, Libya and Turkey, with Russia sanctions and Brexit still issues.
- Opportunities in Cuba, Egypt and Iran (lifting of sanctions permitting) now real.

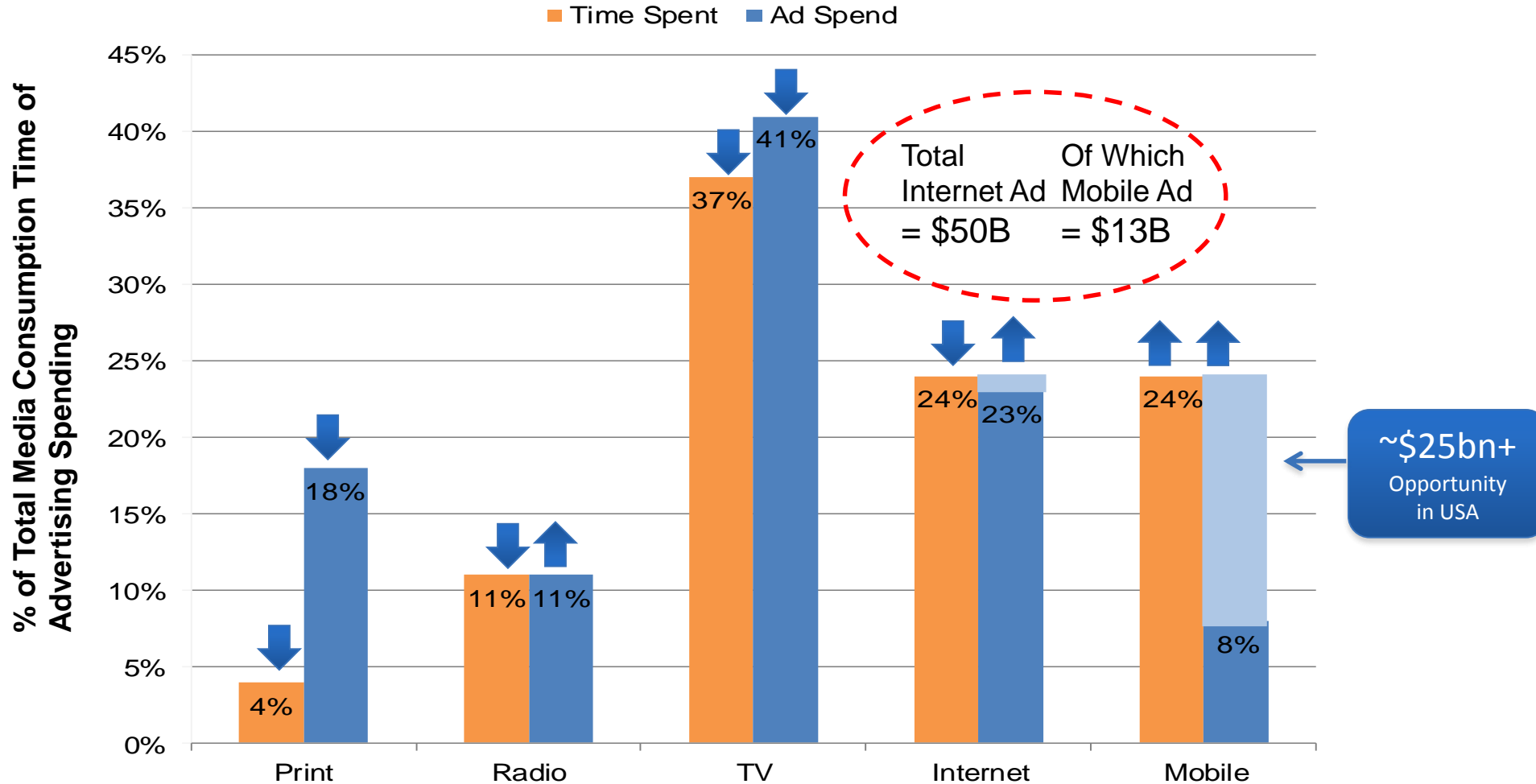
Micro

- Clients focussed on application of technology, use of data and content and following consumers changed habits in new media.
- Client concentration on reviewing media strategy – surge of pitches with several significant ones still undecided.
- Landscape of digital media changing as comScore and Rentrak merge and “adblocking” and “bots” add to complexity.
- Clients still focussed on opportunities in faster growth markets despite volatility.
- Client investment in capacity and brands in fast growth markets and brands in mature markets to maintain or grow share.
- Efficiency and effectiveness still key with client pressure on pricing, payment terms and contractual issues. Pressure for continuous improvement.
- Development of cost-based consolidation models in FMCG (eg ABI/SAB) and Pharma at one end of spectrum and digital disrupters at other with activist investors in the middle.

Third Quarter 2015

Media Time Spent vs. Ad Spend Not Aligned

% of Time Spent in Media vs. % of Advertising Spending, USA, 2014

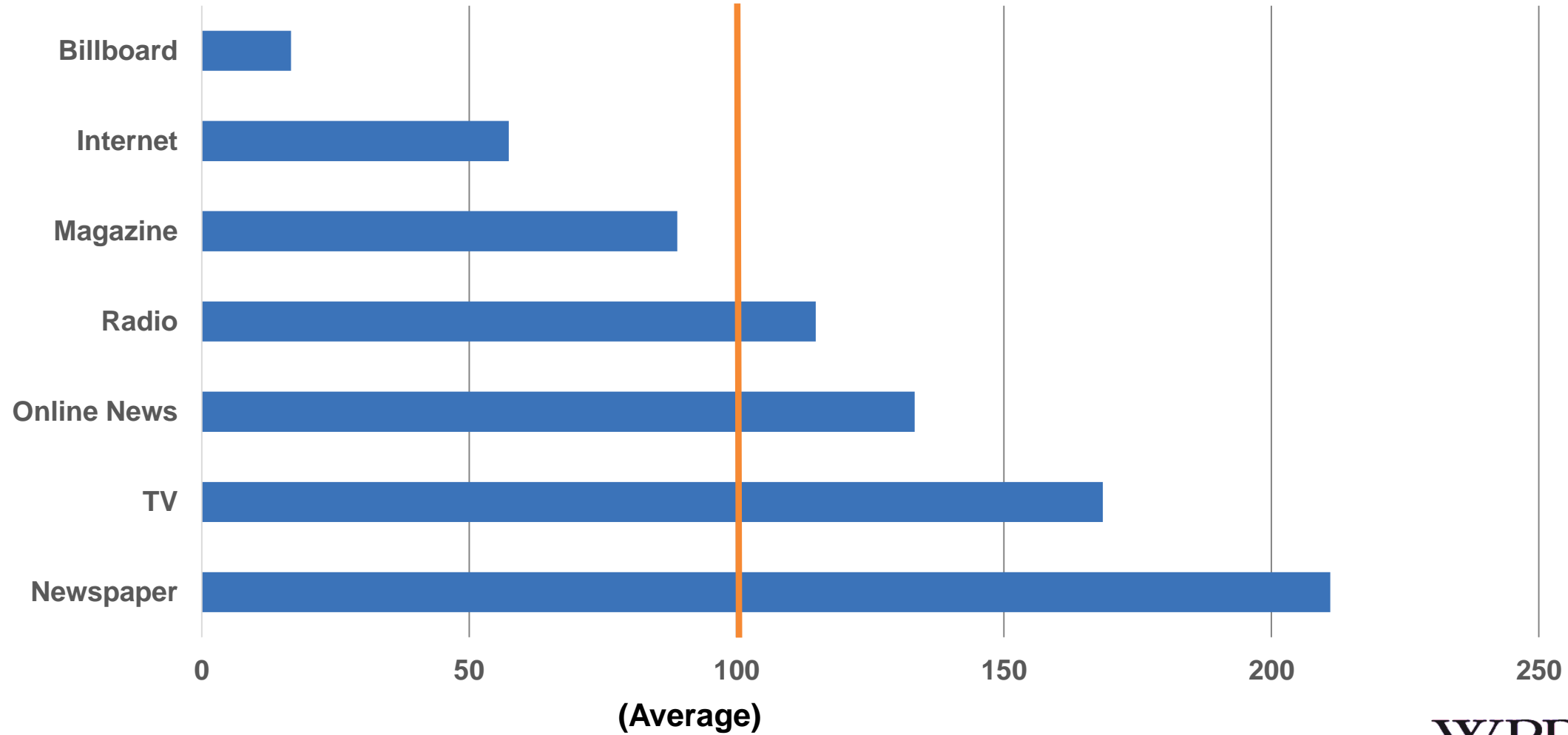


Source: (KPCB 2015) Advertising spend based on IAB data for full year 2014. Print includes newspaper and magazine. ~\$25bn+ opportunity calculated assuming Mobile ad spend share equal its respective time spent share. Time spent share data based on eMarketer 4/14 (adjusted to exclude outdoors / classified media spend). Arrows denote Y/Y shift in percent share.

* Based on \$ spend, not impressions

Third Quarter 2015

More Time Spent Does Not Mean Great Engagement



Source: Newspapers Canada

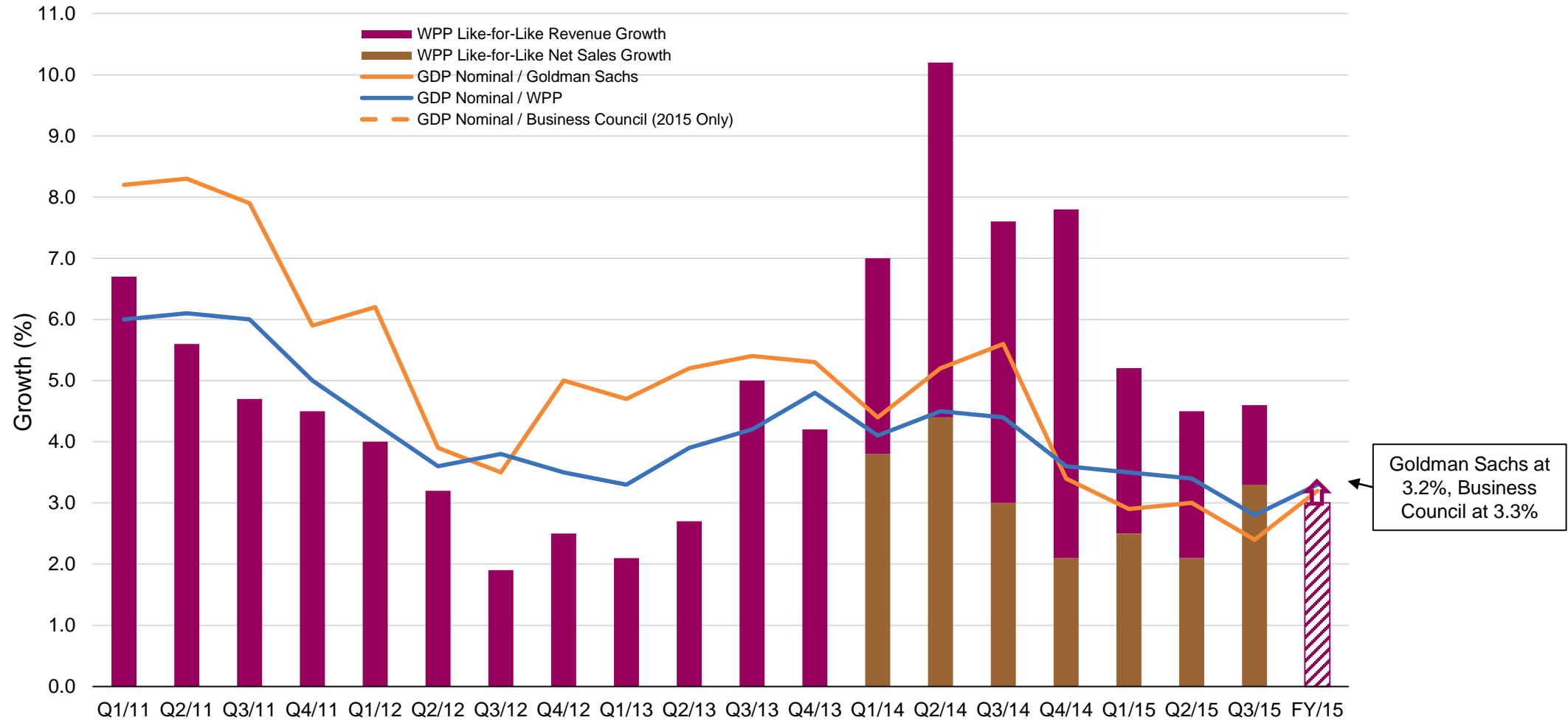
Third Quarter 2015

Operational/Efficiency and Effectiveness Programmes

- Transfer of 1,445 people to IBM during first half as part of strategic partnership agreement and IT transformation programme targeted to deliver £30m (\$50m) of savings in 2016 and £50m (\$75m) in 2017.
- Consolidation and partial outsourcing of applications development and maintenance to Centres of Excellence for key applications.
- Central business services team with direct reports, now managing IT, communications and development costs across the Group.
- Established new Shared Service Centres in Spain, Malaysia and USA for Healthcare and PR businesses.
- Appointed International Head of Shared Service Centres from outside the Group to drive programme in Asia and Europe, reflecting commitment to improvements in efficiency and effectiveness.

Third Quarter 2015

Like-for-Like Growth and GDP



Third Quarter 2015

Absolute and Relative 2015 GDP¹/WPP Share by Market

	GDP ¹ \$trillion	GDP ¹ %	WPP Revenue %	WPP vs GDP Over/(Under) %
USA	17.9	26.1	34.1	8.0
Euro	12.4	18.0	19.2	1.2
China	10.9	15.9	6.7	-9.2
Japan	4.0	5.8	0.7	-5.1
UK	2.9	4.2	14.5	10.3
India	2.2	3.2	2.2	-1.0
Brazil	1.6	2.3	2.5	0.2
South Korea	1.3	1.9	1.0	-0.9
Russia	1.2	1.7	0.8	-0.9
Other	14.3	20.9	18.3	-2.6
Total	68.7	100.0	100.0	-

¹ GDP based on Goldman Sachs market by market 2015 \$ denominated GDP projections

Third Quarter 2015

Summary – Our 4 Strategic Priorities

- Fast growth markets to be 40-45% of total Group revenue over the next five years.
- New media to be 40-45% of total Group revenue over the next five years.
- Data investment management and quantitative disciplines to be one half (achieved) with focus on data, technology and content.
- Horizontality – ensuring our people work together through client teams and country and sub-regional managers for the benefit of clients.



Third Quarter 2015

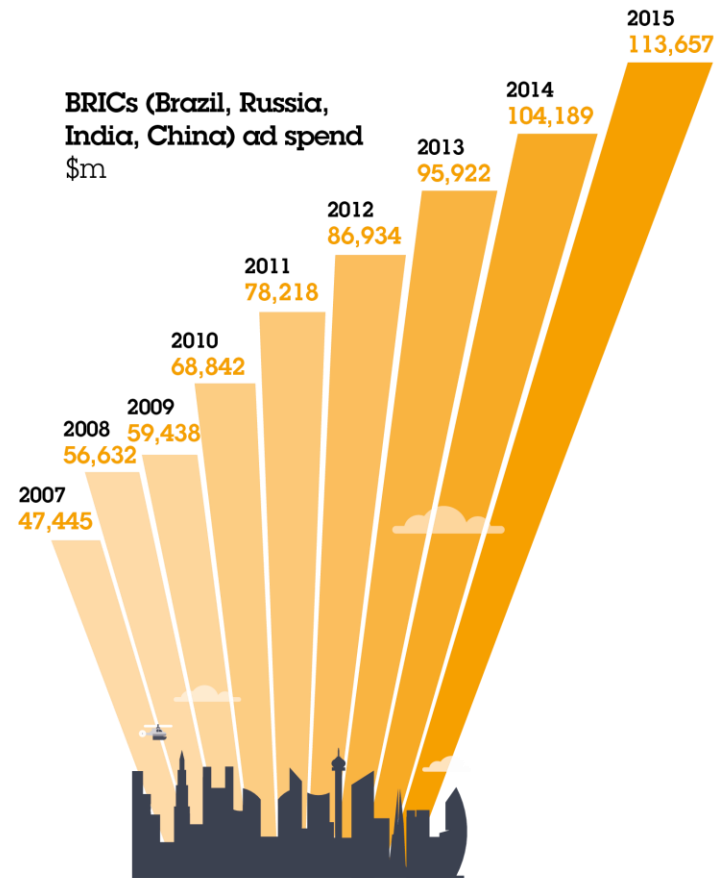
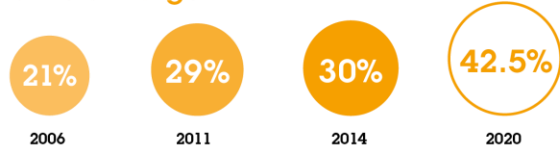
Our 4 strategic priorities

NEW MARKETS

Our target

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

Are we on target?



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

Third Quarter 2015

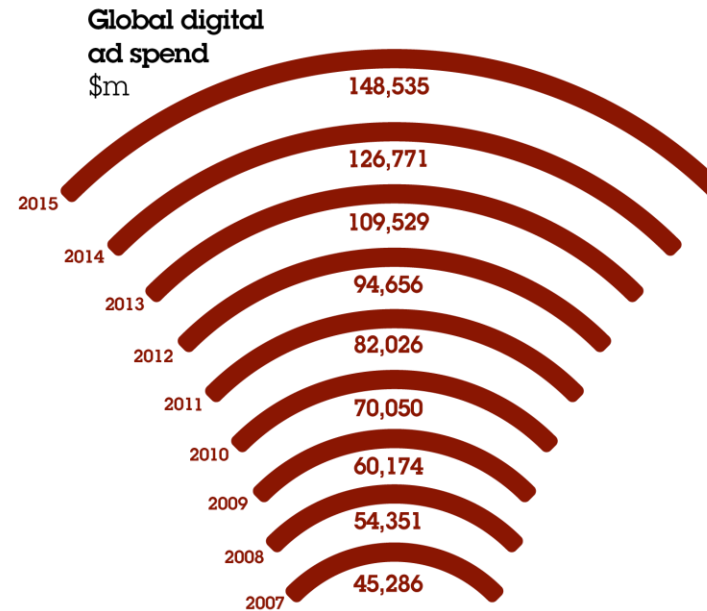
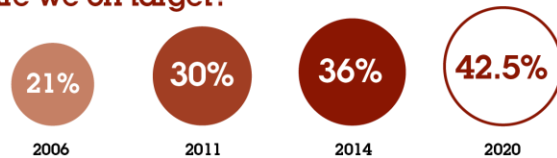
Our 4 strategic priorities

NEW MEDIA

Our target

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

Are we on target?



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

Third Quarter 2015

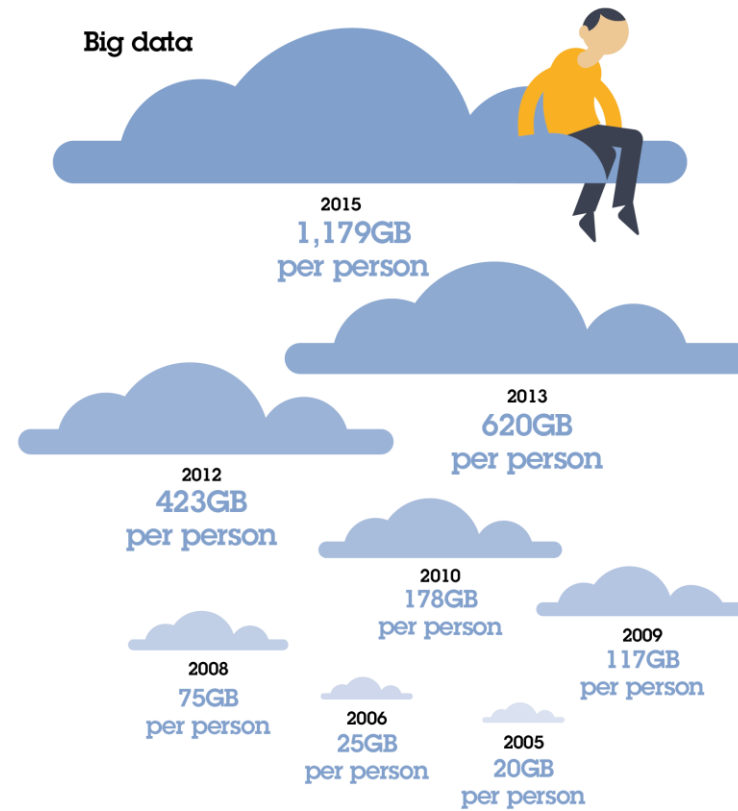
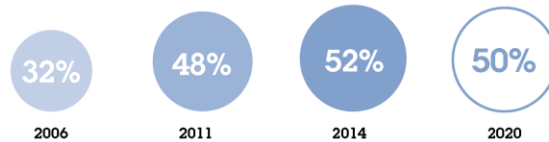
Our 4 strategic priorities

DATA INVESTMENT MANAGEMENT AND QUANTITATIVE DISCIPLINES

Our target

Maintain the share of more measurable marketing services at 50% of revenues

Are we on target?



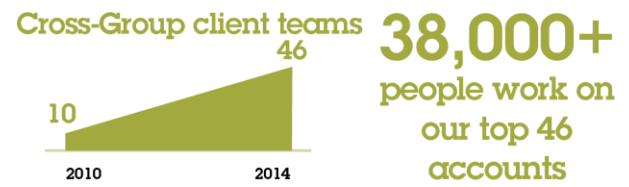
Source: IDC: The Digital Universe of Opportunities

Third Quarter 2015

Our 4 strategic priorities

HORIZONTALITY

Our target
Advance 'horizontality' by ensuring our people work together for the benefit of clients



Third Quarter 2015

New Media - WPP Investments in Technology, Data and Content

- New areas key to supporting clients and managing measurement, viewability, verification, value and performance.

Technology	Data	Content
AppNexus	Rentrak (\$164m ¹ vs \$110m ²)	Vice (\$300m ¹ v \$36m ²)
Globant (\$205m ¹ vs \$80m ²)	comScore (\$280m ¹ vs \$220m ²)	Imagina
Mutual Mobile	Invidi	Fullscreen
ActionX	Infoscout	China Media Capital
Medialets		Media Rights Capital
		Indigenous Media
		Truffle Pig

- WPP investments in Technology, Data and Content valued at over \$1.3 billion¹.

¹ Current value based on latest funding round or market value for quoted entities

² Total cost of investment including contribution of assets

Third Quarter 2015

Outlook

- Unreviewed quarter 3 revised forecast reflects characteristic caution in fourth quarter.
- Like-for-like revenue and net sales growth target of over 3% maintained.
- Good 9 month performance against margin goal supported by restructuring and IT transformation, full year target remains 0.3 margin points improvement before impact of currency.
- Currency headwinds increasing (switch from Q2 flat to Q3 ca -2%), full year headwind of -1% to -2%.
- Headcount virtually flat, further hires to support growth in revenue will be controlled
- The Group well placed geographically and functionally to capitalise on industry trends and to deliver in line with targets. Leading position in fast growth markets, in new media, in data investment management, including data analytics, application of technology and horizontality. Reinforced by consistently and globally recognised leading creative and effectiveness position in the industry and emphasis on technology, data and content.



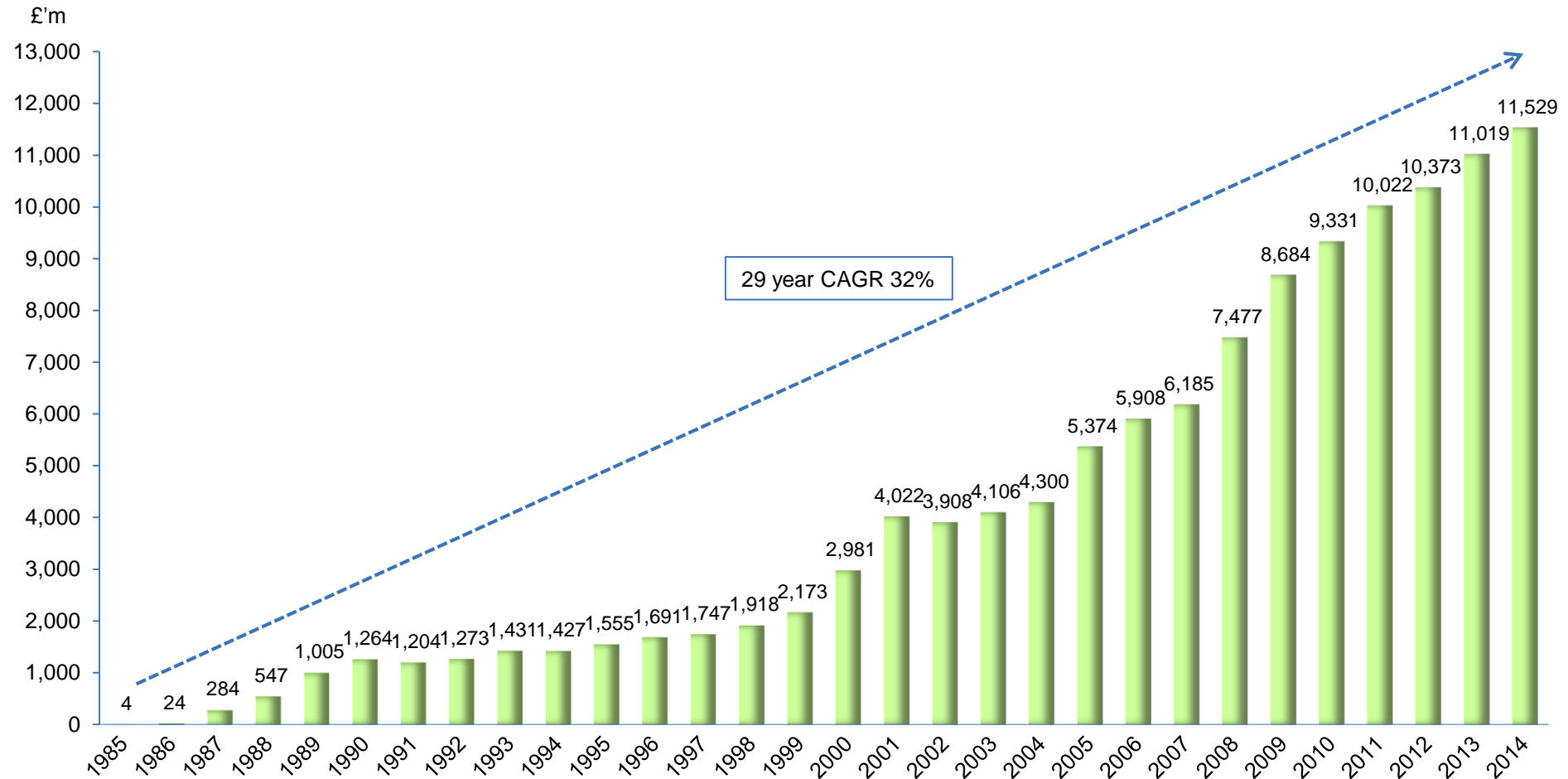


2 29 Year History *(Hard Copy Only)*



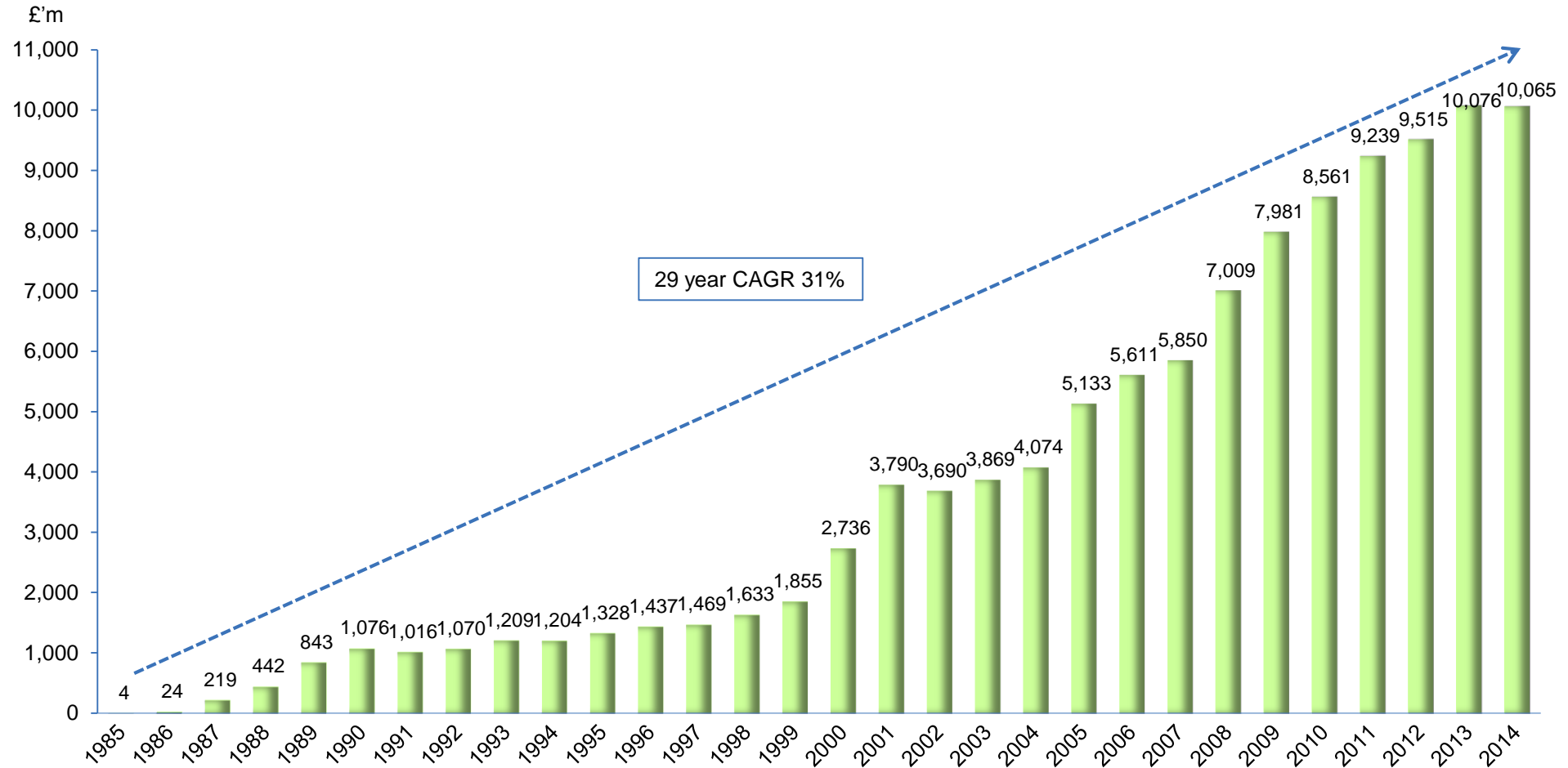
29 Year History

WPP Reported Revenue



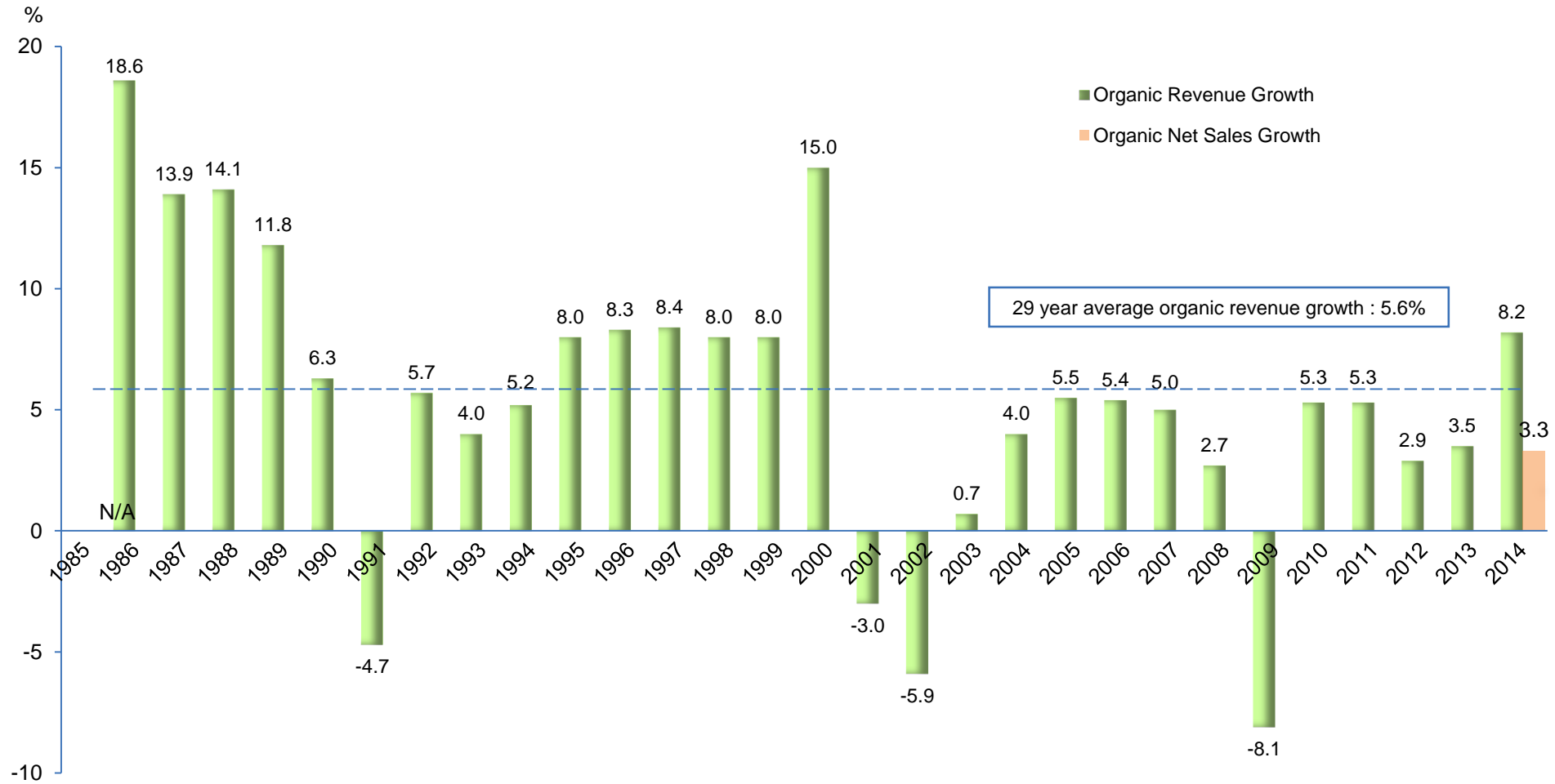
29 Year History

WPP Net Sales



29 Year History

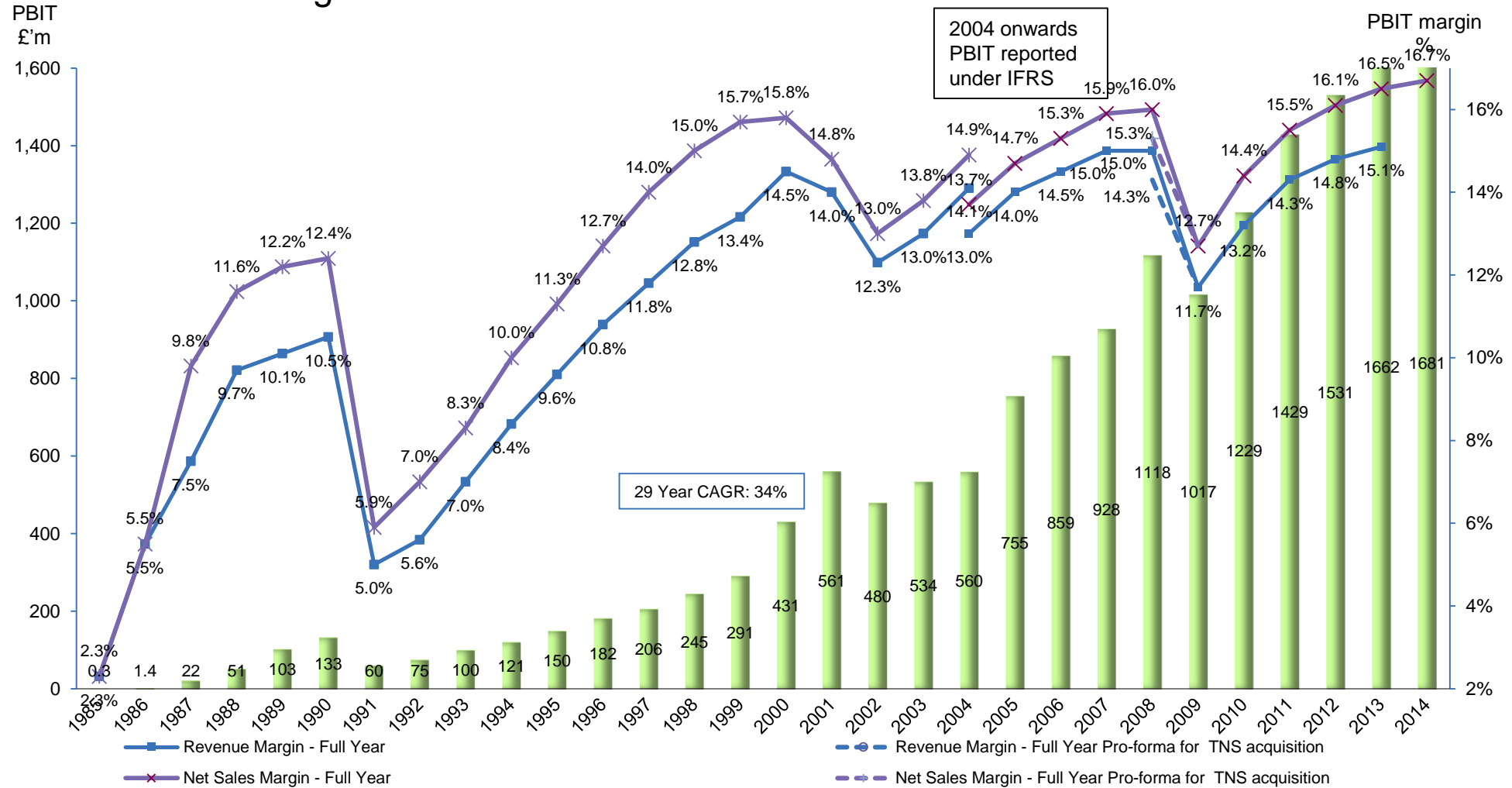
WPP Organic Growth



Note: Estimates for 1985-1990

29 Year History

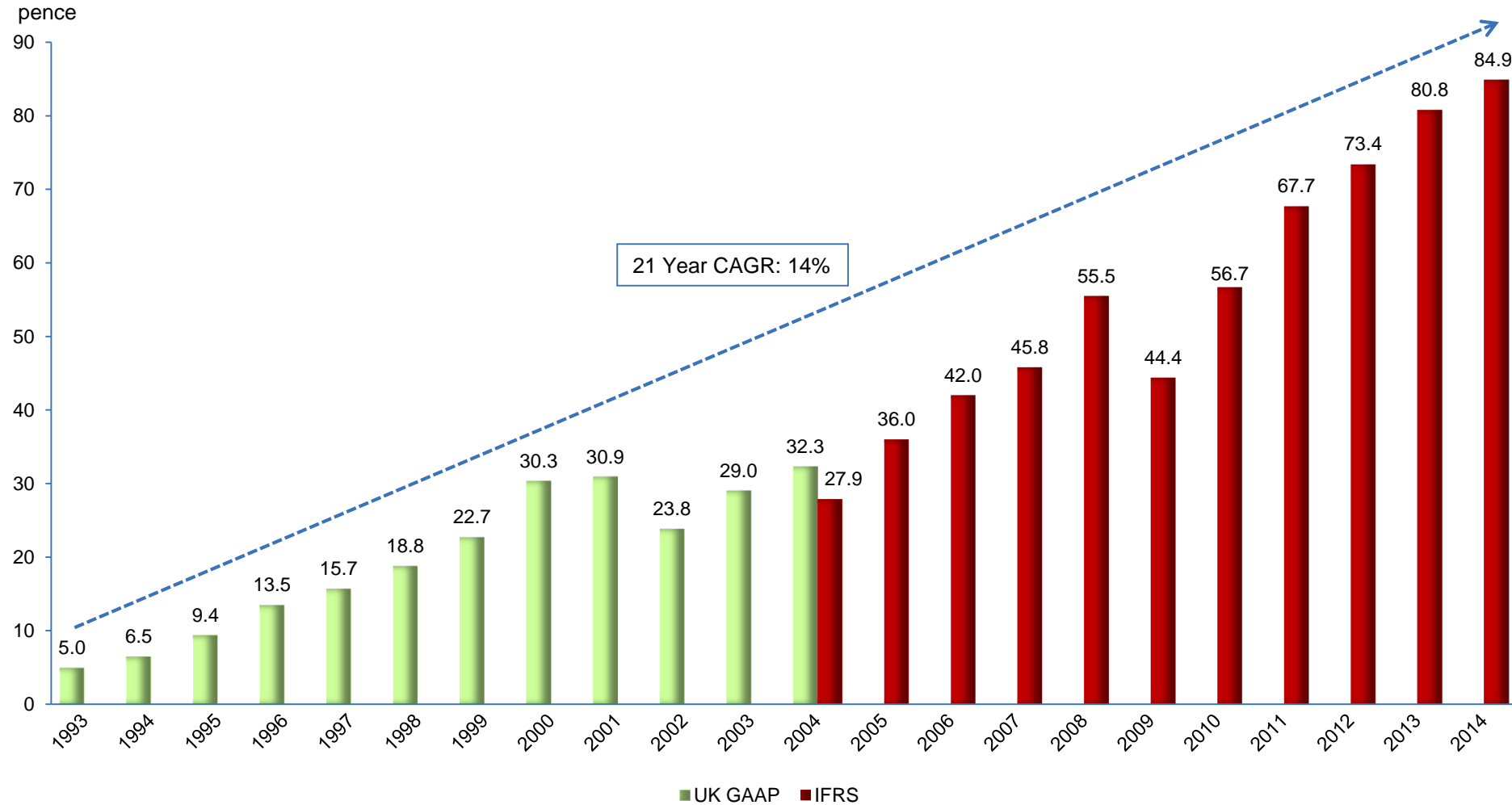
WPP PBIT and Margins



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, gains/losses on disposals of subsidiaries and investments, investment write downs 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



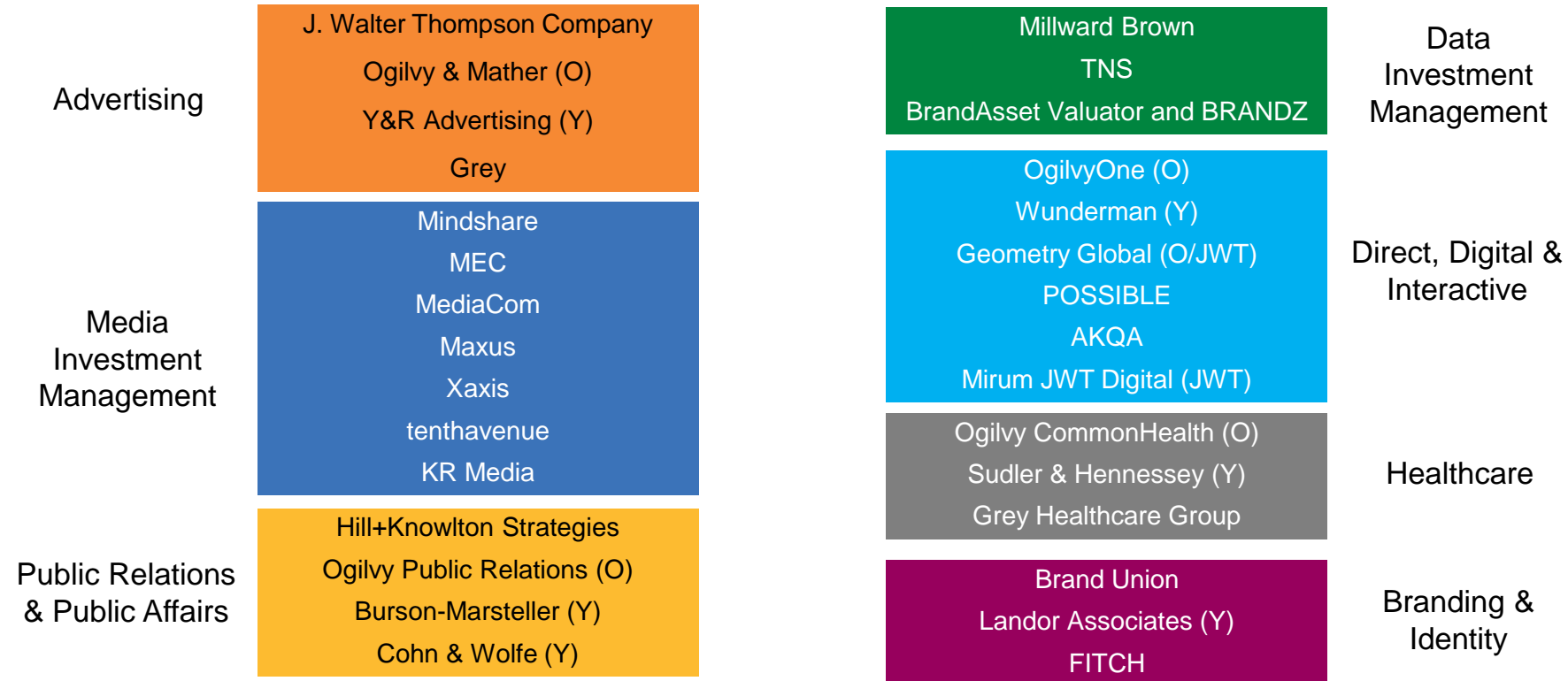
3 Other Information

(Hard Copy only)



WPP Today

WPP Has Many of the Best Known Brands in the Industry
Ranked 1 or 2 in all sectors in which it competes



O = part of Ogilvy Group
JWT = part of JWT Group
Y = part of Y&R Brands

WPP Today

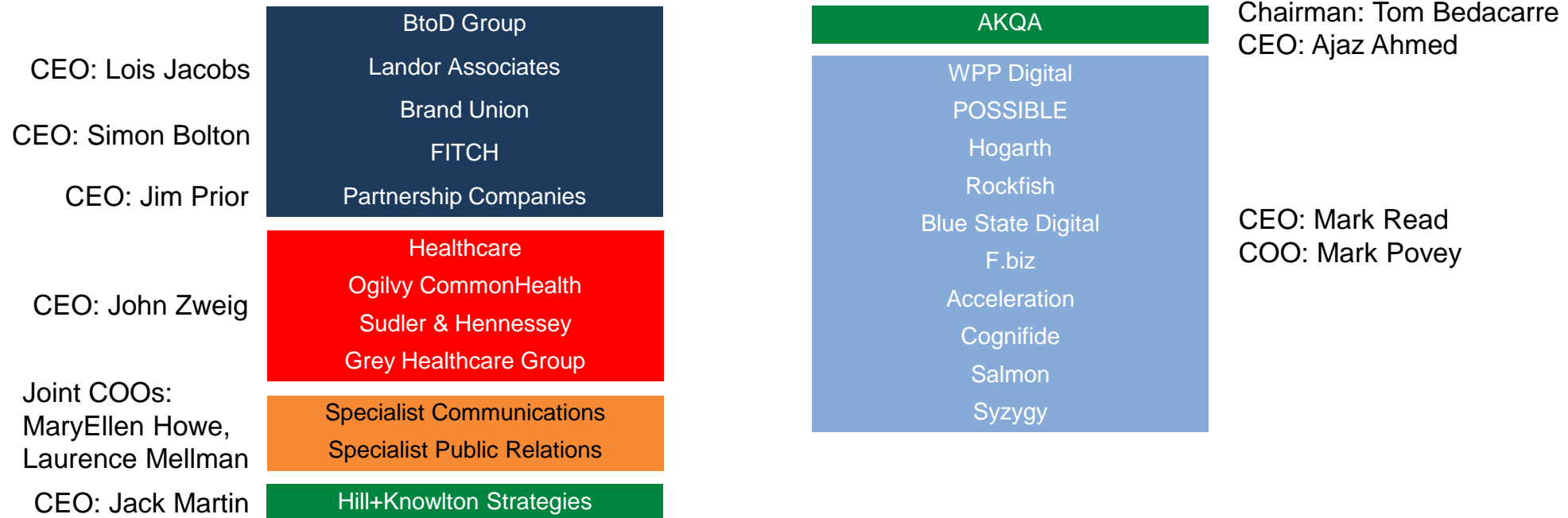
Six Reporting Relationships Cover Nearly 90% of Revenue
Revenue by Brand



* Y&R Brands but separate business reviews

WPP Today

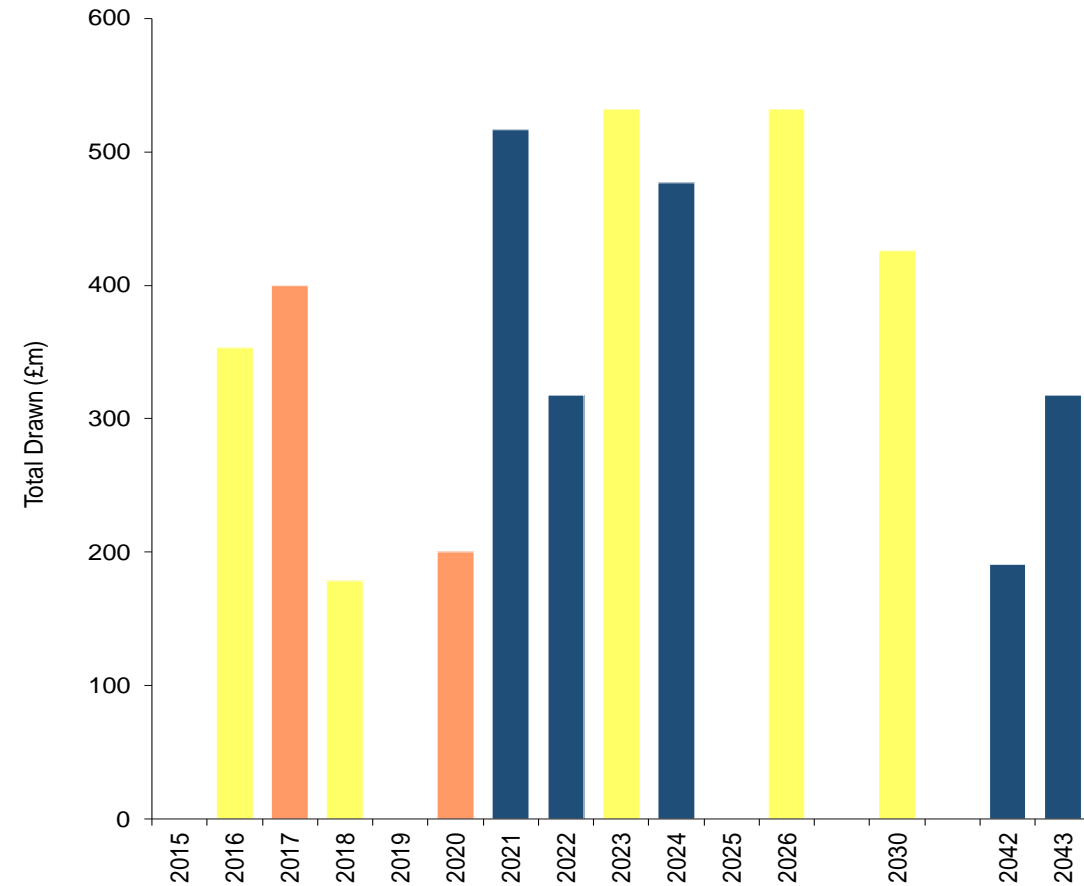
Six Further Reporting Relationships Cover Most of the Remaining 10% of Revenue
Revenue by Brand



Debt Maturity Profile £m

30th Sept 2015

	£ Total Credit	£ Total Drawn
US bond \$500m (5.625% Nov '43)	330	330
US bond \$300m (5.125% Sep '42)	198	198
Eurobonds €500m (1.625% Mar '30)	369	369
Eurobonds €750m (2.25% Sep '26)	554	554
US bond \$750m (3.75% Sep '24)	496	496
Eurobonds €750m (3.0% Nov '23)	554	554
US bond \$500m (3.625% Sep '22) ¹	330	330
US bond \$812m (4.75% Nov '21) ²	537	537
£ bonds £200m (6.375% Nov '20)	200	200
Eurobonds €252m (0.43% Mar '18)	186	186
£ bonds £400m (6% Apr '17) ³	400	400
Eurobonds €498m (6.625% May '16)	368	368
Debt Facilities	4,522	4,522
Bank revolver ⁴ (\$2,500m)	1,652	-
Net cash, overdrafts & other adjustments	-	(375)
Total Borrowing Capacity / Net Debt	6,174	4,147



Weighted Average Coupon 4.0%
Weighted Average Maturity 9.6 years
Available Liquidity £2,027m

¹ Swapped to 6m \$Libor + 1.52%
³ £200m swapped to 6m £Libor + 0.64%
 Exchange Rates £/\$ 1.51 £/€ 1.35

² Swapped to 6m \$Libor + 2.34%
⁴ These instruments are subject to financial covenants

Third Quarter 2015

Acquisitions

ABS Creative - Belgium (Wunderman)

Founded in 1999, based in Brussels and employing 24 people, ABS Creative is a digital marketing communications agency with solid expertise in medical content marketing. ABS Creative has developed strong relationships with leading healthcare companies such as Abbott, AstraZeneca, Johnson & Johnson, MSD, GSK, Novartis, Boehringer Ingelheim and Bristol-Myers Squibb.



BIScience¹ - Israel, USA (Kantar)

BIScience is a data analytics firm that specialises in platforms for cross-channel and multi-country digital media monitoring, planning and optimization. Global coverage spans over 60 geographies, with competitive cross-channel intelligence and analytics for display, mobile, video, and programmatic media covering more than 500,000 publishers worldwide. Clients include Conduit, Digilant, Funbox, Matomy and the Media Initiatives Group. Founded in 2009, BIScience employs over 35 people and is based in Tel Aviv with an office in New York.



Ideal Group - Brazil (Hill+Knowlton Strategies/Ogilvy Public Relations)

Ideal Group is a leading digital branded content creator and public relations and public affairs firm comprising Ideal and ConceptPR in Brazil. Ideal Group collectively employs 200 people and is based in São Paulo with an office in Rio de Janeiro. It was founded in 2007. Ideal's clients include Facebook, GE, Nike, Monsanto, Diageo, Dell, Goodyear, Spotify, AstraZeneca, 3M, Rio2016 and Whirlpool. Ideal will merge with H+K Strategies. ConceptPR's clients include top Brazilian and global brands such as Mondelez, Oakley, Itaú, JBS, Ultragaz and Metrô São Paulo. ConceptPR will merge with Ogilvy Public Relations.



¹ Associate

Third Quarter 2015

Acquisitions



Jüssi - Brazil (Ogilvy & Mather)

Jüssi is a leading on-line performance, programmatic and conversion marketing agency in Brazil. Jüssi's clients include Allianz Global Assistance & Corporate, Amazon, Decathlon, FNAC, Google, LinkedIn and Terra. Founded in 2010, the company employs 120 people and is based in São Paulo.



nudeJEH – Thailand (Grey)

nudeJEH, a leading award-winning advertising and digital agency in Thailand. Founded in 2011 through the merger of Nude Communication and JEH United, nudeJEH provides creative, branding, strategy consultation, web design and production services. The company also owns digital agency Nine Dotz.



Nicole Weber Communications - Germany (Commarco)

Nicole Weber Communications is a German full service public relations agency which focuses on lifestyle industries including fashion and beauty, consumer electronics and automotive. Clients include Opel, ASOS and Olympus. Founded by Nicole Weber in 1996, the company is based in Hamburg and employs approximately 30 people.



OptimizeRx¹ – USA (Grey Healthcare)

OptimizeRx is a leader in the electronic distribution of sample vouchers and co-pay discount coupons through electronic healthcare records and e-prescription. The Company manages a digital platform that allows pharmaceutical manufacturers to communicate with physicians and consumers to promote their products. Its products allow doctors and staff access to sample vouchers, co-pay coupons and other patient support to search, print or electronically dispense drug samples directly to patients as well as a network of pharmacies, and is based in Rochester, MI. The company was founded in 2006.



¹ Associate

Third Quarter 2015

Acquisitions

Truffle Pig¹ – USA (Hill+Knowlton Strategies)

Truffle Pig is a joint content marketing venture combining the best of global agency, newsroom and social media talent. Truffle Pig will use DailyMail.com, Elite Daily and Snapchat as test beds for original concepts in story-driven marketing, but its content and services will extend to any digital properties the client brands wish to market on. Truffle Pig will work closely with Snapchat to create best of breed “3v” (vertical video view) ads on Snapchat. Truffle Pig will initially launch in the U.S., with headquarters in New York City.



Six Degrees PR – India (Cohn & Wolfe)

Six Degrees PR is a full-service public relations agency, and its content and integrated marketing subsidiary Alphabet Consulting. Founded in 2009 and with offices in Delhi, Mumbai and Bangalore, Six Degrees has extensive public relations, public affairs, crisis management and digital media experience. The agency also delivers content and integrated marketing campaigns through Alphabet Consulting. Clients include regional and multinational companies such as Amadeus, Cushman & Wakefield, Dalmia Bharat Group, Hughes, Ingersoll Rand and Nokia.



Webling – Australia (J. Walter Thompson Company)

Webling is an award-winning independent digital agency based in Sydney. Webling offers an end-to-end service covering strategy, ideation, design and development across web, mobile, social, digital OOH and experiential channels. The agency has delivered milestone projects winning major awards including IABs, AIMIA and the Festival of Media. Founded in 2004 by Deniz Nalbantoglu and Darren Clark, the agency's clients include Acer, Amex, Coca-Cola, Coles, CommSec, Fuji Xerox, Google, Mirvac, QIC Shopping Centres, and Australian gardening supplies company, Yates.



¹ Associate



WPP

Trading Statement for Third Quarter 2015

London

