

Sustainability Policy

1. PURPOSE

Our purpose at WPP is to use the power of creativity to build better futures for our people, planet, clients and communities.

This policy is structured to reflect each of the four pillars of our sustainability strategy, which we are embedding across our business, and which aims to deliver on our purpose and to give us a balanced focus across environmental, social and governance issues. It is supported by a culture of integrity and transparency.

This policy should be read in conjunction with wider policy documents including WPP's Code of Business Conduct.

2. PEOPLE

At WPP, a culture of belonging is a key enabler of creativity and therefore business success. By fostering inclusive workplaces, we encourage innovative ideas and solutions for both our people and our clients.

We have the ambition to be representative of the communities in which we operate and the consumers our clients wish to reach.

Our core values of being open, optimistic and extraordinary inform how we work. We foster an inclusive culture across WPP that is open, tolerant and respectful of diverse thoughts and individual expression.

WPP is committed to attracting, engaging and developing the best in the industry, leveraging our scale and global reach to provide exciting career opportunities that help our people grow and thrive across disciplines, agencies and geographical locations.

These actions are supported by these specific policies:

- WPP Code of Business Conduct
- WPP People Policies book
- Disability Policy
- Human Rights Policy Statement

3. PLANET

WPP aims to maximise its positive impact on the planet and to act in accordance with the aims of the Paris Climate Agreement. We are committed to decarbonisation in our

own business and supply chain, transitioning to lower-carbon products and services and supporting clients as they implement their own transition plans.

These commitments are supported by these specific policies and documents:

- Environment Policy
- Circular Economy Plastics Policy
- WPP Company Car Policy

4. CLIENTS

WPP is committed to applying high standards of ethics and integrity to its work.

WPP adheres to the highest regulatory standards and we will not undertake assignments that are intended or designed to mislead or deceive.

WPP requires that all client work complies with all relevant legal requirements, codes of practice and marketing standards.

Delivery of this policy is supported by:

- WPP Code of Business Conduct
- Political Activities and Engagement Policy
- Assignment Acceptance Policy and Framework
- Green Claims Guide

5. COMMUNITIES

We aim to use the power of our creativity and voice to make a positive contribution to the communities where we operate.

WPP agencies are encouraged to:

- undertake pro bono work for not-for-profit organisations involved in tackling social and environmental issues;
- make appropriate financial and other donations to social and environmental organisations; and
- enable participation in organised volunteering activities as part of their support for local communities.

WPP also has policies in place to ensure our impact on society accords with the highest ethical standards set out in WPP's:

- Code of Business Conduct
- Code of Business Conduct – Supplier Version
- Human Rights Policy Statement
- Modern Slavery Statement
- Letter of Commitment for the UN Global Compact

6. GOVERNANCE

The Board is responsible for the overall long-term success of WPP and for setting the Company's purpose, values and culture and strategic direction, including on sustainability.

The Sustainability Committee supports the Board in its oversight of corporate responsibility, sustainability and related reputational matters. It reviews and monitors implementation of the Company's sustainability strategy and reviews policy statements on environmental and social matters. The Committee meets a minimum of four times a year. Together with the Sustainability Committee, the Board level Audit Committee oversees the integrity of WPP's financial and non-financial disclosures relating to material ESG topics as defined by the WPP Double Materiality Assessment.

The WPP Executive Committee sets the sustainability strategy and oversees the approach across agencies in its implementation, ensuring consistent execution and embedding the Company's culture and values. The Chief Sustainability Officer has operational responsibility for sustainability.

Our agencies are required to comply with this Sustainability Policy and report performance to WPP on an annual basis.

We require all our people (including freelancers working for more than four weeks) to complete our mandatory online ethics trainings on joining and then on an annual basis. Topics include business integrity, conflicts of interest, avoiding misleading work, sustainability, human rights and belonging.