

# WPP MEDIA FACTSHEET

## ABOUT

### KEY FIGURES

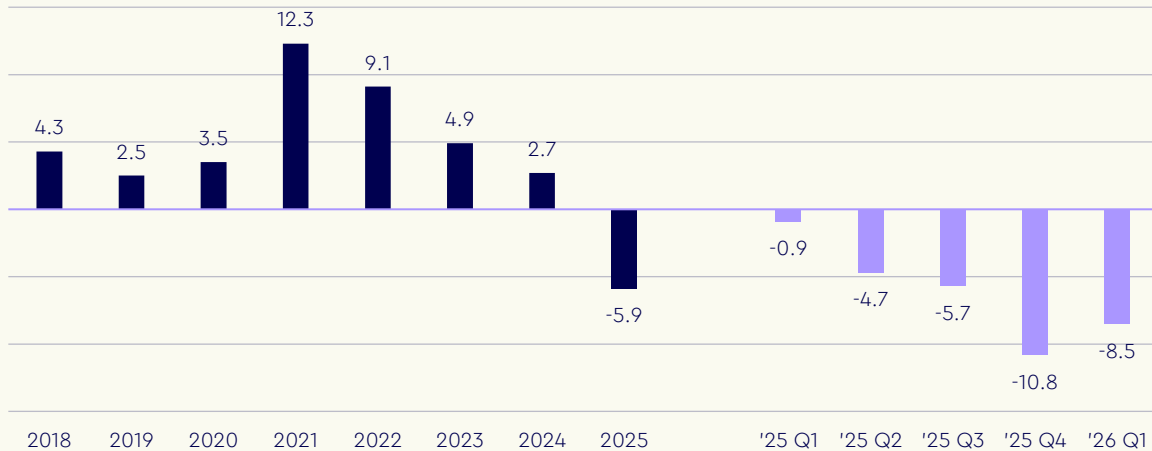


### SERVICES



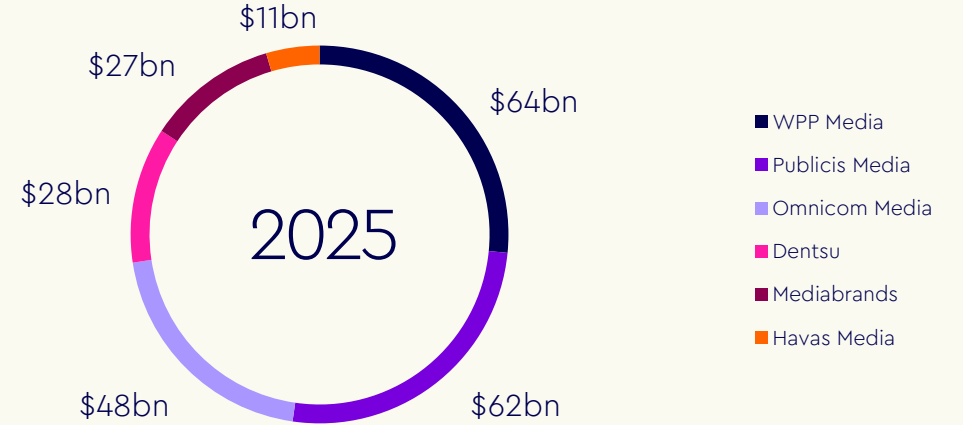
## PERFORMANCE

Like-for-like revenue less pass-through costs growth (%)



## MARKET POSITION

COMvergence: Total Global Billings, Final 2025 US\$ (Big 6 Media Agency Groups only)

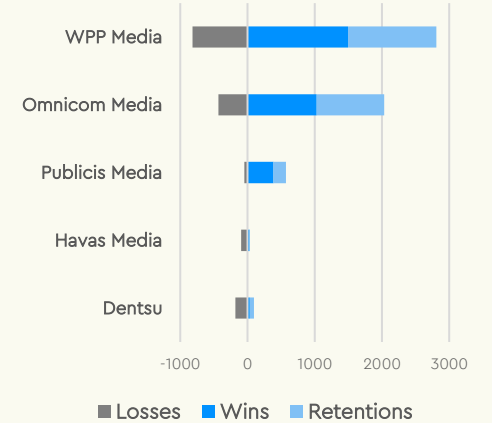


## RECENT MAJOR CLIENT ASSIGNMENTS



## TOTAL NEW BUSINESS RANKINGS MEDIA BILLINGS - Q1 2026

COMvergence: Total Global Billings US\$m (Big 6 Media Agency Groups only)

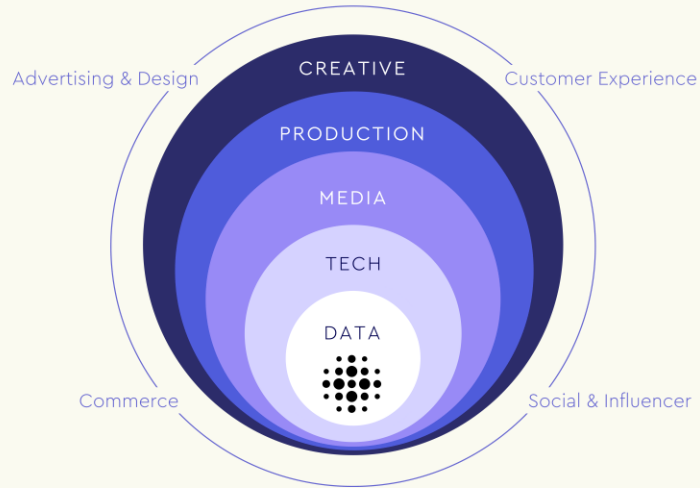


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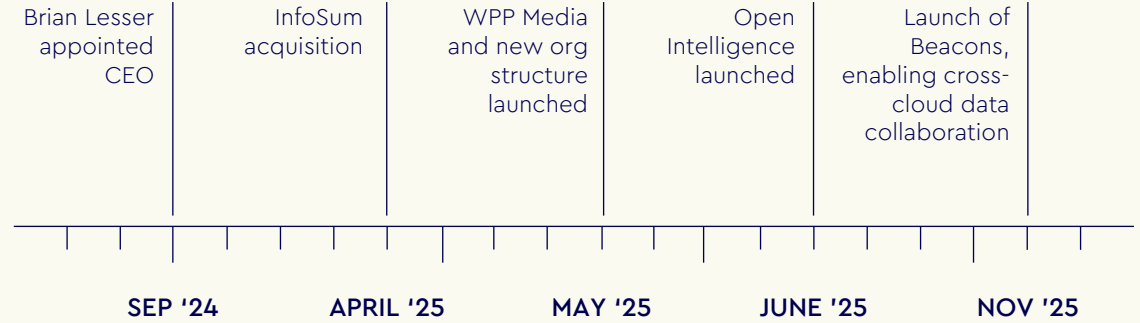
## STRATEGY

Lead with Media at the heart of an integrated proposition

## TRUE WPP INTEGRATION



## KEY RECENT EVENTS



## FURTHER INFORMATION

**LEADERSHIP**  
Client focused



CEO, Brian Lesser

**A SIMPLER ORGANISATION**  
One platform and process



**DIFFERENTIATED DATA STRATEGY**  
Privacy-first, decentralised data collaboration



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