10 July 2026

2026 Changes to segmental reporting

From half year 2026 onwards with the 2026 Interim Results, we will align our segmental reporting disclosures with our new operating model, moving from three reporting segments (Global Integrated Agencies, Public Relations and Specialist Agencies) to a single reporting segment, Global Integrated Agencies that comprises the aggregation of the Group's Media, Creative (including Enterprise Solutions for 2026) and Production businesses. This move aligns with the vision and plans to make WPP a single, unified operating company.

Geographical reporting will also shift to four recalibrated regions: North America, Latin America, EMEA and Asia Pacific.

This change only impacts the segment reporting structure of the results and there is no change to the Group's financial statements.

A summary of the historical total revenue less pass-through costs[1] and the revenue less pass-through costs growth LFL[2] % under the new segments and old segments for the previous quarters in 2025 and 2026 has been provided below for modelling purposes. Additional analysis on revenue less pass-through costs LFL growth % and proportion of total Group revenue less pass-through costs is provided for WPP Media, WPP Creative (including Enterprise Solutions for 2026) and WPP Production is also provided. Additional analysis for Enterprise Solutions will be provided from 1 January 2027.

NEW SEGMENTS

Regional analysis - revenue less pass-through costs growth LFL %

	2025						2026
	Q1	**Q2**	**H1**	**Q3**	**Q4**	**FY**	**Q1**
North America	(0.1)	(4.6)	(2.4)	(6.0)	(7.3)	(4.6)	(7.8)
EMEA	(4.3)	(5.7)	(5.1)	(5.5)	(4.7)	(5.1)	(5.6)
LATAM	(1.6)	(3.8)	(2.7)	(3.1)	(1.7)	(2.5)	(3.4)
APAC	(5.7)	(9.8)	(7.9)	(7.4)	(13.1)	(9.2)	(8.2)
Total Group	**(2.7)**	**(5.8)**	**(4.3)**	**(5.9)**	**(6.9)**	**(5.4)**	**(6.7)**

Regional analysis - revenue less pass-through costs £ million

	2025						2026
	Q1	**Q2**	**H1**	**Q3**	**Q4**	**FY**	**Q1**
North America	992	974	1,966	930	940	3,836	862
EMEA	985	1,051	2,036	1,004	1,172	4,212	941
LATAM	139	140	279	146	175	600	135
APAC	366	379	745	379	404	1,528	322
Total Group	**2,482**	**2,544**	**5,026**	**2,459**	**2,691**	**10,176**	**2,260**

[1] Management believes these non-GAAP measures, including like-for-like, revenue less pass-through costs and headline operating profit, are both useful and necessary to better understand the Group's results. Details of how these measures are calculated are detailed in the Strategy Update and 2025 Preliminary Results RNS, 26 February 2026.

[2] Like-for-like. LFL comparisons are calculated as follows: current year, constant currency actual results (which include acquisitions from the relevant date of completion) are compared with prior year, constant currency actual results, adjusted to include the results of acquisitions and disposals for the commensurate period in the prior year.

NEW SEGMENTS (continued)

Business segment analysis[1] - revenue less pass-through costs growth LFL %

	2025						2026
	Q1	Q2	H1	Q3	Q4	FY	Q1
Global Integrated Agencies	(2.7)	(5.8)	(4.3)	(5.9)	(6.9)	(5.4)	(6.7)
Total Group	**(2.7)**	**(5.8)**	**(4.3)**	**(5.9)**	**(6.9)**	**(5.4)**	**(6.7)**

Business segment analysis[1] - revenue less pass-through costs £ million

	2025						2026
	Q1	Q2	H1	Q3	Q4	FY	Q1
Global Integrated Agencies	2,482	2,544	5,026	2,459	2,691	10,176	2,260
Total Group	**2,482**	**2,544**	**5,026**	**2,459**	**2,691**	**10,176**	**2,260**

Additional Global Integrated Agencies business unit analysis[2] - revenue less pass-through costs growth LFL %

	2025						2026
	Q1	Q2	H1	Q3	Q4	FY	Q1
WPP Creative	(5.6)	(6.8)	(6.2)	(6.7)	(4.6)	(5.9)	(6.3)
WPP Media[3]	(0.4)	(4.6)	(2.6)	(5.6)	(10.0)	(5.4)	(8.3)
WPP Production	7.4	(7.2)	(0.6)	0.6	3.5	0.8	1.9
Total Group	**(2.7)**	**(5.8)**	**(4.3)**	**(5.9)**	**(6.9)**	**(5.4)**	**(6.7)**

Additional Global Integrated Agencies business unit analysis[2] - proportion of revenue less pass-through costs

	2025						2026
	Q1	Q2	H1	Q3	Q4	FY	Q1
WPP Creative	49%	48%	49%	49%	47%	48%	50%
WPP Media[3]	46%	47%	46%	46%	48%	47%	44%
WPP Production	5%	5%	5%	5%	5%	5%	6%

1. From half year 2026, the Group is organised into a single reportable segment – Global Integrated Agencies that comprises the aggregation of the Group's Media, Creative (including Enterprise Solutions for 2026) and Production businesses.
2. Additional analysis on revenue less pass-through costs LFL growth % and proportion of total Group revenue less pass-through costs is provided for WPP Media, WPP Creative (including Enterprise Solutions for 2026) and WPP Production will be provided. The additional analysis for Enterprise Solution will be provided from 1 January 2027.
3. WPP Media in the new Global Integrated Agencies segment now includes certain businesses previously reporting under the old Specialist Agencies segment.

OLD SEGMENTS

Regional analysis - revenue less pass-through costs growth LFL %

	2025						2026
	Q1	Q2	H1	Q3	Q4	FY	Q1
North America	(0.1)	(4.6)	(2.4)	(6.0)	(7.3)	(4.6)	(7.8)
United Kingdom	(5.5)	(6.5)	(6.0)	(8.9)	(9.2)	(7.6)	(6.6)
W Cont. Europe	(4.5)	(6.5)	(5.5)	(4.4)	(3.5)	(4.7)	(4.7)
AP, LA, AME, CEE	(3.8)	(6.8)	(5.4)	(5.0)	(7.5)	(5.9)	(6.9)
Total Group	**(2.7)**	**(5.8)**	**(4.3)**	**(5.9)**	**(6.9)**	**(5.4)**	**(6.7)**

Regional analysis - revenue less pass-through costs £ million

	2025						2026
	Q1	Q2	H1	Q3	Q4	FY	Q1
North America	992	974	1,966	930	940	3,837	862
United Kingdom	368	381	749	365	389	1,503	344
W Cont. Europe	487	534	1,021	503	619	2,143	473
AP, LA, AME, CEE	635	655	1,290	661	743	2,693	581
Total Group	**2,482**	**2,544**	**5,026**	**2,459**	**2,691**	**10,176**	**2,260**

Business segment analysis - revenue less pass-through costs growth LFL %

	2025						2026
	Q1	Q2	H1	Q3	Q4	FY	Q1
Global Integrated Agencies	(2.8)	(6.0)	(4.5)	(6.2)	(7.6)	(5.7)	(7.4)
Public Relations	(6.6)	(7.8)	(7.2)	(5.9)	(3.4)	(6.0)	(2.6)
Specialist Agencies	1.2	(1.9)	(0.4)	(2.2)	(0.1)	(0.7)	(2.3)
Total Group	**(2.7)**	**(5.8)**	**(4.3)**	**(5.9)**	**(6.9)**	**(5.4)**	**(6.7)**

Business segment analysis - revenue less pass-through costs £ million

	2025						2026
	Q1	Q2	H1	Q3	Q4	FY	Q1
Global Integrated	2,146	2,156	4,302	2,110	2,328	8,740	1,950
Public Relations	167	168	335	164	168	667	157
Specialist Agencies	169	220	389	185	195	769	153
Total Group	**2,482**	**2,544**	**5,026**	**2,459**	**2,691**	**10,176**	**2,260**

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