INTERIM RESULTS 2026

06 August 2026

CAUTIONARY STATEMENT REGARDING FORWARD-LOOKING STATEMENTS

This document contains statements that are, or may be deemed to be, "forward-looking statements". Forward-looking statements give the Company's current expectations or forecasts of future events.

These forward-looking statements may include, among other things, plans, objectives, beliefs, intentions, strategies, projections and anticipated future economic performance based on assumptions and the like that are subject to risks and uncertainties. These statements can be identified by the fact that they do not relate strictly to historical or current facts. They use words such as 'aim', 'anticipate', 'believe', 'estimate', 'expect', 'forecast', 'guidance', 'intend', 'may', 'will', 'should', 'potential', 'possible', 'predict', 'project', 'plan', 'target', and other words and similar references to future periods but are not the exclusive means of identifying such statements. As such, all forward-looking statements involve risk and uncertainty because they relate to future events and circumstances that are beyond the control of the Company. Actual results or outcomes may differ materially from those discussed or implied in the forward-looking statements. Therefore, you should not rely on such forward-looking statements, which speak only as of the date they are made, as a prediction of actual results or otherwise. Important factors which may cause actual results to differ include but are not limited to: the unanticipated loss of a material client or key personnel; delays, suspensions or reductions in client advertising budgets; shifts in industry rates of compensation; regulatory compliance costs or litigation; changes in competitive factors in the industries in which we operate and demand for the Group's products and services; changes in client advertising, marketing and corporate communications requirements; the Group's inability to realise the future anticipated benefits of acquisitions; failure to realise the Group's assumptions regarding goodwill and indefinite lived intangible assets; natural disasters or acts of terrorism; the Company's ability to attract new clients; the economic and geopolitical impact of conflicts; the risk of global economic downturn; slower growth, increasing interest rates and high and sustained inflation; tariffs and other trade barriers; supply chain issues affecting the distribution of the Group's clients' products; technological changes and risks to the security of IT and operational infrastructure, systems, data and information resulting from increased threat of cyber and other attacks; effectively managing the risks, challenges and efficiencies presented by using Artificial Intelligence (AI) and Generative AI technologies and partnerships in the Group's business; risks related to the Group's environmental, social and governance goals and initiatives, including impacts from regulators and other stakeholders, and the impact of factors outside of the Group's control on such goals and initiatives; the Company's exposure to changes in the values of other major currencies (because a substantial portion of its revenues are derived and costs incurred outside of the UK); and the overall level of economic activity in the Company's major markets (which varies depending on, among other things, regional, national and international political and economic conditions and government regulations in the world's advertising markets). In addition, you should consider the risks described in Item 3D, captioned 'Risk Factors' in the Company's most recent Annual Report on Form 20-F, which could also cause actual results to differ from forward-looking information. Neither the Company, nor any of its directors, officers or employees, provides any representation, assurance or guarantee that the occurrence of any events anticipated, expressed or implied in any forward-looking statements will actually occur. Accordingly, no assurance can be given that any particular expectation will be met and investors are cautioned not to place undue reliance on the forward-looking statements.

Other than in accordance with its legal or regulatory obligations (including under the Market Abuse Regulation, the UK Listing Rules and the Disclosure and Transparency Rules of the Financial Conduct Authority), the Company undertakes no obligation to update or revise any such forward-looking statements, whether as a result of new information, future events or otherwise.

Any forward-looking statements made by or on behalf of the Group speak only as of the date they are made and are based upon the knowledge and information available to the Directors at the time.

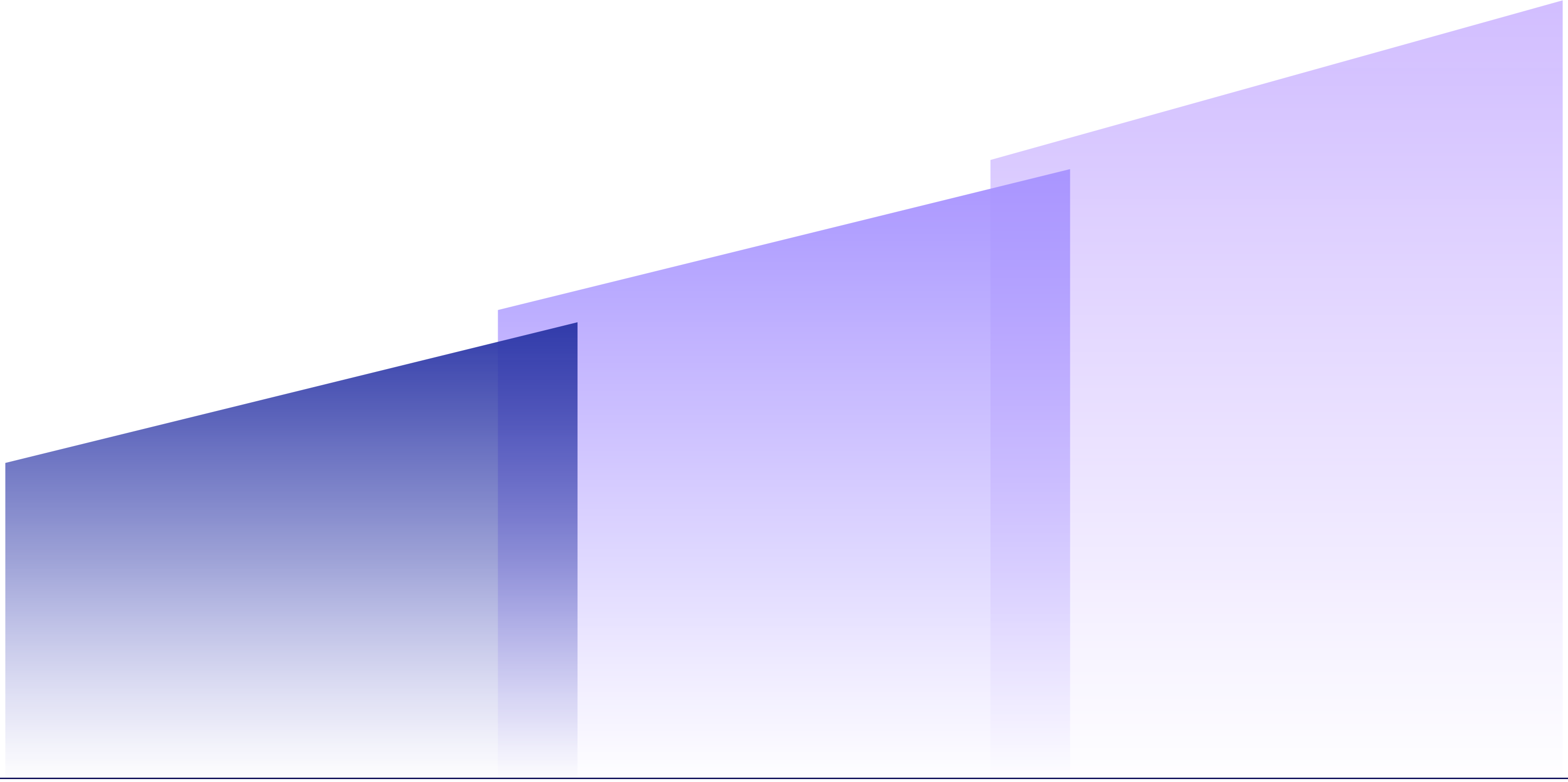
CINDY ROSE

CEO

ELEVATE28

PURPOSE	To be **the trusted growth** partner for the world's leading brands
STRATEGIC OBJECTIVES	Deliver **superior growth** for clients
	Become a **simpler integrated** company
	Unlock the advantage of **WPP Open**
	Create **firm financial foundations** for the future

OUR EXECUTION PLAN



Stabilise
2026

Build
2027

Accelerate
2028


WPP Enterprise Solutions

WPP'S COMMERCE PRACTICE

WPP Commerce Practice	$200BN	**WPP**, recognised as **a Leader in Commerce Services**
A connected practice, unifying commerce capabilities across WPP Media, WPP Creative, WPP Production and WPP Enterprise Solutions	Global Commerce advertising revenue, 2026[1]	In the Forrester Wave™: Commerce Services, Q1 2026 report

1. WPP Media: This Year Next Year Global Ad Market Forecast, June 2026

WINNING AT CANNES 2026

Ogilvy

#1 Creative
Network of the Year

VML

#2 Creative
Network of the Year

Burson

Burson London:
PR Agency of the Year

WPP Media

Most-awarded
media group

H1 HIGHLIGHTS: STRONG PROGRESS

Improving LFL net sales performance QoQ

Delivering targeted cost savings

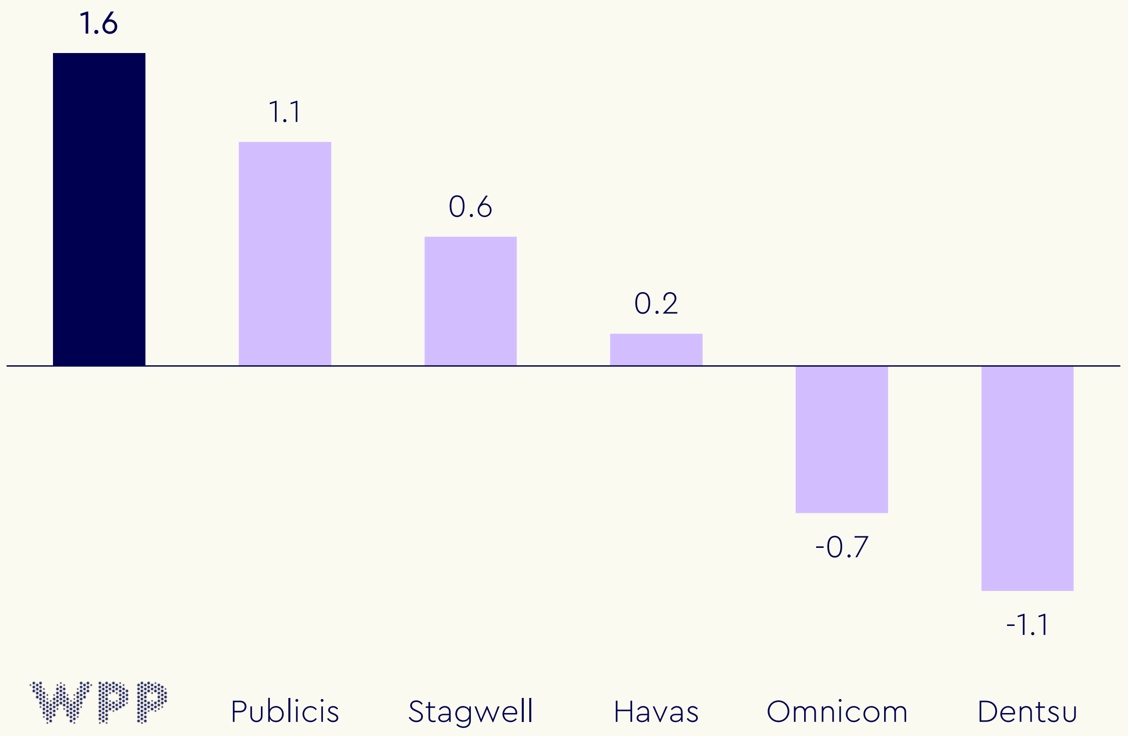
Investing in growth

Strengthening the balance sheet

CONTINUED MOMENTUM ON NEW BUSINESS

NET REPORTED BILLINGS US$BN[1]

H1 2026



NEW CLIENT ASSIGNMENTS AND RETENTIONS[2]

Q1 2026

JLR	INTEGRATED	GLOBAL
European Commission	INTEGRATED	EUROPE
SOLVAY	INTEGRATED	GLOBAL
FUZE	CREATIVE	GLOBAL
ESTĒE LAUDER	MEDIA	GLOBAL
SC Johnson North America Consumer Brands	MEDIA	US
NCL Norwegian Cruise Line	MEDIA	US
TESCO	MEDIA	UK AND CENTRAL EUROPE

Q2 2026

natura	INTEGRATED	LATAM
JUST EAT	MEDIA	GLOBAL
SKECHERS	MEDIA	MULTIPLE MARKETS
	MEDIA	US
HONDA	MEDIA	EUROPE
L'ORÉAL	MEDIA	AUS & NZ
Henkel	CREATIVE	GLOBAL
HEINEKEN	CREATIVE	GLOBAL

1. J.P. Morgan New Business Rankings

2. Includes new client assignments and retentions with expanded scope with existing clients

KIT KAT HEIST
Kit Kat | VML, Burson & OpenMind

INNOVATION AT THE SPEED OF CULTURE

+ Predictive intelligence
+ Human craftsmanship

600%+

increase in search interests

>$200M

earned media

CULTURAL INTELLIGENCE

+ Platform-native integration
+ Radical brand transparency

1BN
earned impressions

2x
uplift in sales

GLOBAL CONNECTIVITY

+ Local Execution
+ Consumer Connection

180+
Markets

60BN
Impressions

PARTNERSHIPS FOR CONTINUOUS INNOVATION

WPP : Google

WPP : Adobe

WPP : Meta

WPP Enterprise Solutions : aws

WPP : Microsoft

FIRMING OUR FINANCIAL FOUNDATIONS

DELIVERING COST SAVINGS

£100m

Targeted in-year savings
in FY 2026

PROGRESSING ASSET DISPOSALS

>£200m

Expected proceeds from
disposal-related activity in FY 2026

THE BIGGER PICTURE

An attractive market
8.9% growth in ad spend in 2026[1]

A complex market
requiring brands to seek a truly integrated growth partner

AI is changing how we operate
unlocking new pathways to growth

Trust is increasingly important in a complex world
Our WPP trust principles

1. WPP Media: This Year Next Year Global Ad Market Forecast, June 2026

WPP'S TRUST PRINCIPLES

1.	Clients own and control their data
2.	WPP Open is open by design
3.	Consumers are people, not IDs
4.	AI augments human creativity, it does not replace it
5.	We take accountability for driving our clients' growth

OUR STRATEGIC PLAN

1 Lead with Media and Data at the heart of our integrated client proposition

2 Establish next-generation Creative and Production capabilities

3 Elevate Enterprise Solutions to partner with clients on AI transformation

4 Simplify the operating model

5 Strengthen execution and transform GTM

6 Drive a high-performance culture and attract and retain the world's best talent

7 Unlock the advantage of WPP Open and Open Intelligence and expand strategic partnerships

8 Create firm financial foundations for the future

JOANNE WILSON

CFO

FINANCIAL HIGHLIGHTS

H1 2026

-4.7%

LIKE-FOR-LIKE NET SALES GROWTH[1,2]

(H1 2025: -4.3%)

Impacted by historical client losses and client spending cuts

8.4%

HEADLINE OPERATING MARGIN

(H1 2025: 8.2%)

Benefited from lower headline severance YoY and cost savings

15.1p

HEADLINE DILUTED EPS

(H1 2025: 20.0p)

Higher headline effective tax rate and lower headline operating profit

£309m

ADJUSTED OPERATING CASH FLOW BEFORE WORKING CAPITAL

(H1 2025: £363m)

Supporting YoY reduction in adjusted net debt to £2,935m

1. Net sales = revenue less pass-through costs
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

NET SALES HIGHLIGHTS

Q2 2026

NET SALES

- LFL growth -2.8%
  (Q1 : -6.7%)
- M&A headwind -0.1%
- FX contribution +0.6%
- Reported growth -2.3%
  (Q1: -8.9%)

Sequential quarterly improvement in LFL growth

BUSINESS UNITS[1]

- WPP Media -2.8%
  (Q1: -8.3%)
- WPP Creative[2] -3.5%
  (Q1: -6.3%)
- WPP Production +1.3%
  (Q1: +1.9%)

QoQ improvement at WPP Media and WPP Creative

REGIONS[1]

- North America -4.3%
  (Q1: -7.8%)
- EMEA -3.0%
  (Q1: -5.6%)
- APAC +0.3%
  (Q1: -8.2%)
- LATAM +0.9%
  (Q1: -3.4%)

QoQ improvement in all regions

CLIENT SECTORS

- CPG -6.0%
  (Q1: -12.4%)
- Tech & Digital -8.9%
  (Q1: -9.6%)
- Automotive +3.6%
  (Q1: -6.0%)
- Health & Pharma +6.5%
  (Q1: -1.0%)

Top 25 clients -3.2%
(Q1: -9.4%)

1. The Group's business and geographical areas have been reorganised. Prior year comparatives have been restated to reflect these changes
2. WPP Creative includes WPP Enterprise Solutions. From 1 January 2027 WPP Enterprise Solutions LFL revenue less pass-through costs growth will be separately disclosed

HEADLINE OPERATING PROFIT MARGIN[1]

H1 2026

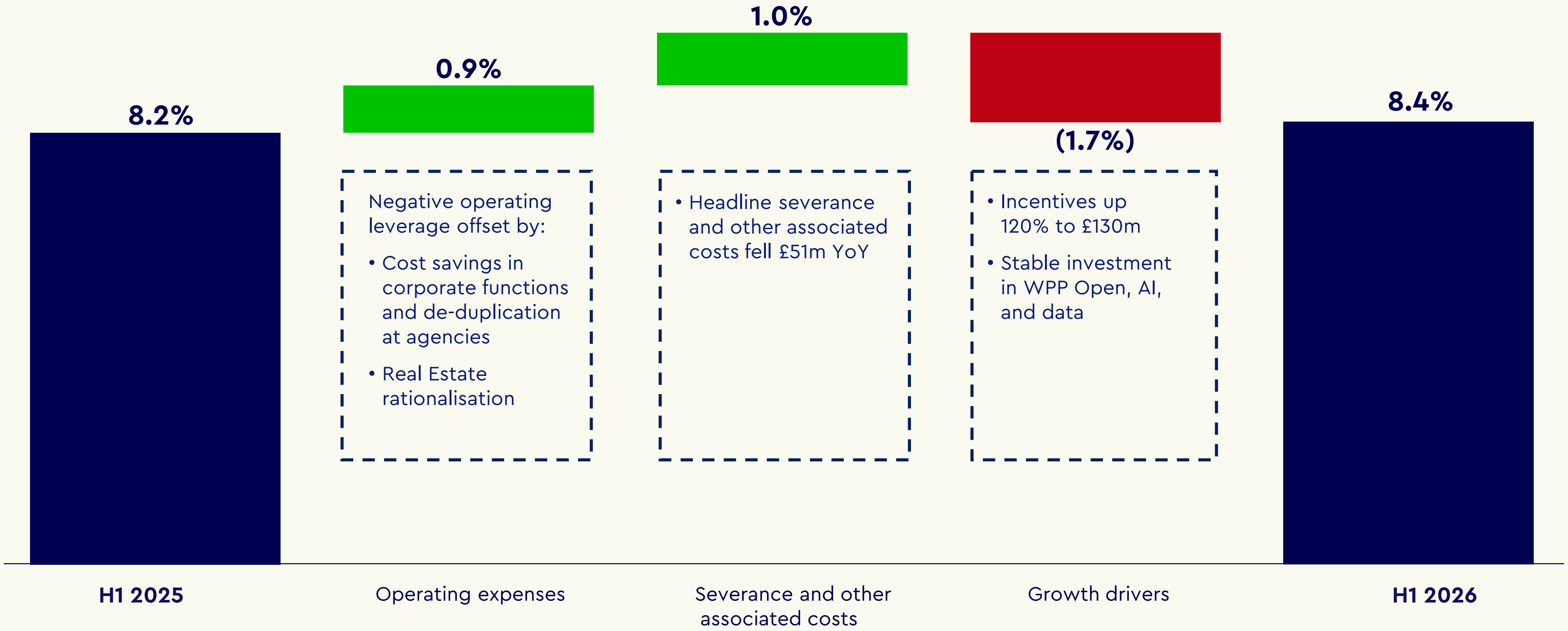
HALF YEAR TO 30 JUNE	2026 £M	2025 £M	Δ £m	Δ %
Revenue less pass-through costs	4,745	5,026	(281)	(5.6)%
Staff costs	(3,469)	(3,685)	216	5.9%
severance costs	*(44)*	*(86)*	*42*	*48.8%*
staff incentives	*(130)*	*(59)*	*(71)*	*(120.3)%*
Establishment costs	(199)	(219)	20	9.1%
Technology costs	(319)	(340)	21	6.2%
Personal costs	(83)	(98)	15	15.3%
Other operating expenses	(277)	(272)	(5)	(1.8)%
Operating expenses	(4,347)	(4,614)	267	5.8%
Operating profit	398	412	(14)	(3.4)%
Operating profit margin	8.4%	8.2%		0.2pt

- **Headline operating profit margin:** 8.4%, up 0.2pt YoY, driven by lower headline severance and cost savings
- **Staff costs:** savings in corporate functions and from de-duplication at agencies. Average headcount 97k (H1' 25: 106k)
- **Staff incentives:** increased to 2.7% of net sales (H1' 25: 1.2%)
- **Establishment costs:** rationalisation of property portfolio and consolidation of leases
- **Technology costs:** back-office savings in Enterprise Tech costs, offset by stable investment in client tech – WPP Open, AI and data
- **Personal and other costs:** driven by efficiencies in discretionary spend

1. Figures before gains/losses on disposal of investments and subsidiaries, gains/losses on disposal of property, other impairment charges, goodwill impairment, amortisation and impairment of acquired intangible assets, restructuring costs, property-related impairment costs, other transaction costs, legal provision charges/gains, share of adjusting and other items for associates, and revaluation and retranslation of financial instruments

HEADLINE OPERATING PROFIT MARGIN DRIVERS

H1 2026



UNAUDITED HEADLINE[1] INCOME STATEMENT

H1 2026

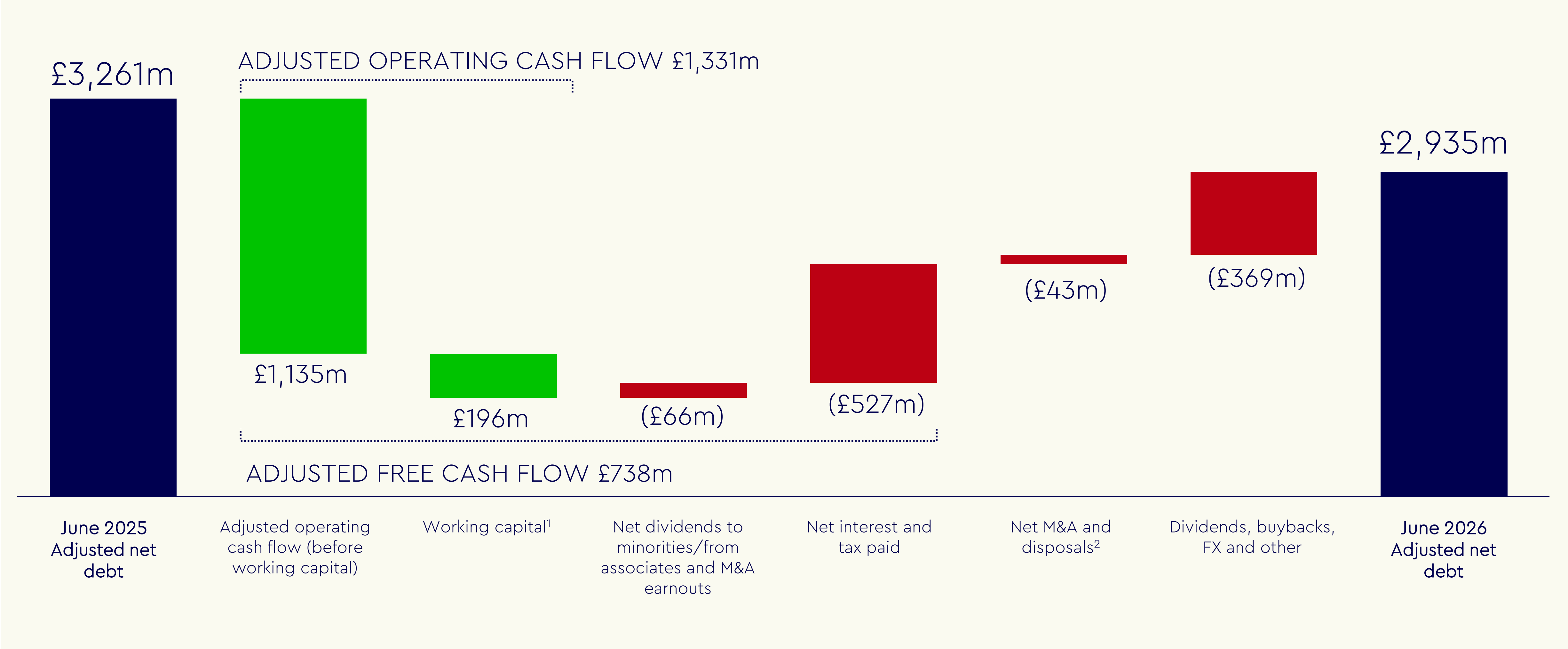
HALF YEAR TO 30 JUNE	2026 £M	2025 £M	Δ	Δ LFL[2]
Revenue	6,373	6,663	(4.4)%	(3.2)%
Revenue less pass-through costs	4,745	5,026	(5.6)%	(4.7)%
Operating profit	398	412	(3.4)%	(2.6)%
Operating profit margin[3]	8.4%	8.2%	0.2pt	0.2pt
Earnings from associates	14	17	(17.6)%	
Profit before interest and tax	412	429	(4.0)%	
Net finance costs	(135)	(129)	(4.7)%	
Profit before tax	277	300	(7.7)%	
Tax at 33.5% (2025: 18.3%)	(93)	(55)	(69.1)%	
Profit after tax	184	245	(24.9)%	
Non-controlling interests	(18)	(26)	30.8%	
Profit attributable to shareholders	166	219	(24.2)%	
Diluted EPS (p)	15.1p	20.0p	(24.5)%	(25.6)%
Dividends per share (p)	7.5p	7.5p	—%	

- **Reported revenue less pass-through costs** declined 5.6%, comprising LFL net sales -4.7%, M&A -0.1% and FX -0.8%
- **Headline operating profit margin**, up 0.2pt, driven by lower headline severance and cost savings, offsetting negative operational gearing
- **Headline earnings from associates** excludes Kantar due to nil carrying value (IAS 28)
- **Headline tax rate** in the prior period includes the non-recurring benefit of credits from the successful resolution of a tax matter
- **Non-controlling interests** impacted by M&A and lower profits
- **Headline diluted EPS** decline reflects lower profit and higher tax rate
- **Interim dividend** of 7.5p declared, consistent with anticipated full year dividend of 15.0p

1. Figures before gains/losses on disposal of investments and subsidiaries, gains/losses on disposal of property, other impairment charges, goodwill impairment, amortisation and impairment of acquired intangible assets, restructuring costs, property-related impairment costs, other transaction costs, legal provision charges/gains, share of adjusting and other items for associates, and revaluation and retranslation of financial instruments
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
3. Headline operating profit as a % of revenue less pass-through costs

ADJUSTED NET DEBT SINCE JUNE 2025

H1 2026 (LAST 12 MONTHS)



1. The Group adopted the IFRS 9 amendments effective 1 January 2026. As at 30 June 2026, the impact of the amendments increased cash and cash equivalents and trade and other payables, increasing the working capital outflow in the last 12 months since 30 June 2025, by £169m

2. M&A excluding earnout payments

NET DEBT AND LEVERAGE METRICS

H1 2026

£M	JUN '26[1]	DEC '25	JUN '25
Adjusted net debt	(2,935)	(2,167)	(3,261)
Available liquidity	4,063	4,384	2,991
Average adjusted net debt[2]	(3,304)	(3,404)	(3,383)
Headline EBITDA (last 12 months) (including depreciation of right-of-use assets)	1,516	1,545	1,710
Average adjusted net debt/headline EBITDA (including depreciation of right-of-use assets)	2.18x	2.20x	1.98x

- **Net debt** includes £5.1bn equivalent of bond debt at a weighted average maturity of 5.7 years and an average coupon of 3.7%
- **Average adjusted net debt** down YoY including the beneficial impact of the IFRS 9 amendments
- **Investment grade credit rating** of BBB/Baa3 (S&P & Fitch/Moody's)
- **Leverage** remains elevated due to topline pressures impacting headline EBITDA
- **$2.5bn committed RCF** (maturity Feb 2031) remains undrawn

1. The Group adopted the IFRS 9 amendments effective 1 January 2026. This increased cash and cash equivalents and reduced adjusted net debt by £180m as at 1 January 2026. As at 30 June 2026, the impact of the amendments was that cash and cash equivalents were higher and adjusted net debt was lower by £125m. Furthermore, the 12-month rolling average adjusted net debt as at 30 June 2026 was £114m lower, calculated by applying the amendments for the period 1 July 2025 to 30 June 2026

2. Average adjusted net debt excludes lease liabilities and is the average of adjusted net debt for each of the last 12-month period ends

2026 GUIDANCE

LIKE-FOR-LIKE REVENUE LESS PASS-THROUGH COSTS	HEADLINE OPERATING PROFIT MARGIN	ADJUSTED OPERATING CASH FLOW BEFORE WORKING CAPITAL
"down low to mid-single digits in the second half"	12.0% to 13.0%	£800m to £900m

Q&A

WHAT'S NEXT?

INVESTOR ENGAGEMENT

AUG 2026

H1'26 RESULTS

Q3 2026

WPP PRODUCTION WEBINAR

OCT 2026

Q3'26 TRADING UPDATE

Q4 2026

WPP ENTERPRISE SOLUTIONS WEBINAR

DEC 2026

WPP MEDIA: THIS YEAR, NEXT YEAR FORECAST

FEB 2027

FY'26 PRELIMINARY RESULTS

MAR 2027

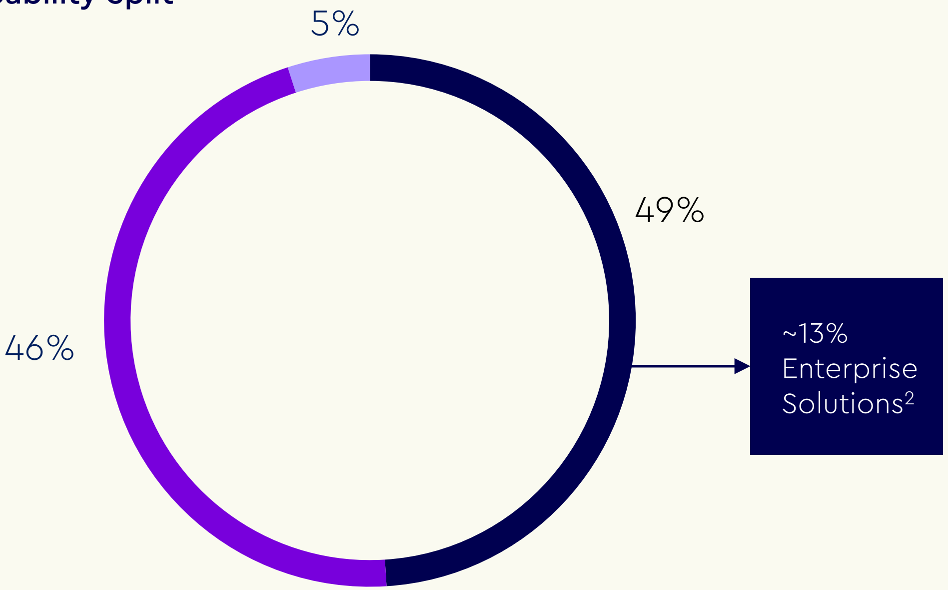
FY'26 ANNUAL REPORT AND ACCOUNTS

APPENDIX

PERFORMANCE BY CAPABILITY AND GEOGRAPHY[1]

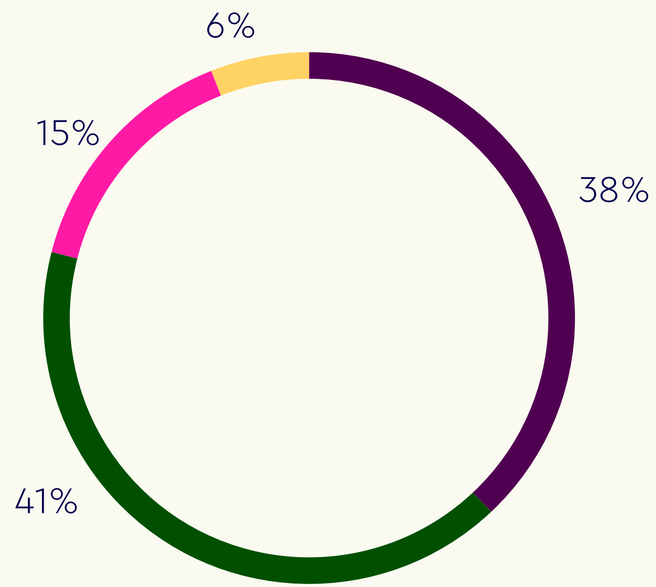
LFL REVENUE LESS PASS-THROUGH COSTS GROWTH Q2 2026

Capability Split



- WPP Media -2.8% *(Q1: -8.3%)*
- WPP Creative (inc. Enterprise Solutions)[2] -3.5% *(Q1: -6.3%)*
- WPP Production +1.3% *(Q1: +1.9%)*

Geographic Split



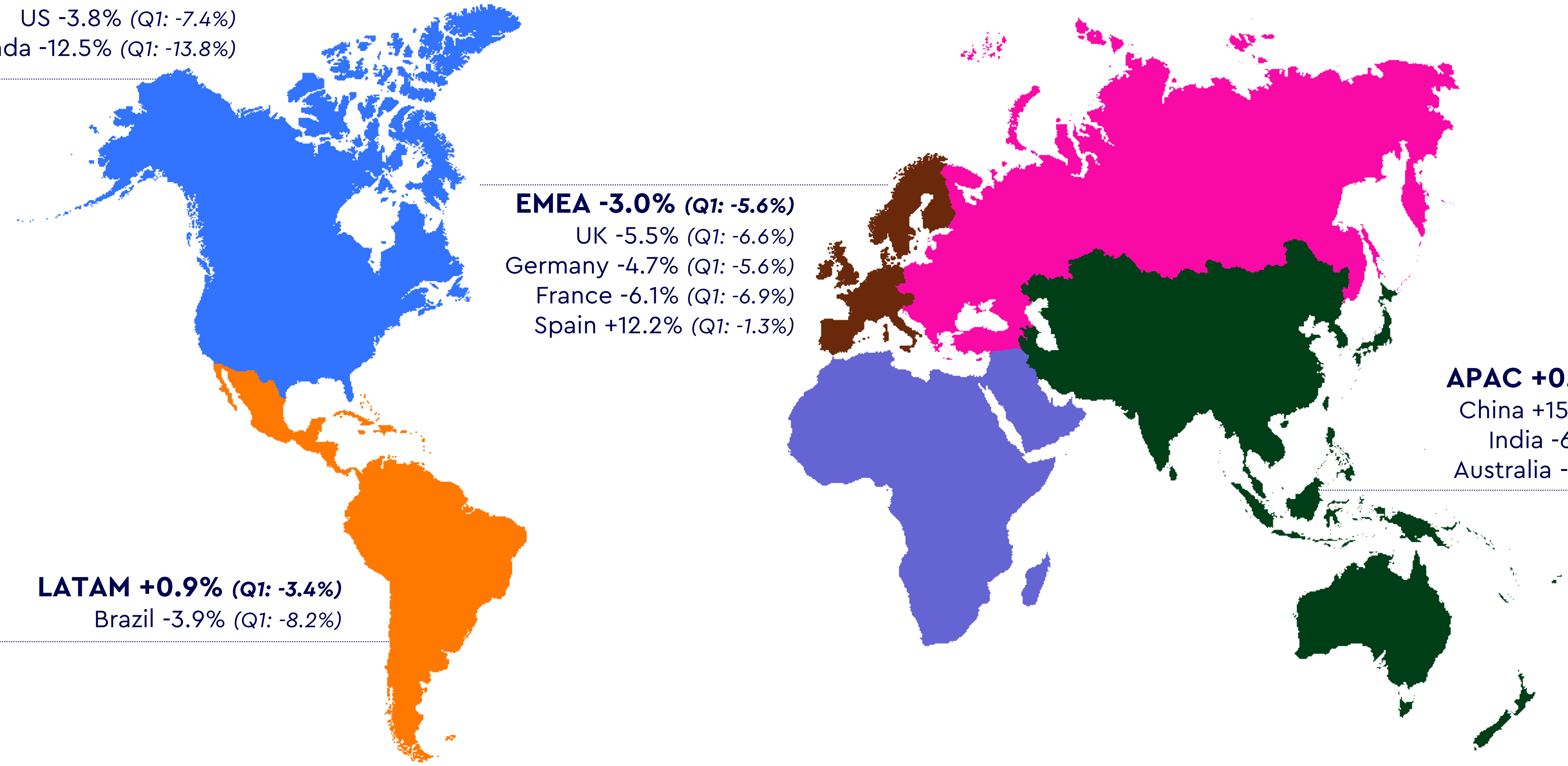
- North America -4.3% *(Q1: -7.8%)*
- EMEA -3.0% *(Q1: -5.6%)*
- APAC +0.3% *(Q1: -8.2%)*
- LATAM +0.9% *(Q1: -3.4%)*

1. Chart shows the proportion of WPP revenue less pass-through costs in H1 2026.

2. WPP Enterprise Solutions is reported within WPP Creative and LFL revenue less pass-through costs detail will be separately disclosed from 2027

PERFORMANCE BY REGION AND TOP 10 MARKETS

LIKE-FOR-LIKE REVENUE LESS PASS-THROUGH COSTS GROWTH Q2 2026



North America -4.3% ***(Q1: -7.8%)***
US -3.8% *(Q1: -7.4%)*
Canada -12.5% *(Q1: -13.8%)*

EMEA -3.0% ***(Q1: -5.6%)***
UK -5.5% *(Q1: -6.6%)*
Germany -4.7% *(Q1: -5.6%)*
France -6.1% *(Q1: -6.9%)*
Spain +12.2% *(Q1: -1.3%)*

APAC +0.3% ***(Q1: -8.2%)***
China +15.6% *(Q1: -12.2%)*
India -6.0% *(Q1: +1.0%)*
Australia -1.8% *(Q1: -7.9%)*

LATAM +0.9% ***(Q1: -3.4%)***
Brazil -3.9% *(Q1: -8.2%)*

PERFORMANCE BY SECTOR[1]

LFL REVENUE LESS PASS-THROUGH COSTS GROWTH Q2 2026

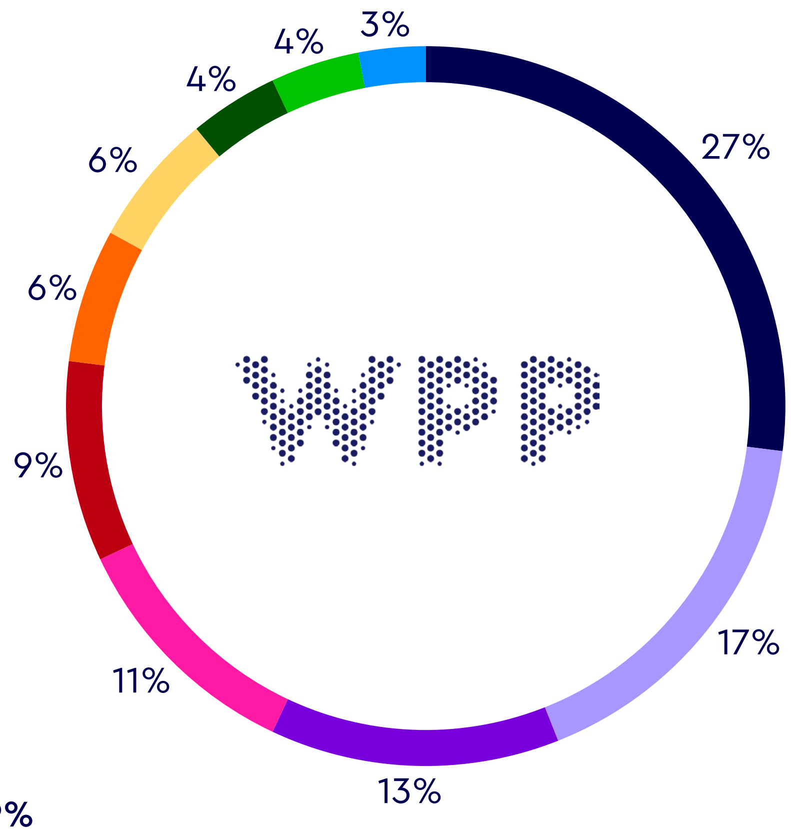
Telecom, Media & Entertainment -16.8%
(Q1: -12.8%)

Financial Services -14.2%
(Q1: -12.8%)

Other +4.3%
(Q1: +8.0%)

Travel & Leisure -1.4%
(Q1: -4.2%)

Government, Public Sector & Non-profit +1.9%
(Q1: -9.4%)



CPG -6.0%
(Q1: -12.4%)

Tech & Digital Services -8.9%
(Q1: -9.6%)

Healthcare & Pharma +6.5%
(Q1: -1.0%)

Automotive +3.6%
(Q1: -6.0%)

Retail -3.6%
(Q1: -1.8%)

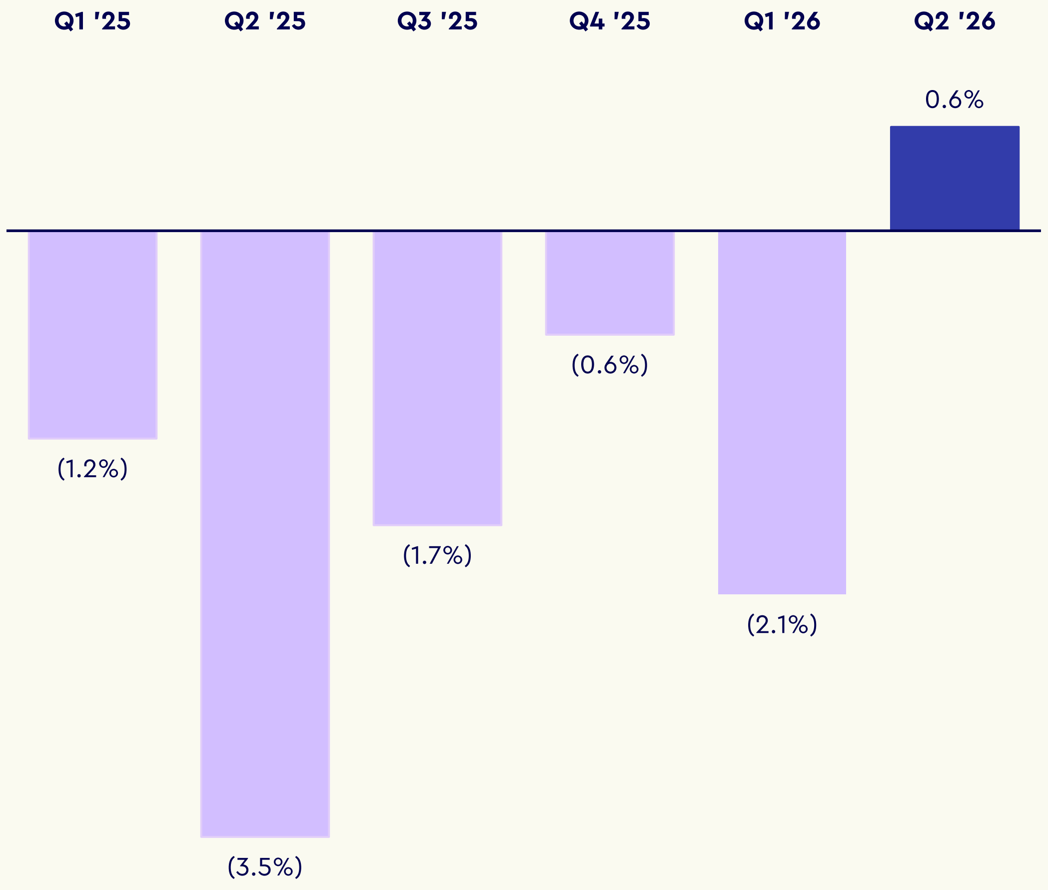
1. Chart shows the proportion of WPP revenue less pass-through costs in H1 2026; chart consists of clients representing 81% of WPP total revenue less pass-through costs

EXCHANGE RATE ANALYSIS

Q2 2026

Second Quarter	2026	2025	Sterling (Weaker)/ Stronger
US$	1.34	1.34	—%
€	1.15	1.18	(2.5)%
Indian Rupee	127.17	114.32	11.2%
Chinese Renminbi	9.14	9.66	(5.4)%
Australian $	1.89	2.08	(9.1)%
Brazilian Real	6.77	7.56	(10.4)%
Canadian $	1.86	1.85	0.5%
Singapore $	1.72	1.74	(1.1)%
Danish Krona	8.63	8.79	(1.8)%

Impact of FX on revenue less pass-through costs growth



RECONCILIATION OF HEADLINE OPERATING PROFIT TO REPORTED OPERATING PROFIT

HALF YEAR TO 30 JUNE	2026 £M	2025 £M	Δ £M
Headline operating profit	398	412	(14)
Goodwill impairment	—	(116)	116
Amortisation and impairment of acquired intangibles	(26)	(32)	6
Restructuring costs	(83)	(40)	(43)
Property-related impairment charges	(22)	(5)	(17)
Impairment of investments in associates	(2)	—	(2)
(Losses)/gains on disposal of investments and subsidiaries	(4)	2	(6)
Non-headline items	(137)	(191)	54
Reported operating profit	261	221	40

- **Goodwill impairment** charges in prior period, no goodwill impairment in H1 2026
- **Restructuring costs** include £59m of Elevate28 charges and £24m related to historical programmes
- **Property-related impairment charges** related to ongoing rationalisation of property portfolio

HEADLINE CASH FLOW STATEMENT

H1 2026

SIX MONTHS ENDED 30 JUNE	2026 £M	2025 £M	Δ £M
Headline operating profit	398	412	(14)
Headline earnings from associates	14	17	(3)
Depreciation and amortisation	188	203	(15)
Headline EBITDA	600	632	(32)
Less: Earnings from associates	(14)	(17)	3
Repayment of lease liabilities and related interest	(164)	(170)	6
Non-cash compensation	49	41	8
Non-headline cash items (including restructuring costs)[1]	(77)	(35)	(42)
Capex	(85)	(88)	3
Adjusted cash flow before working capital	309	363	(54)
Working capital[2]	(807)	(1,348)	541
Adjusted operating cash flow	(498)	(985)	487
Net dividends (to minorities)/from associates	(8)	(11)	3
Contingent consideration liability payments	(14)	(15)	1
Net interest and tax paid	(205)	(261)	56
Adjusted free cash flow	(725)	(1,272)	547

1. Includes cash restructuring costs of £83m

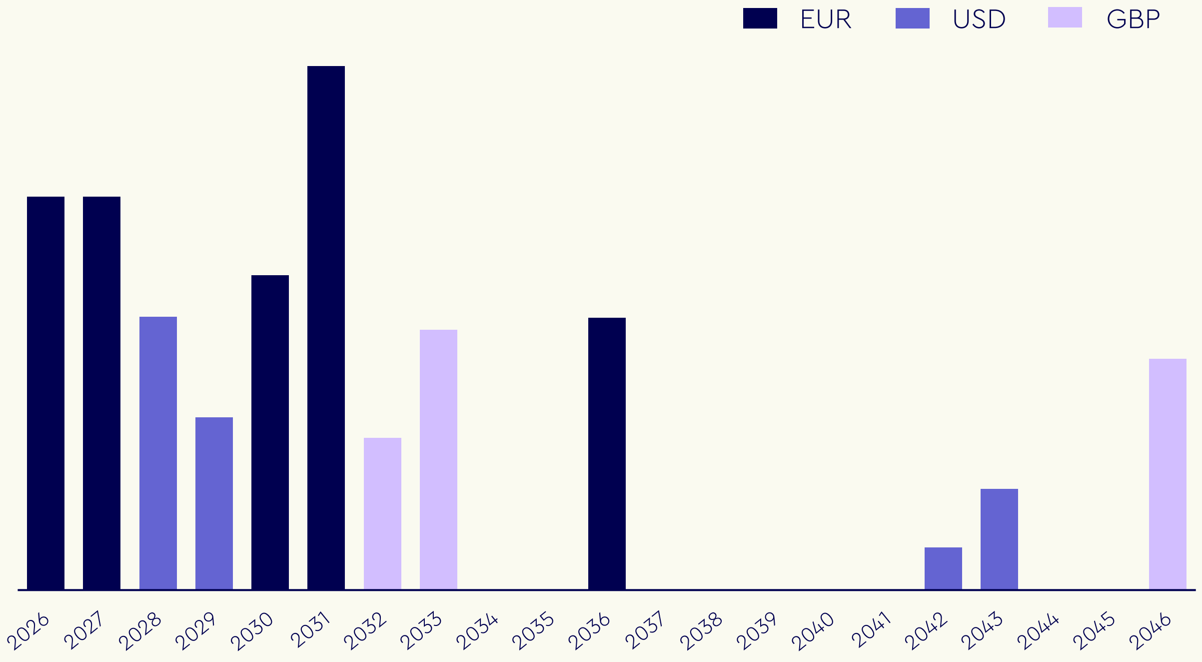
2. The Group adopted the IFRS 9 amendments effective 1 January 2026. As at 30 June 2026, the impact of the amendments increased cash and cash equivalents and trade and other payables, decreasing the working capital outflow in the first half of 2026, by £180m

BOND MATURITY PROFILE

30 JUNE 2026

	BONDS (CURRENCY OF ISSUANCE)	TOTAL OUTSTANDING £M
■	£ bonds £380m (2.875% Sep '46)	380
■	US bond $220m (5.625% Nov '43)	166
■	US bond $93m (5.125% Sep '42)	70
■	US bond $600m (6.5% Mar '36)[1]	447
■	Eurobonds €500m (4.0% Sept '33)[2]	428
■	£ bonds £250m (3.75% May '32)	250
■	Eurobonds €1,000m (3.625% Jun '31)	861
■	Eurobonds €600m (1.625% Mar '30)	517
■	Eurobonds €351m (3.625% Sept '29)[3]	284
■	Eurobonds €550m (4.125% May '28)[4]	449
■	Eurobonds €750m (2.375% May '27)	646
■	Eurobonds €750m (2.25% Sep '26)	646

Bonds post swaps (£M)



3.7% Weighted average coupon rate

£5.1bn Outstanding bond debt

5.7 Years Weighted average maturity

£1.9bn Undrawn Revolving Credit Facility ($2.5bn)

1. Swapped to €519m at 5.45%
2. Swapped to £428m (fixed to Sep 27/float to Sep 33)
3. Swapped to $377m at 5.27%
4. Swapped to $595m at 5.10%

CONTACTS AND FURTHER RESOURCES

THOMAS SINGLEHURST, CFA

Group Investor Relations Director
thomas.singlehurst@wpp.com
Tel: +44 (0) 7876 431 922

ANTHONY HAMILTON

Investor Relations Director
anthony.hamilton@wpp.com
Tel: +44 (0) 7464 532 903

MELISSA FUNG

Investor Relations Director
melissa.fung@wpp.com
Tel: +44 (0) 7353 107 064

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wpp.com/investors

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THANK YOU