

wunderman

JUNE 4TH 2013

Stewart Pearson
Vice-Chairman | Chief Client Officer

THE WORLD CONTINUES TO CHANGE



A New Pope, St. Peter's Square, Rome

WUNDERMAN IS STILL # 1 DIGITAL NETWORK

AdvertisingAge rankings

+6.3%

Digital networks: worldwide
Growth for world's 10 largest digital networks

RANK	'12	'11	AGENCY	HEADQUARTERS	2012	%Δ
1	1	1	Wunderman*	New York	\$1,065	3.4
2	3	2	Digital@Ogilvy*	New York	900	3.6
3	2	3	Digitas/LB*	Boston	890	2.5
4	4	4	SapientNitro*	Boston	772	8.9
5	5	5	IBM Interactive*	Chicago	717	NA
6	8	7	Havas Digital Group*	New York	594	10.9
7	7	6	Leontum Worldwide/Arc*	Chicago	563	1.8
8	9	8	Proximity Worldwide*	New York	522	3.5
9	6	9	DraftFCB*	New York	507	NA
10	11	10	Epsilon*	Irving, Texas	495	20.8
Total and % change for world's 10 largest digital networks*					\$7,03b	6.3%

#1

Top Digital Network
in the World

#1

Top Mobile Network
in the U.S.

+34.8%

Mobile Marketing: U.S.
Growth for top 10 mobile agencies in U.S.

RANK	'12	'11	AGENCY	HEADQUARTERS	2012	%Δ
1	7	6	Wunderman*	New York	\$52	121.3
2	4	3	SapientNitro*	Boston	51	104.0
3	NA	NA	Deloitte Digital*	Seattle	42	NA
4	1	2	Razorfish*	New York	40	1.0
5	2	1	Ogilvy & Mather Advertising*	New York	38	20.0
6	3	4	R/GA*	New York	32	25.0
7	6	5	Huge*	Brooklyn, Ny	31	28.3
8	5	3	Digitas/LB*	Boston	25	1.8
9	29	28	Roundarch Isobar*	Chicago	23	258.0
10	8	7	MRM*	New York	22	5.6
Total and % change for world's 10 largest digital networks*					\$855m	34.8%

+4.2%

CRM/Direct: Worldwide
Growth for top 10 largest networks

RANK	'12	'11	AGENCY	HEADQUARTERS	2012	%Δ
1	1	1	Epsilon*	Irving, Texas	\$1,223	6.7
2	2	2	Wunderman*	New York	1,065	3.4
3	4	3	Experian Marketing Services*	New York	947	NA
4	3	4	Perich Corp.	Little Rock, Ark	823	0.6
5	5	5	Digitas/LB*	Boston	781	0.9
6	6	6	R/GA*	New York	708	0.2
7	7	7	Ogilvy Worldwide*	New York	574	7.2
8	8	8	Proximity Worldwide*	New York	522	3.5
9	9	9	Draft*	New York	439	NA
10	10	10	Meridian*	Columbia, MD	318	4.9
Total and % change for world's 10 largest crm/direct networks*					\$7,40b	4.2%

#2

Top CRM/Direct
Network in the World

OUR NETWORK KEEPS US CLOSE TO CONSUMERS

Wunderman has

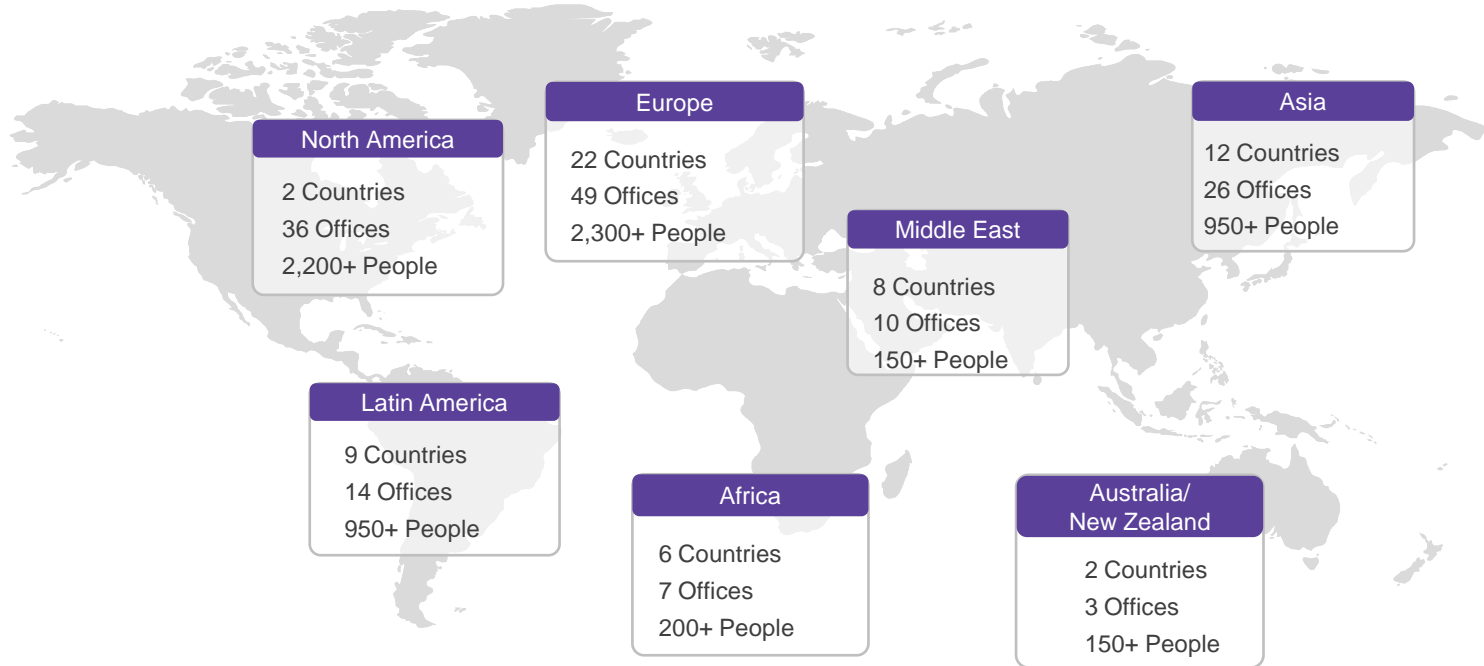
6900+
people

in

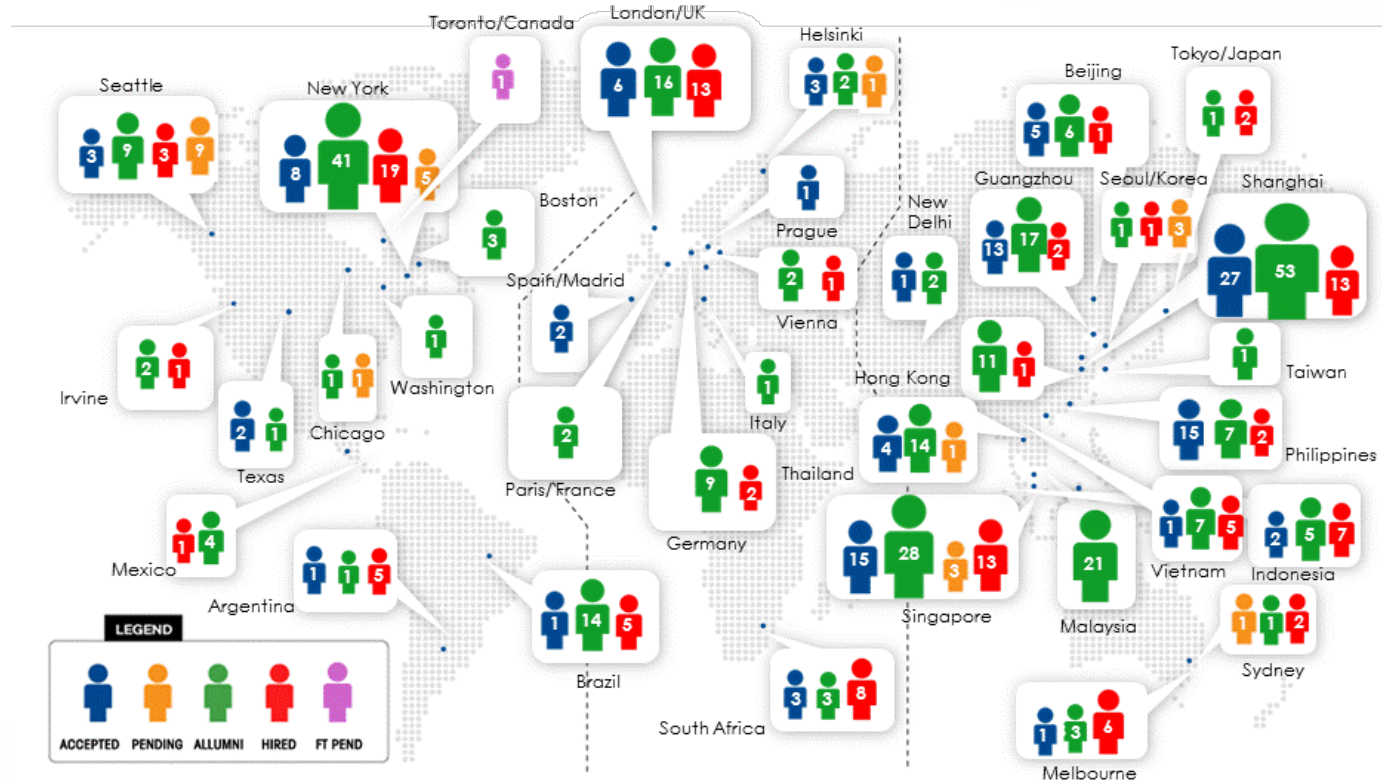
170
offices

in

60
countries



OUR INVESTMENT IN TALENT KEEPS US CLOSE TO CHANGE



WE ENGAGE GLOBAL BRANDS WITH LOCAL CONSUMERS

North America



Asia Pacific



Latin America



Europe, Middle East & Africa



WE ENABLE LOCAL RELEVANCE ON A GLOBAL SCALE



Russian



Kazakh



Uzbek



English



Portuguese

350 Sites
Web and Mobile



WE MEET THE CMO NEED FOR EFFICIENCY & EFFECTIVENESS

Speed to Market



Coca-Cola Project-U: Reducing deployment time of new websites from 25 days to 5 days (+80% efficiency)

One Version of the Truth



Nokia Global Tagging and Tracking: Consistent and coherent metrics enable a globally managed dashboard and comparison of metrics between countries

Cost Savings

HIGH	STRATEGIC	Strategic thinking, original ideas, brand planning, consumer insight, campaign evaluation and production of "high profile" creative.
LOW	TACTICAL	High quality &AU with simplified process, creativity within templates, refresh existing assets to originator of ad hoc "low profile" projects.
NO	AUTOMATED	Automation of basic, frequent and consistent collateral through a CMS like object.

HI-LOW-NO Touch Model: a requirements based resourcing model customized to address specific scope

Local Insights to Global Scale



Microsoft Xbox: Halo 4. Each market using local insights to adapt and increase relevancy of campaigns

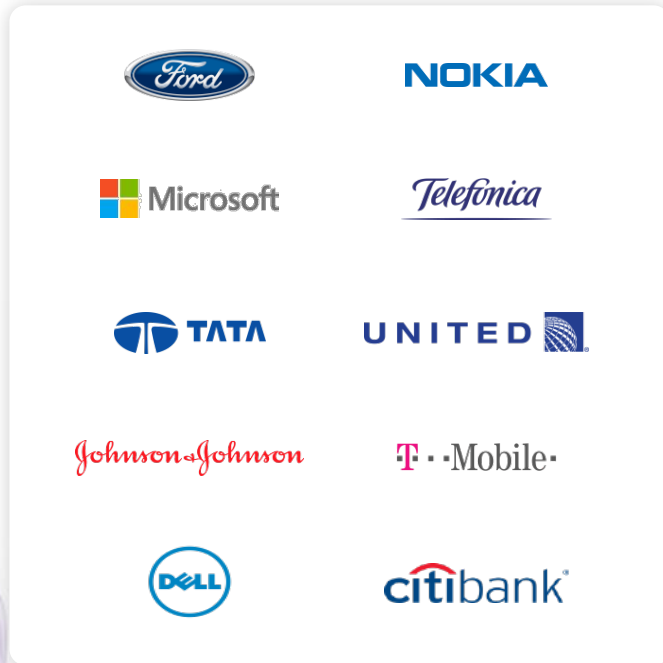
CONSUMER CHANGE IS ACCELERATING



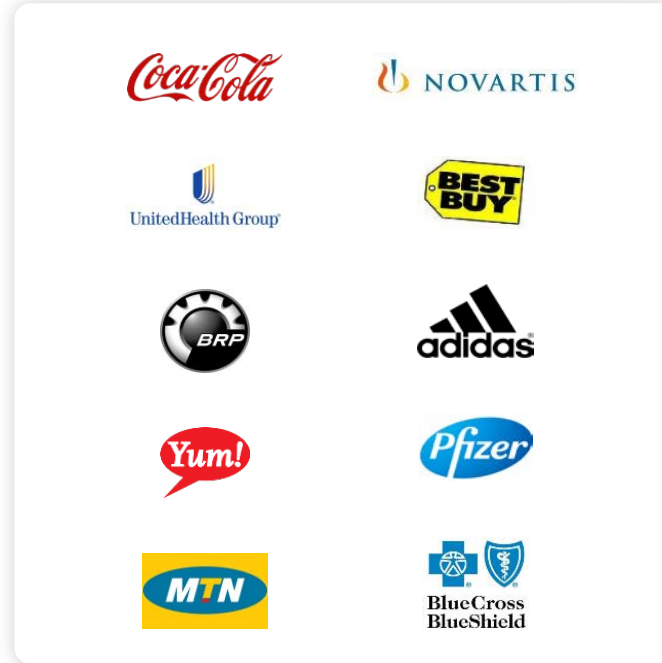
Worshipping the Accounts, Diwali, New Delhi

WE SEE NEW CLIENTS MAKING THE SHIFT

Top 10 Clients in 2012



Top 10 Clients New or Growing in Last 12-24 Months



OUR NETWORK KEEPS US CLOSE TO OUR CLIENTS



CLIENTS ARE FOCUSING ON DATA



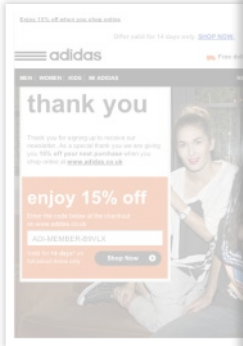
“Analytics, once a back-of-the-house research function, is becoming entwined in daily strategy development and operations.

Executives who were pioneering early digital marketing teams 10 years ago are advancing to the CMO office.

Already wired for measurement, they are often amazed at the analytics immaturity of the broader advertising industry.”

THE OLD CRM

Discounts



HILTON
HHONORS

MileagePlus
UNITED

Out Retention

A promotional banner for Domino's. On the left is a bottle of Coca-Cola Zero. The main text reads: 'SMILE! MAY 7TH IS A 10 POINT DAY! JUST FOR MAY 7, ADD COKE TO YOUR ONLINE DOMINO'S® ORDER AND INSTEAD OF GETTING 5 BONUS POINTS, YOU'LL GET 10 BONUS MY COKE REWARDS® POINTS. That's DOUBLE the number of bonus points!'. Below this is a red 'ORDER ONLINE NOW' button. At the bottom, it says 'BONUS POINTS & PIZZA OFFER GOOD 4/8 - 6/1/08 WHILE SUPPLIES LAST. GEOGRAPHIC RESTRICTIONS APPLY'. A large blue '10' is on the right. A small logo for 'mycoke.com' is in the bottom right corner. A blue starburst on the left says '+10 POINTS'.



With Hilton HHonors® and United Airlines, you can get to your next award night faster. Earn 1,000 bonus award miles for each stay of two nights or more, up to 5,000 bonus miles, at any Hilton Worldwide property between October 1 and December 11, 2011.* Be sure to select United Airlines as your preferred Double Dip® Points & Miles Partner in your HHonors profile to qualify for this offer. Get rewarded for staying and get to experiences worth sharing faster than ever.

5,000 BONUS AWARD MILES
AND GET TO YOUR NEXT FLIGHT FASTER

IS LAST.

mycoke.com

WUNDERMAN NOW OWNS DATA CRITICAL TO INSIGHT

Data Strategy & Consulting

Data assessment and roadmap
Regulatory advisement

Data Sourcing

Data assets – e.g. AmeriLINK, i-Behavior,
connected to WPP assets

Data Management

Customer data integration
Consumer engagement platform

110010

001101

110111

010001

100100

111010

Engagement Management

Campaign management and execution
Loyalty program design and execution

Marketing Intelligence

Descriptive and predictive analysis
KPI development and measurement

Measurement & Reporting

Campaign analytics
Data visualization and dash-boarding

wunderman

Data / Data Management Resource Within a
Billion-Dollar Consumer Engagement Agency



134 Enterprise-Level Data Warehouses



500 Million+ Consumers Tracked Globally



Six Strategically-Located Global Service/Production Centers

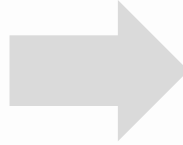


1,500 Data Management Professionals Globally

WE CONNECT DATA ACROSS WPP AND BEYOND

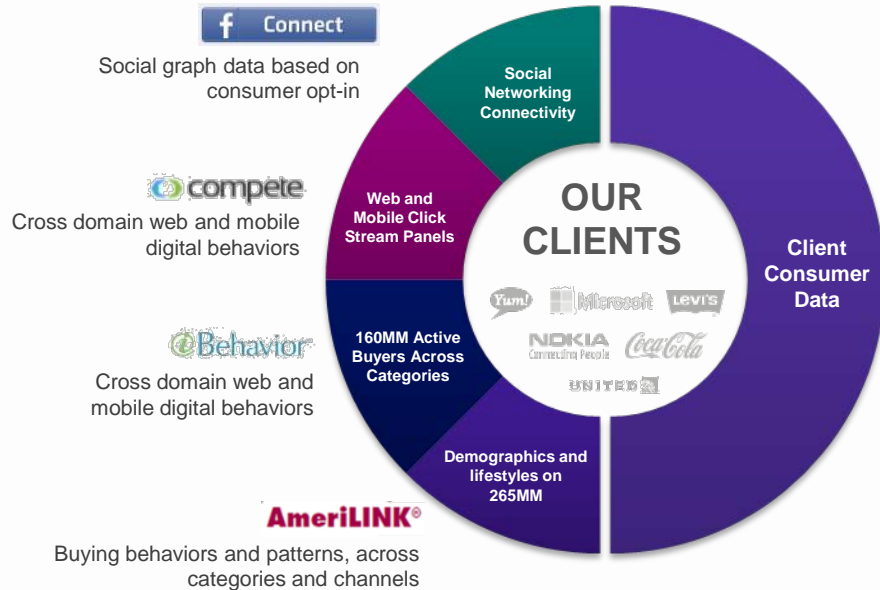
THE TRADITIONAL WAY COLLECTED DATA

Create and build data infrastructure to physically house all data assets in one environment. High capital expenditure, lead times and deployment costs.



THE SMART WAY CONNECTED DATA

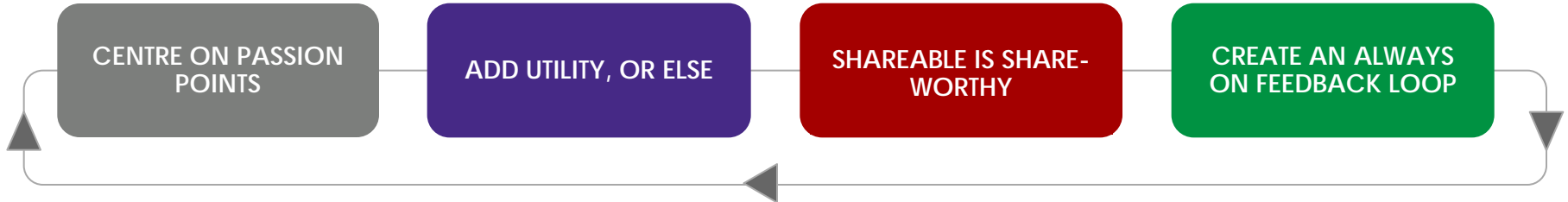
Link and develop insight from behavioral and attitudinal, acculturation, foundational, and fast, structured and unstructured data, at multiple forms of identity.



CONNECTED DATA REVEALS THE WHOLE CONSUMER



THE WHOLE CONSUMER NEEDS A NEW CRM



XBOX 360 Halo 4 Launch Campaign

HALO 4 WORLD NEWS

150% Mission Complete

115% Mission Complete

UNITED United MileagePlus

Bargain Hunter

Top Brands By Segment

Coca-Cola Share A Coke

Share A Coke

LAND-ROVER Evoque Launch

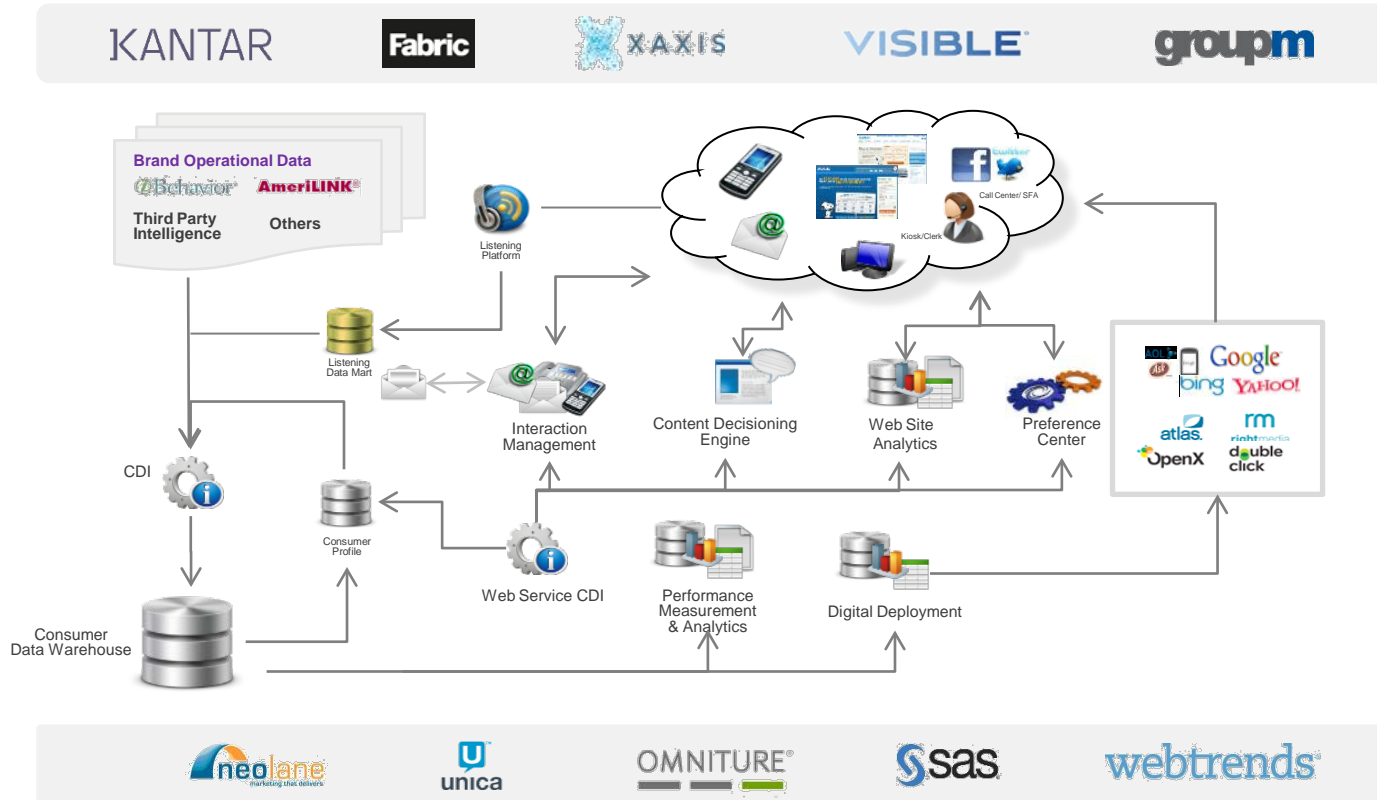
Evoque Launch

THE NEW CRM IS REAL-TIME RELEVANCE

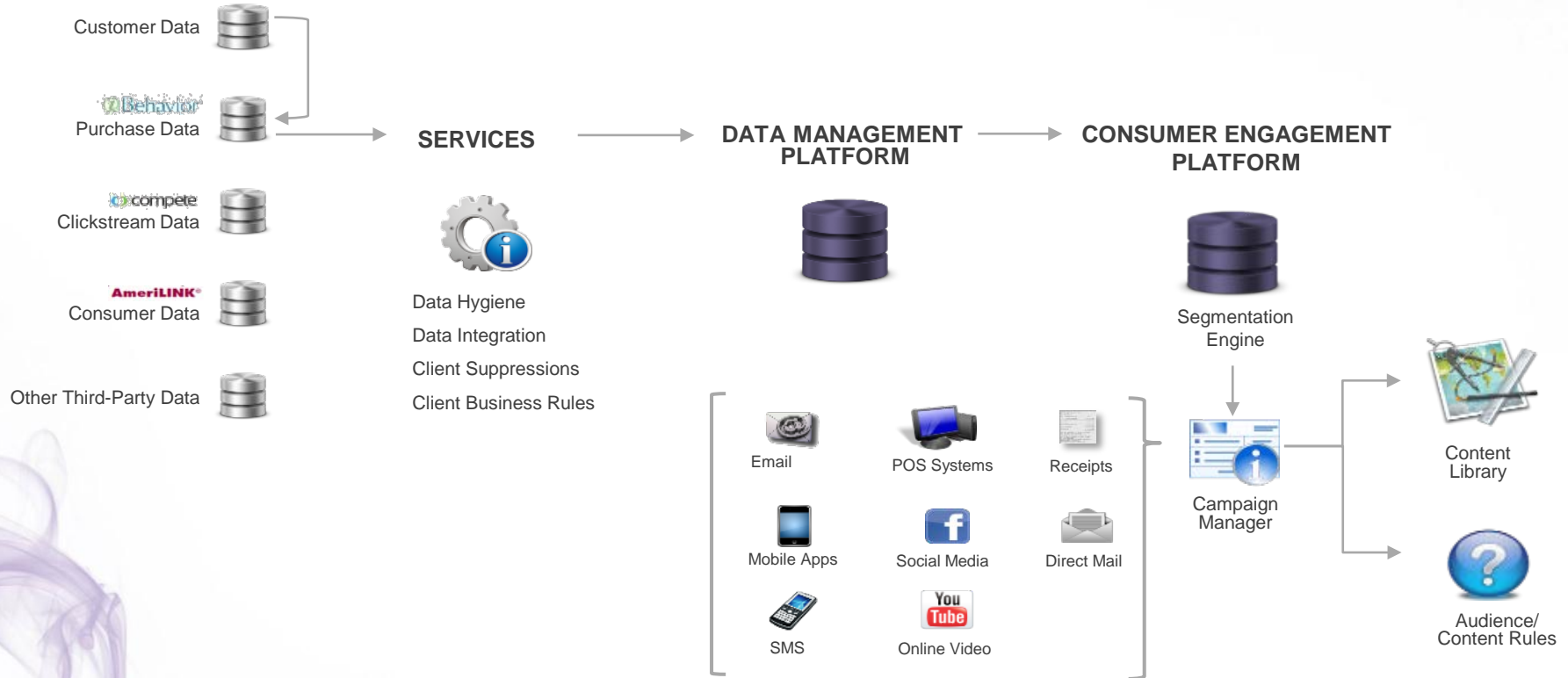


From Stockholm, 43 markets, 175 programs, connected data and digital, measurable ROI

INTEGRATE WITH WPP PARTNERS – AND MASTER MARKETING TECHNOLOGIES OF CHOICE TO OUR CLIENTS



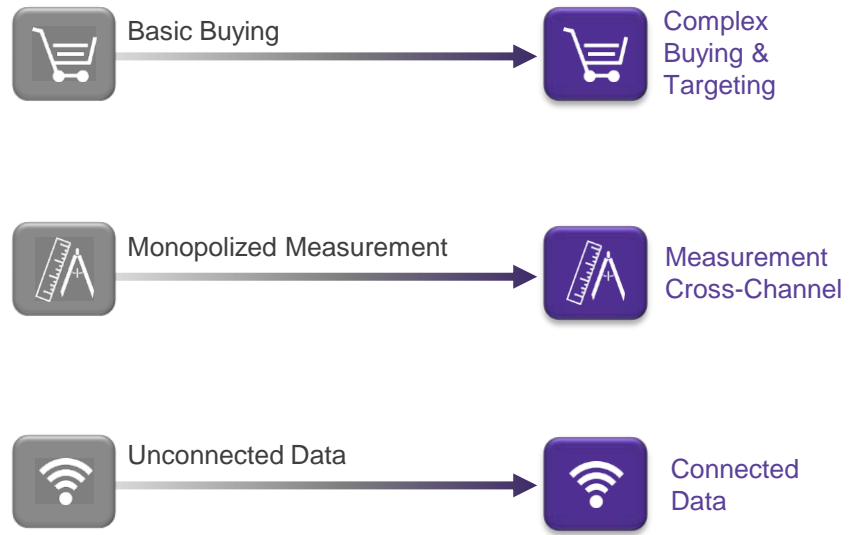
DATA AND THE NEW CRM WILL IMPACT ALL MEDIA



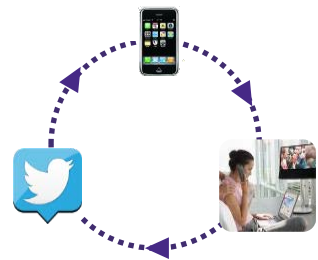
DATA AND THE NEW CRM WILL IMPACT TELEVISION

TODAY

TOMORROW



62%
USE FACEBOOK OR
TWITTER WHILE WATCHING TV
*Reaching actual users who
follow, blog*



THE CONFLUENCE OF DIGITAL AND DATA, CRM AND MEDIA

BRAND EXPERIENCE



CONSUMER ENGAGEMENT



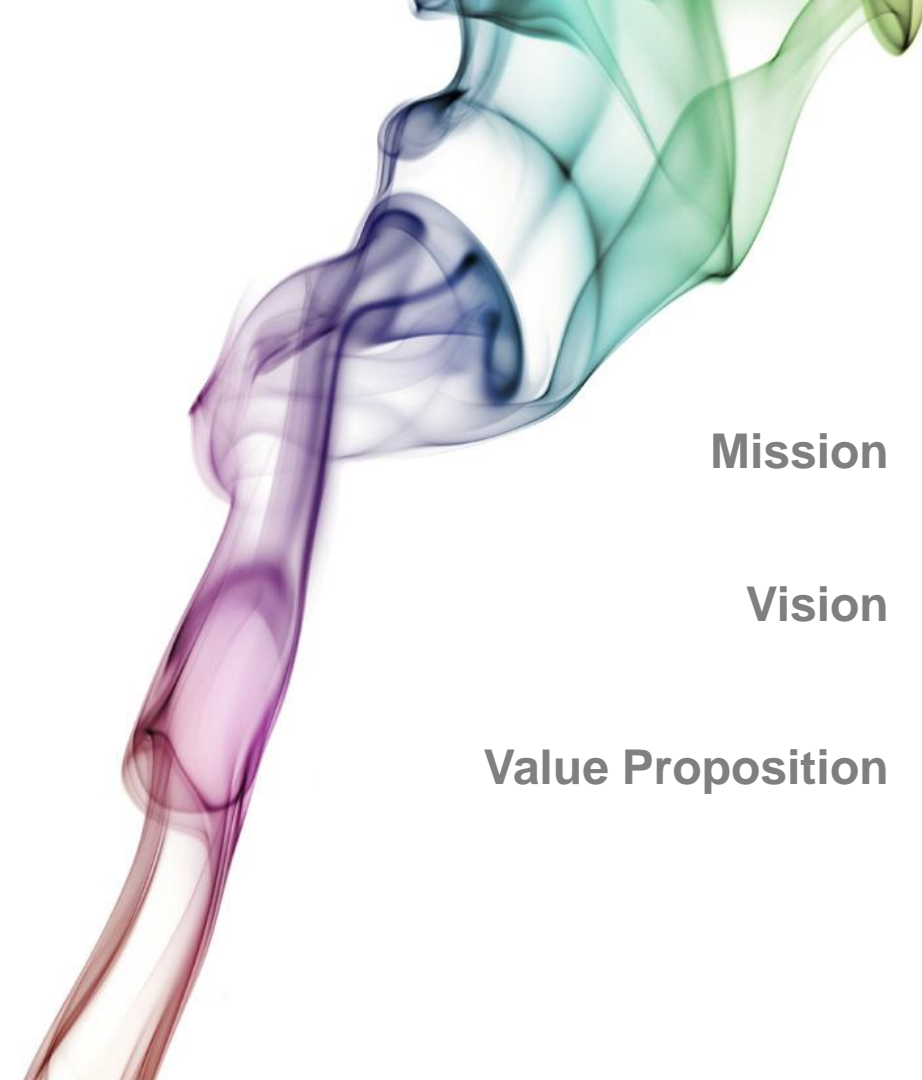
DATA & INSIGHTS



WORLD HEALTH



Wunderman organization, February 2013



WUNDERMAN LOOKING AHEAD

Mission

Be the agency that changed marketing, again.

Vision

Propel our clients' growth through brand experiences and consumer engagement

Value Proposition

Through data and insight anticipate consumer needs and behaviors to inspire them everywhere