

ABOUT OUR REPORTING


We have reported on our sustainability performance since 2002. Our aim is to take an integrated approach to managing sustainability risks and opportunities and to reflect this in our reporting.

We include key performance information in our 2023 Annual Report and provide further details, data and case studies in this Sustainability Report and online.

Sustainability data is for the calendar year 2023 and covers all WPP subsidiaries.

The majority of data is collected twice a year through our financial reporting system. This covers all WPP subsidiaries – over 99% of direct employees. It does not include associate companies or joint ventures (see page 43). Our per person carbon footprint figures are calculated using data for full-time equivalent employees (FTEs).

DATA QUALITY

The selected ESG performance metrics marked with the symbol  throughout this report have been subject to independent limited assurance procedures by PricewaterhouseCoopers LLP (PwC) for the year ending 31 December 2023 in accordance with International Standard on Assurance Engagements 3000 (revised) and, in respect of greenhouse gas emissions data, International Standard on Assurance Engagements 3410, issued by the International Auditing and Assurance Standards Board.

➔ **For PwC's report and our methodology, see wpp.com/sustainabilityreport2023**

As the majority of data is collected locally, reconciling inconsistencies in calculations and data capture can be challenging. This has prevented us from obtaining independent limited assurance over certain metrics, including waste, and health and safety data.

Throughout this report, we provide commentary on data quality for other selected ESG metrics.

We are working to improve both data quality and coverage so that over time we are able to seek independent limited assurance over a larger proportion of ESG metrics.

REPORTING FRAMEWORKS

We use external frameworks to help us implement good reporting practice, to ensure we are covering the topics of most interest to stakeholders and to aid comparison with other companies (see page 49).

Our Reporting Standards Index, available at wpp.com/sustainabilityreport2023, shows which topics and disclosures are covered and their location in the 2023 Annual Report or Sustainability Report.

We will continue to evolve our ESG disclosures in line with emerging ESG regulations and standards, including the EU's Corporate Sustainability Reporting Directive (CSRD) and the International Sustainability Standards Board's (ISSB) Sustainability Standards.

MATERIALITY ASSESSMENT

We completed our most recent impact materiality assessment in January 2023. The matrix on page 51 shows the issues our internal stakeholders (employees, future employees and leadership – horizontal axis) and external stakeholders (clients, investors, partners, suppliers and civil society – vertical axis) identified as important.

In 2024 we will conduct a double materiality assessment (DMA), informed by this impact materiality assessment. Our DMA will shape the future format and content of our ESG disclosures.

ABOUT OUR REPORTING CONTINUED

REPORTING FRAMEWORKS



Global Reporting Initiative (GRI): our report references selected GRI Standards, and our online reporting standards index lists these disclosures and their location in our report



Sustainability Accounting Standards Board (SASB): we include some metrics for the Advertising and Marketing Sustainability Accounting Standard in our reporting standards index



UN Global Compact (UNGC): WPP joined the UNGC in 2015. We are committed to its 10 principles covering the areas of human rights, labour, environment and anti-corruption. This report forms part of our Communication on Progress against the Global Compact Principles, covering the year 2023. Our online reporting standards index shows where our disclosures for each principle can be found



UN Sustainable Development Goals (SDGs): we support the UN SDGs as a framework for government agencies, civil society, the private sector and citizens to work together to create a more sustainable future. Our reporting standards index indicates where our work on sustainability is supporting progress towards the SDGs



World Economic Forum and International Business Council (WEF IBC) Measuring Stakeholder Capitalism core metrics: our disclosures against these metrics are listed in our online reporting standards index

Task Force on Climate-related Financial Disclosures (TCFD): we were early adopters of TCFD. In line with the UK Listing rules we have reported in accordance with the TCFD framework.

➔ See pages 62 to 68 of our 2023 Annual Report

BENCHMARKS AND RATINGS

We also disclose information through various investor indices and benchmarks. These include:



CDP: we participate in CDP Climate Change. In 2023, our score fell to B (2022: A-) reflecting changes in CDP's scoring criteria, which are designed to ensure companies continually improve their climate ambitions.

➔ To read our CDP climate change disclosure, visit [cdp.net](https://www.cdp.net)

We also share emissions data and climate strategy on request directly with our clients through CDP Supply Chain



RE100: WPP is a member of RE100, the global corporate renewable energy initiative. We are committed to sourcing 100% of our electricity from renewable sources by 2025, in line with its technical criteria



Bloomberg Gender-Equality Index: WPP was once again featured in the Bloomberg Gender-Equality Index in 2023



Valuable 500: WPP is a proud member of The Valuable 500, a global business collective made up of 500 CEOs and their companies, innovating together for disability inclusion



MSCI: WPP is rated AA by MSCI, placing us as a 'leader' among the 220 media and entertainment companies rated



Sustainalytics: based on our 2023 performance, WPP is rated as one of the 50 top performing companies in Europe. We achieve a risk rating of 'Low' and are ranked fourth among the 58 companies in the Sustainalytics 'Advertising' universe



Ecovadis: WPP has been awarded a silver medal by Ecovadis for our performance on sustainability

HOW WE ENGAGE WITH STAKEHOLDERS ON SUSTAINABILITY

Dialogue with stakeholders, including our people, clients and shareholders, provides valuable feedback and insight into sustainability risks and opportunities for WPP and our clients. Most stakeholder engagement takes place in the course of doing business. For more information on our stakeholders, what is important to them and how we engage with them, see pages 118 to 121 of our 2023 Annual Report.

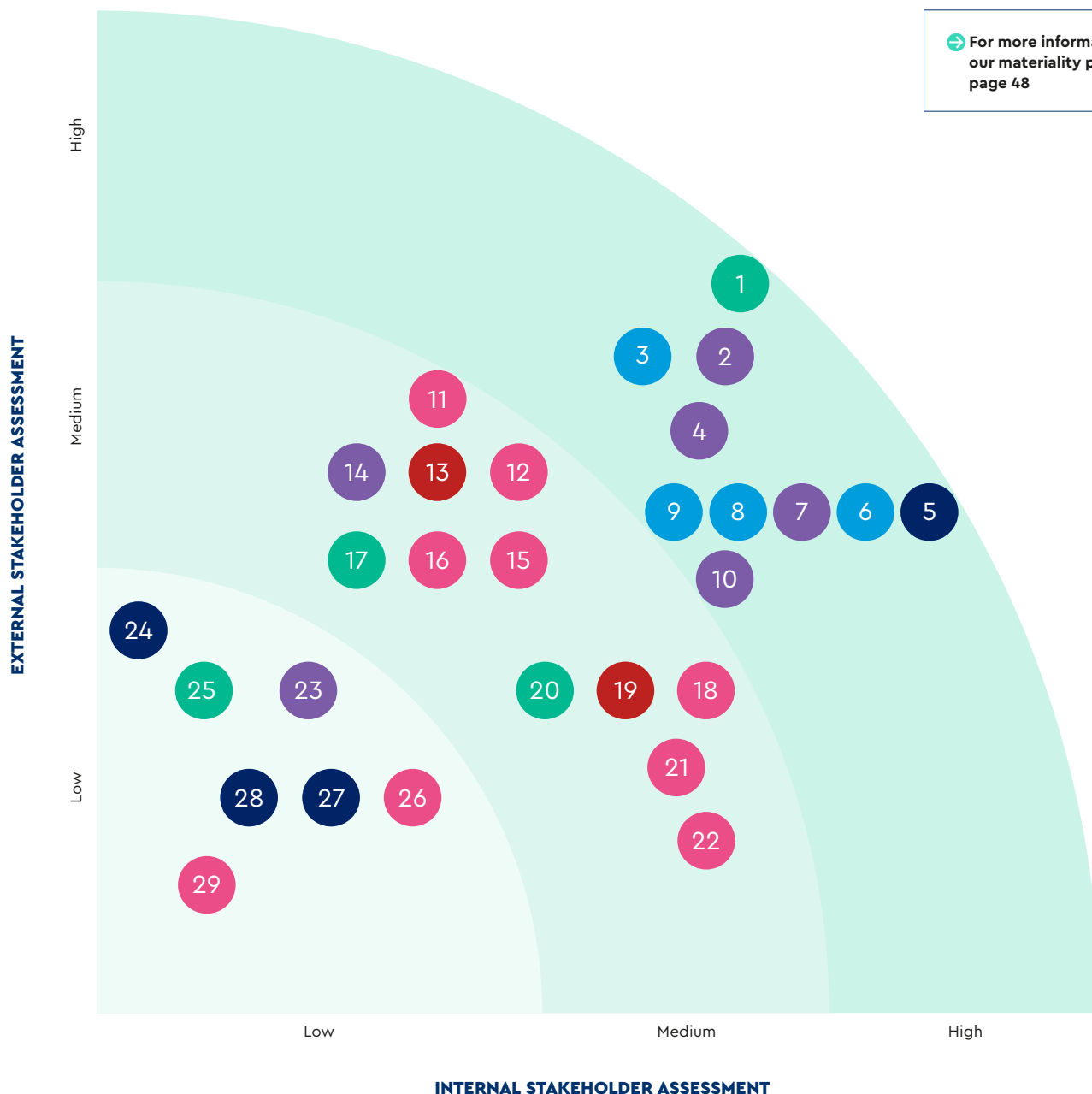
STAKEHOLDER GROUP

HOW WE ENGAGE

 <p>SHAREHOLDERS Our shareholders provide capital to invest in the business and support the valuation and liquidity of WPP shares. Shareholders benefit from the Board acting in the best interests of the Company and investing for long-term value generation</p>	<ul style="list-style-type: none"> - We believe the more we behave in line with our purpose, the better our business will perform, thereby maximising shareholder returns - We cover ESG as part of our extensive investor relations programme, which includes quarterly results presentations, investor days, the AGM, investor and analyst meetings, webcasts and ongoing email exchanges - We engage with ESG rating agencies and benchmarking organisations, including: Bloomberg Gender-Equality Index; Ecovadis; Ethibel; Equileap; Vigeo Eiris; FTSE Russell; ISS; Moody's; MSCI Research Inc.; Tortoise Responsibility 100, Sedex and Sustainalytics
 <p>GOVERNMENTS AND REGULATORS Governments receive the tax contributions we make to public finances, enabling them to invest in public services. Governments and regulators determine the policy frameworks that affect us and our stakeholders</p>	<ul style="list-style-type: none"> - We contributed £1.6 billion in taxes to public finances (2022: £1.5 billion) - We participated in consultations and ministerial roundtables relating to AI regulations, both directly and through industry bodies in the US, EU and Australia - We invite regulators and thought-leaders to events for our clients and our people on policy issues including AI and green claims - We actively support trade associations' initiatives and projects that align with our values and priorities, including Global DEI Census, Ad Net Zero (see page 31) and Global Alliance for Responsible Media
 <p>CLIENTS Our clients come from businesses across every sector. The work we do for clients provides our revenue and helps them grow their businesses, build relationships with their customers, and ready themselves for future success. We want to support our clients in delivering their sustainability goals</p>	<ul style="list-style-type: none"> - We continue to strengthen our sustainability capabilities to support clients (see page 30): clients gave us a score out of ten of 8.3 for our ability to support their DE&I goals (2022: 8.2) and 8.0 for our ability to support their sustainability goals (new in 2023) - We disclose our own sustainability policies and performance in response to client questionnaires and in pitches - We launched a client version of our Green Claims Guide and ran targeted training for employees and for clients in potentially higher-risk and higher-emissions sectors (see page 32)
 <p>SUPPLIERS AND PARTNERS Our suppliers range from small businesses to the world's largest technology partners. They provide us with the products and services we need to meet our clients' needs</p>	<ul style="list-style-type: none"> - We evaluate potential suppliers on a variety of factors, including workforce diversity, carbon reduction and human rights - We work with leading technology partners to develop people's skills (see page 9) - We introduced new mandatory modern slavery training for our global procurement team - We mapped carbon emissions across our indirect supply chain to help us prioritise supplier engagement (see page 45)
 <p>PEOPLE We depend on the talent, creativity and technology skills of our people. And we want our employees to embrace our purpose, culture and values. In return, our people receive salaries, pension contributions, employee benefits, career development and training</p>	<ul style="list-style-type: none"> - Our All In survey helps us better support employees, hold ourselves accountable, and create a culture that is inclusive and empowering for all (see page 14) - Our global Employee Community Groups provide support for our people with a shared identity or experience, including LGBTQ+, neurodiversity and more (see page 11) - We continue to link our DE&I goals to leaders' compensation and performance reviews - We offer a number of ways for people to learn, develop and thrive, investing £27.9 million in 2023 (2022: £31.3 million) - We continued to invest in our Mental Health Allies programme and published a new mental health policy (see page 15)
 <p>PLANET We are committed to responsible and sustainable business practices. We take steps to optimise our own environmental impact, but recognise that our greatest contribution to the planet is through our work, which can shift attitudes and change behaviours to build a sustainable future and a more inclusive society</p>	<ul style="list-style-type: none"> - We've set near-term science-based carbon reduction targets and are developing our Net Zero Transition Plan - Our Green Claims Guide, supported by training sessions, gives our people principles and practical tips for making accurate, authentic and material environmental claims - GroupM's client coalition of leading advertisers – representing \$10 billion in global advertising investment – is committed to accelerating media supply chain decarbonisation - We regularly respond to investors, rating agencies and benchmarking organisations on environmental issues, disclosing performance through CDP Climate Change and Supply Chain
 <p>COMMUNITIES We can help boost the impact of not-for-profit and non-governmental organisations by providing marketing and creative services, often on a pro bono basis, enabling them to raise awareness and funds, recruit members, and achieve campaign objectives. We believe that strengthening the communities in which we work is both the right thing to do and in our long-term interests</p>	<ul style="list-style-type: none"> - We are committed to advancing racial equity across our business, in our client work, and in the communities we are part of: we've invested \$21.1 million in internal and external initiatives to advance racial equity since June 2020 (see page 39) - Our total social contribution in 2023 was £36.1 million (2022: £35.5 million) - Our people generously donated to emergency relief appeals for those impacted by earthquakes in Turkey, Syria and Morocco, and in response to the terrible events in Israel and Gaza (see page 38)

WPP MATERIALITY ASSESSMENT

➔ For more information about our materiality process, see page 48



- People
- Planet
- Clients
- Communities
- Supply chain
- Governance and management

1 Including content with negative social or environmental impacts, such as hate speech or greenwashing, and ad placement alongside harmful content
 2 Attracting talent includes issues such as pay, while employee relations includes engagement and remediation
 3 Including the decision over whether or not to work with clients in sensitive sectors or on sensitive topics or products
 4 Including pro bono, donations and volunteering
 5 Including artificial intelligence and ad tech
 6 Including driving consumer behaviour change on social and environmental issues, eg climate change

HIGHER PRIORITY

- 1 Climate crisis
- 2 Misleading claims and misinformation¹
- 3 Diversity, equity and inclusion
- 4 Data ethics, privacy and security
- 5 Environmental impacts of our supply chain
- 6 Health, safety and wellbeing
- 7 Transparency in digital ad spend
- 8 Workplace culture, engagement and employee relations²
- 9 Attracting, developing and retaining talent²
- 10 Compliance with codes of practice and regulations

MEDIUM PRIORITY

- 11 Business integrity
- 12 Client products and impacts³
- 13 Investing in society⁴
- 14 Promoting sustainable business models
- 15 Operations in sensitive countries
- 16 Emergent technologies and innovation⁵
- 17 Circular economy
- 18 Sustainability leadership and strategy
- 19 Community relations
- 20 Water use
- 21 Anti-bribery and corruption
- 22 Government relations and lobbying

LOWER PRIORITY

- 23 Promoting sustainable behaviours and culture⁶
- 24 Human rights and labour practices in our supply chain
- 25 Biodiversity
- 26 Tax payments
- 27 Fair treatment of suppliers
- 28 Supplier diversity
- 29 Joint ventures, affiliate and associate companies and acquisitions

➔ To read full definitions of each stakeholder issue, visit wpp.com/sustainabilityreport2023