

# WPP PLC

## Country by Country Reporting Disclosure

Year ended 31 December 2024

Information is provided in the table below, on behalf of WPP PLC, a company incorporated in Jersey, in accordance with the EU directive 2021/2101 on public country by country reporting. BRUKETA&ŽINIĆ&GREY d.o.o. is publishing this report on behalf of the Croatian group entities.

The following results are for the financial year started 1 January 2024 and ended 31 December 2024 and are rounded to the nearest £1 million (GBP) where applicable.

Location	Revenue £million	Profit / (Loss) before tax £million	Income tax accrued £million	Income tax paid £million	Accumulated earnings £million	Employees
<b>EU/EEA Locations</b>						
Austria (AT)	62	10	3	3	59	382
Belgium (BE)	248	8	4	4	10	702
Croatia (HR)	7	1	-	-	4	106
Cyprus (CY)	-	(1)	-	-	(6)	-
Czech Republic (CZ)	60	6	2	2	27	703
Denmark (DK)	195	38	7	7	35	1,191
Finland (FI)	20	1	-	-	2	147
France (FR)	763	(40)	(3)	(1)	(37)	2,022
Germany (DE)	1,096	108	58	41	592	6,732
Greece (GR)	7	-	-	-	4	139
Hungary (HU)	22	5	1	1	14	404
Ireland (IE)	28	3	-	-	(1)	125
Italy (IT)	333	16	10	9	80	2,087
Lithuania (LT)	2	-	-	-	1	31
Luxembourg (LU)	25	(70)	1	2	(926)	94
Netherlands (NL)	228	(9)	3	4	6,680	1,399
Norway (NO)	47	2	-	1	10	231
Poland (PL)	150	19	4	4	46	1,783
Portugal (PT)	61	4	2	1	42	828
Romania (RO)	37	2	1	1	7	565
Slovak Republic (SK)	14	-	-	-	4	109
Spain (ES)	324	16	6	11	27	3,420
Sweden (SE)	127	9	1	2	(26)	613
<b>Annex I Locations</b>						
Panama (PA)	-	-	-	-	(1)	1
<b>Annex II Locations</b>						
Curacao (CW)	-	-	-	-	-	-
Malaysia (MY)	53	6	2	2	(2)	869
Turkiye (TR)	75	(14)	(1)	5	(33)	1,330
Vietnam (VN)	52	2	1	-	6	792
<b>Rest of Group</b>						
Other	15,423	(5,332)	325	283	33,927	81,207

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Locations	Legal entities	Nature of Business Activities
<b>EU/EEA Locations</b>		
Austria (AT)	EssenceMediacom Austria GmbH, GroupM Austria GmbH, GroupM Digital GmbH, GroupM Kommunikationsagentur GmbH, JWT Wien Werbeagentur Gesellschaft mbH, Ogilvy & Mather Gesellschaft m.b.H., Scholz & Friends Wien GmbH, Wavemaker GmbH (Austria), Labstore GmbH	Provision of services to unrelated parties, Holding shares or other equity instruments
Belgium (BE)	AKQA Brussels NV, AKQA Brussels PR NV, BURSON COHN & WOLFE SRL, EssenceMediacom Belgium SA, Hill & Knowlton International Belgium SA, JWT SA, LDV / United NV, Mindshare SA, Ogilvy Social Lab SA, The Hive Belgium SA, VML Belgium NV, Wavemaker SA, WPP Belgium SSC, WPP Group Services SNC, WPP Holdings Brussels S.N.C., GroupM Belgium SA, So.Zen SRL, Wunderman Thompson Brussels NV	Provision of services to unrelated parties, Administrative, Management or Support Services, Internal Group Finance, Holding shares or other equity instruments
Croatia (HR)	BRUKETA&ŽINIĆ&GREY d.o.o., GroupM Central Europe Zagreb d.o.o, Mediacom Central Europe Zagreb d.o.o.	Provision of services to unrelated parties
Cyprus (CY)	Grey Worldwide Middle East Network Ltd (Cyprus)	Provision of services to unrelated parties
Czech Republic (CZ)	M2 Media Agency s.r.o., EssenceMediacom Czech Republic s.r.o., MindShare s.r.o., Mirum s.r.o, MQI Brno spol. s.r.o., Ogilvy (Performance Marketing), s.r.o., Ogilvy One A.S., Ogilvy s.r.o., VML Czechia s.r.o., WAVEMAKER Czech s.r.o., WPP Czech Properties, s.r.o., WPP Media Czech Republic s.r.o, Wunderman Thompson s.r.o., Young & Rubicam CZ s.r.o, H1.cz s.r.o.	Provision of services to unrelated parties
Denmark (DK)	DPeople A/S, AKQA Denmark A/S, EssenceMediacom Denmark A/S, Grey Danmark A/S, GroupM Denmark A/S, GroupM Enterprise Services ApS, Mindshare A/S, Molecule Consultancy A/S, Molecule Holding A/S, Resolve ApS, The & Partners ApS, VML MAP A/S, Wavemaker A/S, WPP Holding Denmark A/S	Provision of services to unrelated parties, Holding shares or other equity instruments
Finland (FI)	Burson Finland Oy, Mediatoimisto Happi Oy, Pohjoisranta BCW Oy, GroupM Finland Oy, MEC Finland OY, Mind Share Finland Oy	Provision of services to unrelated parties
France (FR)	AKQA SASU, AxiCom Communications SARL, Bates SAS, BCW SAS, CB'A PARIS, Choreograph SAS, CT Finances SA, CUBING SAS, Group M France SAS, HK Strategies, Hogarth, Keyade SAS, Landor Paris, Mediacom Paris SAS, Mindshare SAS, Neo Media World SAS, Obviously France, Ogilvy Paris, Peclers Paris SAS, Poster Conseil, Professional Public Relations SAS, Ray Productions SARL, RED Conseil, Redpulse Media, Regional Management Group SAS, Screenbase SAS, Studio M France SAS, Sub Design SA, The&Partners SARL, Velvet Consulting SAS, VML, VMLY&R France SAS, Wavemaker France, WPP Finance SA, WPP France Holdings SAS	Provision of services to unrelated parties, Internal Group Finance, Holding shares or other equity instruments
Germany (DE)	(m)STUDIO GmbH, AKQA GmbH, amp GmbH, argonauten GmbH, AxiCom Axiom Communications GmbH, banbutsu dcp GmbH, Best of Media GmbH 52111, Brand Pier GmbH, Burson GmbH, Acceleration GmbH (128681) 102674, deepblue networks AG, Design Bridge and Partners GmbH, different GmbH, Dorland Werbeagentur GmbH, EssenceMediacom Germany GmbH, EssenceMediacom Hamburg GmbH, GCI Health Unternehmensberatung für Kommunikation GmbH (40477) 175963, gkk Bremen GmbH, gkk DialogGroup GmbH, gkk Frankfurt GmbH, gkk Hannover GmbH Agentur für Dialogmarketing, gkk München GmbH, Global Team Ogilvy All	Provision of services to unrelated parties, Administrative, Management or Support Services, Internal Group Finance, Holding shares or other equity instruments

	<p>Stars GmbH, Grey CIS Werbeagentur GmbH, Grey Famously Effective GmbH, GREY germany GmbH, Grey Holding Central Europe GmbH, Grey Shopper GmbH, greyhealth group GmbH, GroupM Technology GmbH, Hogarth Worldwide GmbH (56984) 177587, icon group GmbH, icon incar GmbH, INGO Hamburg GmbH, Instant Data GmbH, IntraMedic GmbH, Landor GmbH, Media Consult WPP GmbH, MediaCom Holding Central and Eastern Europe GmbH, MediaCom TWENTYFIVE GmbH, MindShare GmbH, Mindshare GmbH, Mirum Agency GmbH, Ogilvy GmbH, Ogilvy Public Relations GmbH, OgilvyFinance AG, PATH GmbH, RessourcenReich GmbH, Sales Port GmbH, SCHOLZ &amp; FRIENDS Berlin GmbH, Scholz &amp; Friends Commerce GmbH, SCHOLZ &amp; FRIENDS Digital Media GmbH, SCHOLZ &amp; FRIENDS Düsseldorf GmbH, SCHOLZ &amp; FRIENDS Family GmbH, SCHOLZ &amp; FRIENDS Group GmbH, SCHOLZ &amp; FRIENDS Hamburg GmbH, Scholz &amp; Friends Health GmbH, SCHOLZ &amp; FRIENDS iDialog GmbH, SCHOLZ &amp; FRIENDS Trademarks GmbH, Social Lab GmbH, Syzygy AG, syzygy Deutschland GmbH, Syzygy Performance Marketing GmbH, The Brand Power Company GmbH, TheAndPartnership Germany GmbH (115426), thjnk Germany GmbH, thjnk GmbH 185432 (HRB 121088), TWENTYFIVE Verwaltungs GmbH, UV Interactive Entertainment GmbH, VML Germany GmbH, WAVEMAKER GmbH, WPP Deutschland Verwaltungs GmbH, WPP Finance Deutschland GmbH, WPP Marketing Communications Germany GmbH, GroupM Competence Center GmbH 76816, GroupM Digital Germany GmbH, GroupM Germany GmbH, GroupM OOH GmbH, WPP Media Solutions GmbH, Lambie-Nairn &amp; Company Limited - DE PE, SCHOLZ &amp; FRIENDS BuyQ GmbH, groupm Germany Verwaltungs GmbH, Hill &amp; Knowlton GmbH, 3K Agentur für Kommunikation GmbH, iconmobile technologies GmbH, EssenceMediacom München GmbH, VMLY&amp;R GmbH, plista GmbH, loved gmbh, thjnk Germany GmbH, Icon Impact GmbH, SCHOLZ &amp; FRIENDS Realisation Hub GmbH, 365 Sherpas GmbH, Freunde des Hauses GmbH, Health Angels GmbH, Hi Employer Strategies GmbH, Hirschen Group GmbH, Hirschen Group Hub GmbH, Hype Hart GmbH, QUARZ Kommunikationsberatungs GmbH, ressourcenmangel an der Panke GmbH, ressourcenmangel düsseldorf GmbH, Ressourcenmangel GmbH, ressourcenmangel Hamburg GmbH, ressourcenmangel integral GmbH, ressourcenmangel Stuttgart GmbH, Zum Goldenen Hirschen Berlin GmbH, Zum goldenen Hirschen Hamburg GmbH 59834, Zum Goldenen Hirschen Holding GmbH, Zum goldenen Hirschen Köln 43 GmbH, Zum goldenen Hirschen Köln GmbH, Zum goldenen Hirschen SouthSouthwest GmbH, Zum goldenen Hirschen Valley GmbH, Zum goldenen Hirschen X zerotwonine GmbH</p>	
Greece (GR)	<p>Essence MediaCom Greece Ltd, Grey Athens SA, Media Insight LLC, MindShare SA (Greece), MovieLab Single Member SA Cinema and TV Films, Red Cell Advertising Single Member SA, Tribe Advertising Services SA, VML Societe Anonyme, Wunderman Advertising SA, Young &amp; Rubicam Advertising S.A.</p>	<p>Provision of services to unrelated parties</p>
Hungary (HU)	<p>EssenceMediaCom Magyarország Kft, Geometry Global Hungary Kft, MFuture Hungary Kft, Ogilvy Group Zrt, The &amp; Partnership Korlátolt Felelősségű Társaság, VMLY&amp;R Hungary Kft., Wavemaker Hungary Kft, GroupM Hungary Kft., Wunderman Thompson zrt, METs Hungary Kft, PPI Kinetic Kft</p>	<p>Provision of services to unrelated parties</p>
Ireland (IE)	<p>Culverbridge Limited, EssenceMediacom Ireland Limited, Maxus Communications Limited, Mediaedge:cia Ireland Limited, Mindshare Media Ireland Limited, Ogilvy &amp; Mather Group Limited, Ogilvy &amp; Mather Limited, Wilson Hartnell Public Relations Limited, WPP Air 1 Unlimited Company, WPP Ireland Limited, YOUNG &amp; RUBICAM IRELAND LIMITED, WPP Ireland Holdings Limited, Ogilvy One Worldwide Limited, Group M WPP Ltd, E-COMMERCE STRATEGIES LIMITED</p>	<p>Provision of services to unrelated parties, Holding shares or other equity instruments</p>

Italy (IT)	AKQA Srl, AQuest S.r.l., AxiCom Italia Srl, CB'A Srl, EssenceMediacom Italia Srl, Grey srl, GroupM plus Srl, GroupM Srl, Hogarth Worldwide Italy srl, Intramed Communications Srl, Landor & Fitch Srl, Mindshare SpA, Ogilvy & Mather Srl, Ogilvy Interactive Srl, OgilvyOne Worldwide SpA, Sentrix Global Health Communications Srl, The & Partners Srl, VMLY & R ITALY S.r.l., VMLY&R Health Srl, Wavemaker Italia S.r.l., WPP Marketing Communications (Italy) Srl, Wunderman Thompson S.r.l., Media Club Srl, Media Insight Srl, MDC Srl	Provision of services to unrelated parties
Lithuania (LT)	Satalia Lithuania UAB	Provision of services to unrelated parties
Luxembourg (LU)	Helix S.à r.l., InfinAlt SOLUTIONS S.A., VML Luxembourg, WPP Luxembourg Beta Three Sarl, WPP Luxembourg Beta Two Sarl, WPP Luxembourg Europe SARL, WPP Luxembourg Gamma Five Sarl, WPP Luxembourg Gamma Four Sarl, WPP Luxembourg Gamma Sarl, WPP Luxembourg Gamma Three Sarl, WPP Luxembourg Germany Holdings 3 Sarl, WPP Luxembourg Germany Holdings 6 S.à r.l., WPP Luxembourg Germany Holdings S.à r.l., WPP Luxembourg Holdings Eight Sarl, WPP Luxembourg Holdings Sarl, WPP Luxembourg Holdings Seven SARL, WPP Luxembourg Holdings Three Sarl, WPP Luxembourg Holdings Two Sarl, WPP Luxembourg IH 2001 Holdings Sarl, WPP Luxembourg Sarl, WPP Luxembourg Turris S.a.r.l., WPP Luxembourg US Holdings Sarl, WPP MR US S.a.r.l.	Administrative, Management or Support Services, Internal Group Finance, Holding shares or other equity instruments
Netherlands (NL)	AKQA B.V., Axicom BV, Berkeley Square Holding BV, Cavendish Square Holding BV, Centrale Holding Du Bois Ording B.V., Chafma B.V., CIA Holding B.V., dBOD International B.V., Design Bridge and Partners B.V., Dolphin Square Holding B.V., Du Bois Ording Design B.V., EssenceMediacom Netherlands B.V., Geometry Global Benelux B.V., Grey Amsterdam B.V., Grey Benelux BV, GreyPOSSIBLE Holding B.V., Groundfloor BV, Group M India Holding B.V., GroupM B.V., GroupM Korea Digital B.V., Healthworld Communications Group (Netherlands) B.V., Hill & Knowlton Nederland B.V., Hogarth Nederland B.V., In Domo Consulting B.V., Institute for Real Growth B.V., Larkens/De Boer Reklameburo B.V., LdB Ogilvy & Mather B.V., Leicester Square Holding B.V., Lexington International B.V., Marketique Interactieve Marketing Services B.V., MindShare B.V., Miniato B.V., Mirum Europe B.V., NEWCRAFT GROUP B.V., Ogilvy Groep (Nederland) B.V., Russell Square Holding BV, Superunion B.V., UnfoldX B.V., VBAT Group B.V., Vincent Square Holding BV, VML Netherlands B.V., Wavemaker BV, Witgoud Investments B.V., WPP Claremont Square B.V., WPP Go One B.V., WPP Holdings (Holland) B.V., WPP Interflow Holding B.V., WPP Japan Holding B.V., WPP Kraken 2 B.V., WPP Kraken B.V., WPP Management Services (Holland) B.V., WPP Minotaur B.V., WPP Netherlands B.V., WPP Rio Square BV, WPP Sheridan Square B.V., WPP Socrates BV, WPP Summer Square B.V., WPP Superior Square BV, WPP Times Square B.V., WPP US Investments BV, WVI Marketing Communications Group B.V., Young & Rubicam International Group B.V., Greenhouse Group B.V., Burson Cohn & Wolfe B.V., JWT (Netherlands) Holding BV, Blast Radius B.V., Ubachs Wisbrun BV, Wunderman Thompson Amsterdam VOF	Provision of services to unrelated parties, Administrative, Management or Support Services, Holding shares or other equity instruments
Norway (NO)	Gambit Hill & Knowlton AS, Burson Cohn & Wolfe AS, EssenceMediacom Norway AS, Mindshare Norway AS, Wavemaker AS, GroupM Norway AS, WPP Norway AS	Provision of services to unrelated parties, Holding shares or other equity instruments
Poland (PL)	Bates (Poland) Sp. z.o.o., Brand Fibres sp. z o.o., Burson Poland Sp z.o.o, EssenceMediacom Poland Sp zoo, Gorilla Group spółka z ograniczoną odpowiedzialnością, Grey Worldwide Warszawa Sp. z.o.o, METS Sp. z.o.o., MindShare Polska Sp. z.o.o., Ogilvy PR Sp z.o.o., Ogilvy Sp. z o.o., Testardo Gram Sp. z.o.o., The & Partnership Limited Spółka z ograniczona	Provision of services to unrelated parties, Holding shares or other equity instruments

	odpowiedzialnością, The Media Insight Polska Sp. z o.o, VML Cracow sp. Z o.o, VML Enterprise Solutions Sp. z o.o., VML Europe Holding sp. z.o.o., VML sp. z o.o, Wavemaker Sp.z.o.o, GroupM Sp.z.o.o., JWT Warszawa Sp. z.o.o, Lemon Sky Poland Sp. z o.o., Huge Idea sp. z o.o., Webola Huge Idea sp. z o.o. sp.k.	
Portugal (PT)	24 JULHO - RELAÇÕES PÚBLICAS, S.A., Acceleration – Serviços de consultoria em dados e Tecnologia, Unipessoal, Lda., B.A.R. OGILVY PORTUGAL, S.A., EssenceMediacom Portugal, Unipessoal Lda, GroupM Publicidade Advertising Unipessoal, Lda, M/SIX, Lda., MindShare - Planeamento e Compra de Tempo e Meios Publicitarios ACE, VML MAP Portugal LDA, VML Portugal Unipessoal LDA, Wavemaker – Servicos Publicitarios Ltda, WPP Portugal, Lda, Wunderman JWT Publicidade Lda	Provision of services to unrelated parties
Romania (RO)	EssenceMediacom Romania Srl, Geometry Global Romania SRL, Grey Worldwide Romania SRL, GroupM Media Operations SRL, Hogarth Worldwide SRL, MindShare Media Srl, Ogilvy & Mather Advertising SRL, Ogilvy Services Central Eastern Europe SRL, Wavemaker Romania SRL	Provision of services to unrelated parties
Slovak Republic (SK)	Creo/Young & Rubicam s.r.o., EssenceMediacom Slovakia, s.r.o., Mindshare Slovakia s.r.o., Wavemaker Slovakia s.r.o., WPP Media Slovakia s.r.o	Provision of services to unrelated parties
Spain (ES)	Axicom Spain SL, Burson Cohn & Wolfe S.L., CBA Branding Design Experience SL, David the Agency Madrid S.L., Design Bridge and Partners, S.L., EssenceMediacom Iberia, S.A., Grey Espana SLU, Hill & Knowlton Espana SA, Hogarth Worldwide Production Services, SL., Mindshare Spain SA, Neo Media Technologies Spain, S.A., Ogilvy & Mather Publicidad Barcelona S.A., Ogilvy & Mather Publicidad Madrid S.A., OgilvyOne Worldwide SA, Sra Rushmore SA, The & Partnership Iberia Publicidad, S.L, The Cocktail America, S.L.U., The Cocktail Experience, S.L.U., VML MAP SLU, VML Young & Rubicam, S.L., Wavemaker Publicidad Spain S.L., WPP Holdings Spain, S.L., GroupM Publicidad Worldwide SA, WPP Services Spain, S.L., BSB Publicidad SA, Wunderman Thompson, S.L., VMLY&Rx S.L.	Provision of services to unrelated parties, Administrative, Management or Support Services, Holding shares or other equity instruments
Sweden (SE)	AKQA Sweden AB, Axicom AB, Burson Sweden AB, EssenceMediacom Sweden AB, EssenceMediacom Sweden Gothenburg AB, Grey Global Group Sweden AB, Hill & Knowlton AB, Iniciativ Nya Grey Ogilvy INGO AB, KGM Datadistribution AB, MediaCommunications Services Sverige AB, Mindshare Sweden AB, The & Partnership AB, The Brand Union AB, VML MAP AB, GroupM Publicidad Worldwide SA, WPP Sweden AB, WVMKR Sweden AB	Provision of services to unrelated parties
<b>Annex I Locations</b>		
Panama (PA)	ASDAA Public Relations Holding Inc, GroupM Panamá S.A., IMT Advertising (Holding) Inc, Memac Ogilvy & Mather Holding Inc, Yorkel Advertising Inc., J Walter Thompson S.A.	Provision of services to unrelated parties, Holding shares or other equity instruments
<b>Annex II Locations</b>		
Curaçao (CW)	Team Holdings Curacao N.V.	Holding shares or other equity instruments
Malaysia (MY)	Agenda Solution Sdn Bhd, AMS Dorland Integrated Sdn Bhd, Artistree (Malaysia) Sdn Bhd, BCW (M) XPR Sdn Bhd, Hill and Knowlton (SEA) Sdn Bhd, Contract Communications Sdn Bhd, Edge Asia Digital Services Sdn Bhd, Essence Communications Sdn Bhd, Essencemediacom Sdn. Bhd., Geometry Global Interactive Sdn Bhd, Geometry Global Sdn Bhd, Gravitassdn. Bhd., Grey Worldwide Sdn Bhd, Grey Worldwide SEA Sdn Bhd, Hogarth Worldwide Sdn Bhd, J Walter Thompson	Provision of services to unrelated parties

Sdn Bhd, Kinetic Worldwide Sdn Bhd, Millward Brown Malaysia Sdn Bhd, Ogilvy Public Relations Worldwide Sdn Bhd, PTM Sdn Bhd, SPAFAX NETWORKS SDN. BHD., TBPC Sdn. Bhd., THE&PARTNERSHIP INTEGRATED COMMUNICATIONS SDN. BHD., Vocanic (Malaysia) SDN BHD, Wavemaker Marketing Communication (M) Sdn. Bhd., WPP Business Services Sdn. Bhd., WPP Marketing Communications (Malaysia) Sdn Bhd, GroupM Trading (M) Sdn. Bhd., Young & Rubicam Sdn. Bhd.

Türkiye (TR)

41 29 Medya İnternet Eđitimi ve Danismanlık Reklam Sanayi Dis Ticaret Anonim Sirketi, Connect Dijital Hizmetler Limited Sirketi, Effect Halkla İlişkiler Ve Turizm Hizmetleri Anonim Şirketi, EssenceMediacom Turkey Medya Hizmetleri A.Ş., Gram Reklamcılık Ltd Sti, GroupM Medya Hizmetleri Ticaret Limited Sirketi, Hill and Knowltn Strategies İstanbul Tanıtım Halkla İlişkiler Arastırma Özel Eđitim ve Danismanlık Anonim Sirketi, Hogarth Worldwide İstanbul Reklamcılık Anonim Şirketi, Karakaş Yatirimci İlişkileri Ve İletişim Hizmetleri Anonim Şirketi, Mindshare Medya Hizmetleri A.S., Mindshare World Yatırım Medya Hizmetleri Limited Sirketi, The and Partnership İletişim Hizmetleri A.Ş., VMLYR Pazarlama ve İletişim Çözümleri Limited Şirketi, Wavemaker İletişim Planlama Hizmetleri Limited Şirketi, Wunderman Thompson Reklam İşleri A.S., Geometry İstanbul İletişim Hizmetleri ve Danışmanlık Anonim Şirketi, Team Red Reklamcılık ve Yayınçılık Limited Sirketi

Provision of services to unrelated parties

Vietnam (VN)

Bates 141 Vietnam Ltd, Click Media Joint Stock Company, Grey Global Group Vietnam Co. Ltd, Market Action Co Ltd, Mirum JSC, Ogilvy & Mather Vietnam Ltd, OgilvyOne Vietnam Company Limited, Soho Square (Vietnam) Company Ltd, T&A Ogilvy Joint Venture Company Limited, WPP Marketing Communications Vietnam Company Limited, WPP Media Ltd, Young & Rubicam Vietnam Company Limited

Provision of services to unrelated parties