

## **WPP (LON:WPP) publishes its 12th Sustainability Report**

WPP, the leading communications services group, has published its 12th Sustainability Report. The Report explores WPP's performance during 2013, including examples of how its agencies are working with leading brands on sustainability.

WPP aims to have a positive economic, social and environmental impact. To track progress and understand its total contribution, the Group has quantified key direct and indirect impacts for the first time this year. Its initial analysis is published in the Report, which also includes the results of its materiality assessment.

Performance highlights from the Report include:

- £1.26 billion of WPP's revenue comes from clients who engaged with the Group on sustainability.
- 47% of senior managers are women and 18% of senior managers in the UK and the US are from ethnic minorities.
- £64.4 million investment in training and welfare including 4,000 internships globally to support young people.
- 31% cut in WPP's per head carbon footprint since 2006.
- Pro bono work and charitable donations worth £19.6 million, equivalent to 1.5% of reported profit before tax with an additional £19.8 million in free media space negotiated by WPP agencies on behalf of charity clients.

WPP is a world leader in communications services with over 175,000 people (including those in associate companies) working in 3,000 offices in 110 countries. WPP companies work across all marketing and communications disciplines including: Advertising; Media Investment Management; Data Investment Management; Public Relations & Public Affairs; Branding & Identity; Direct, Promotion & Relationship Marketing; Healthcare Communications; Specialist Communications; and Digital. For the fourth year running, WPP was named Holding Company of the Year at the 2014 Cannes Lions International Festival of Creativity.

Its Sustainability Report is available online, on mobile and to download at [www.wpp.com/sustainabilityreports/2013](http://www.wpp.com/sustainabilityreports/2013).