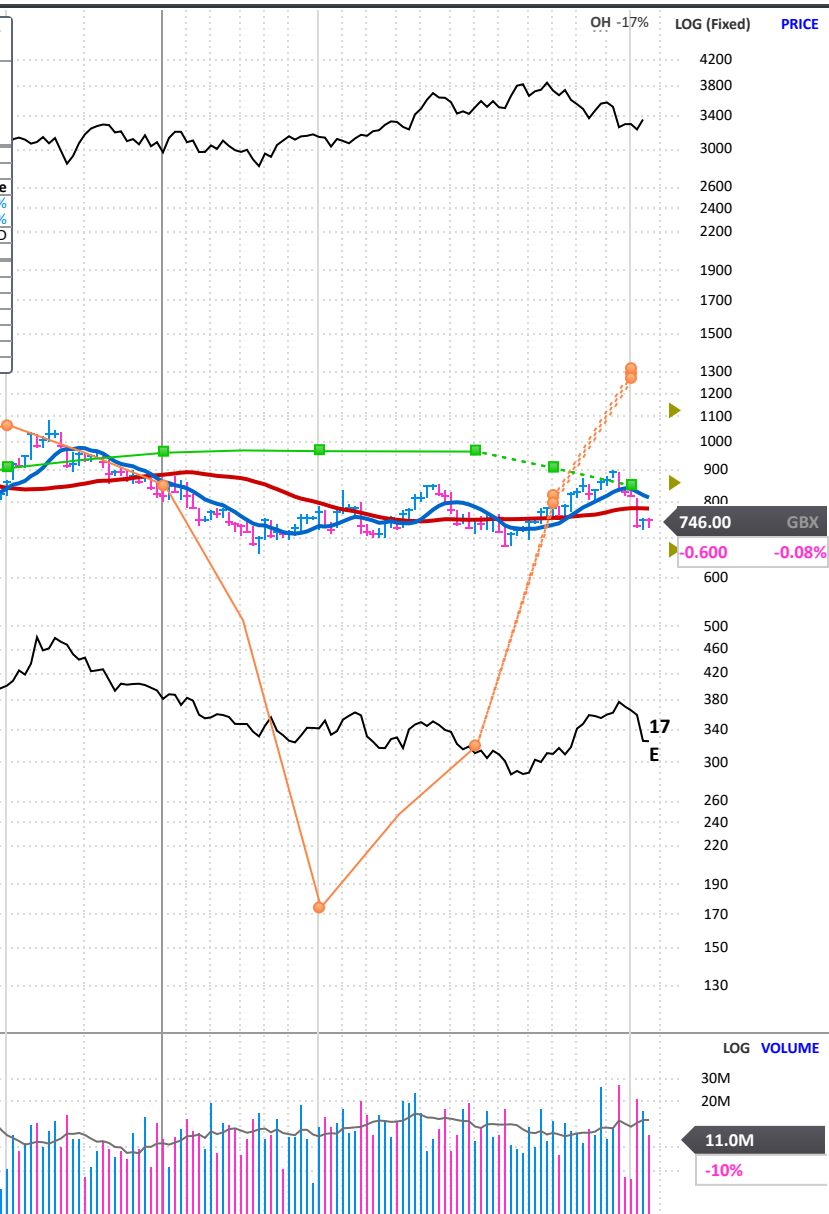


EPS	442072824600	wpp.com	London, UNITED KINGDOM Inc 1985	MGMT owns --											
17.1x	EPS Rank 68														
223.5	WPP Plc is a creative transformation company, which engages in the provision of communications services. It operates through the following segments: Global Integrated Agencies, Public Relations, and Specialist Agencies. The Global Integrated Agencies segment offers creative services including advertising, marketing, and brand strategies and campaigns across all media. The Public Relations segment helps clients communicate with all stakeholders, from consumers and investors to government and non government organizations. The Specialist Agencies segment delivers brand experience and identity, and specialist, targeted services. The company was founded by Martin Stuart Sorrell in 1985 and is headquartered in London, the United Kingdom. LESS														
200.0															
176.5	ANNUAL - DEC END	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024 Estimate	2025 Estimate			
	EPS GBX	90.00	109.60	144.05	85.18	75.19	-243.11	53.40	62.18	10.30	▲ 87.07	745%	▲ 89.73	3%	
152.9	CASH FLOW/SHR GBX	103.57	136.87	110.37	134.30	146.80	168.01	167.27	62.78	113.18	Earnings Growth Rate		Sales Growth Rate		
141.2	PRETAX MARGIN %	12.13	13.13	13.13	9%	9%	-22.2%	7%	9%	2%	2022-24 -47% (45 Stability)		8%		
129.4	RETURN ON EQUITY %	15.17	17.17	19.10	10%	10%	-47%	15%	19%	3%	2020-24 --		4%		
	SALES % CHANGE	6%	18%	10%	-17%	1%	-9%	7%	13%	3%	COMP RATING 43		SMR RATING		
	SALES (MIL) GBX	1M	1M	2M	1M	1M	1M	1M	1M	1M	INV T/O --				
111.8	WEEKLY	Nov 29	Dec 6	Dec 13	Dec 20	Dec 27	Jan 3	Jan 10	Jan 17	Jan 23	DEBT % 2021-23		165%	156%	167%
100.0	DATAGRAPH RATING	65	66	69	66	66	62	45	48	43	TAX RATE 2021-23		25%	32%	54%
	AVG DAILY VOL (000)	2,566	2,575	2,546	2,923	2,846	2,793	2,932	3,076	3,133	BACKLOG 2021-23		--	--	--
88.24	UP DOWN VOLUME	1.3	1.2	1.5	1.1	1.0	1.0	0.6	0.7	0.7	R & D --		BK VAL 2.31x '23		
	ACCUM/DIST RATING	37	34	43	-1	-4	-4	-43	-27	-32	DIV GBX 39.40 (5.4%)		DIV GR RT+12% (42)		
	RELATIVE STRENGTH	84	82	89	82	77	73	32	27	17	BETA 0.96(18.00)		ALPHA -0.06 (-0.04)		
76.17	GROUP RANK	71	50	27	46	40	62	90	96	103	2023 EMPLOYEES 114,173		-13%		



FINANCIALS	Mar 20	Jun 20	Sep 20	Dec 20	Mar 21	Jun 21	Sep 21	Dec 21	Mar 22	Jun 22	Sep 22	Dec 22	Mar 23	Jun 23	Sep 23	Dec 23	Mar 24	Jun 24	Sep 24	Dec 24	P/E	38
EPS (GBX)				-243.11		20.85		33.53		23.13		39.71		10.46		-0.15		19.07		57.40e	2024 Est.: 8.6	
EPS % CHANGE				-423%				+11%		+18%		-55%		-100%		+82%		+38,367%e		2025 Est.: 8.3		
SALES (MIL GBX)			1,200,280.0		613,250.0		666,860.0		675,530.0		767,340.0		722,120.0		762,360.0		722,700.0		583,600.0e	5-yr High: 74		
SALES % CHANGE			-9%					+10%		+15%		+7%		-1%		0%		-23%e		5-yr Low: 11		
EPS % SURPRISE			+4.7%		+11.7%			-1.8%		+6.1%		-0.6%		+0.2%						vs Ind. Avg: 1.6x		
FUNDS	1,179	1,132	1,125	1,171	1,296	1,317	1,338	1,337	1,362	1,400	1,308	1,289	1,317	1,315	1,316	1,306	1,317	1,315				
SHARES HELD BY FUNDS	495M	463M	467M	478M	506M	517M	517M	498M	497M	469M	477M	464M	463M	467M	478M	477M	503M	511M	524,111,787			