



DOUBLE MATERIALITY ASSESSMENT 2025

DOUBLE MATERIALITY ASSESSMENT

ASSESSING MATERIALITY

We use a materiality process to ensure our sustainability strategy, investments and reporting focus on the topics of greatest importance and relevance to our business and stakeholders.

Our double materiality approach assesses ESG factors through an 'outside-in' lens (potential to affect our financial performance) and an 'inside-out' lens (our potential impact on society and the environment). The table (right) sets out the topics identified as material for WPP. These inform our ESG approach, focusing activity on the areas of greatest importance and relevance to our business and stakeholders. As materiality is dynamic, we monitor and adjust as needed. No changes were identified in 2025. In 2026, we will review our double materiality assessment against our evolved corporate strategy.

SCOPE OF THE ASSESSMENT

We have considered the following parameters:

- **Time horizon:** we considered a time horizon of three years, aligned with WPP's business planning practices
- **Stakeholder views:** we used surveys and interviews to engage internal stakeholders, and proxies and desk-based research to ensure external stakeholder views are represented
- **Value chain:** the impact of our operations on our wider value chain was considered where practicable
- **Opportunities:** our double materiality assessment focuses on risks; in 2026 we will evolve the process to assess opportunities

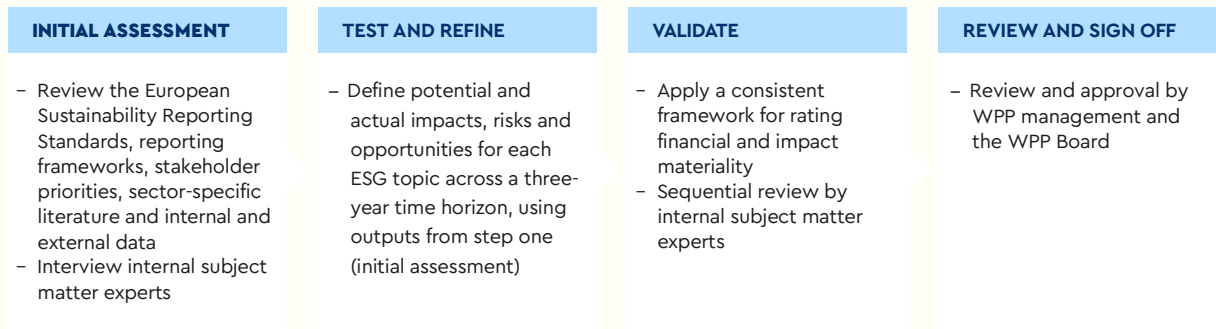
MATERIAL ESG TOPICS		2025 ANNUAL REPORT
Corporate culture and business ethics		Social, pages 37-38; Policies, procedures and culture, pages 51-53
Fraud, corruption and bribery		Policies, procedures and culture, pages 51-53
Data privacy and security		AI and data governance, page 42
Equal treatment and opportunities for all employees		Social, pages 37-38
Operational greenhouse gas emissions		Environment, pages 33-36
Regulatory compliance		Policies, procedures and culture, pages 51-53
Responsible AI and technology use		AI and data governance, page 42
Responsible marketing and communications		Social, pages 37-38
Social and environmental impact of our client work		Social, pages 37-38
Supply chain greenhouse gas emissions		Environment, pages 33-36
Talent attraction, retention and development		Social, pages 37-38

KEY Indicates where a topic is material from a financial perspective Indicates where a topic is material from an impact perspective

[Read how we are managing material topics at wpp.com/sustainabilityreport2025](https://wpp.com/sustainabilityreport2025)

DOUBLE MATERIALITY PROCESS

Our double materiality assessment was informed by the European Financial Reporting Advisory Group (EFRAG) double materiality guidance:¹



¹ ESRS 1 General Requirements, Section 3 and EFRAG IGI Materiality Assessment

DOUBLE MATERIALITY ASSESSMENT CONTINUED

ASSESSING FINANCIAL MATERIALITY

Financial materiality gives an 'outside-in' view of materiality and measures whether ESG topics have the potential to impact WPP's financial position.

We applied WPP's financial materiality thresholds so that the double materiality results can be integrated into financial planning processes.

➔ See Financial Statements of our 2025 Annual Report

INITIAL ASSESSMENT	TEST AND REFINE	VALIDATE	REVIEW AND SIGN OFF
Map potential financial effects for each ESG topic against liabilities, expenses, revenues and assets using both quantitative and qualitative analysis	Review to test alignment to our principal risks and use other internal and external data sources to test the judgements made in assessing materiality	Consult internal subject matter experts to validate the assessment	Scoring thresholds and topic-level assessment review and approval by an executive-level ESG working group and the WPP Board

1. DO WE PERCEIVE THERE TO BE A FINANCIAL EFFECT FROM THE ESG TOPIC ACROSS AND OF THE FOLLOWING CATEGORIES?

Liabilities | Expenses | Revenues | Assets

2. WHAT IS THE LIKELIHOOD AND FINANCIAL EFFECT OF THIS IMPACT?

LIKELIHOOD RATING

- 1 Low, not likely to occur
- 2 Medium, moderate likelihood of occurring
- 3 High likelihood of occurring

FINANCIAL EFFECT RATING

- 1 Low, £0-<39 million
- 2 Medium, £39-<65 million
- 3 High, >=£65 million

CALCULATION

Likelihood + financial effect = materiality score

3. CALCULATE THE SCORE BASED ON THE ASSESSMENT

LIKELIHOOD	EFFECT		
	Low	Medium	High
Low	2	3	4
Medium	3	4	5
High	4	5	6

4. IDENTIFY TOPICS MATERIAL FROM A FINANCIAL PERSPECTIVE

< 5 Immaterial | > 5 Material

DOUBLE MATERIALITY ASSESSMENT CONTINUED

ASSESSING IMPACT MATERIALITY

Impact materiality gives an 'inside-out' view and measures the extent to which WPP's activities have an impact on stakeholders.

INITIAL ASSESSMENT	TEST AND REFINE	VALIDATE	REVIEW AND SIGN OFF
<p>Use data and research insights to establish an initial rating for each ESG topic</p> <p>Assessment review by WPP's sustainability team and an executive-level ESG working group</p>	<p>Survey senior internal subject matter experts to review topic-level ratings</p> <p>If an expert does not agree with the rating, they are asked to share how they would rate the topic, along with their reasoning</p>	<p>Review survey feedback: assess variations and factor into final score for each topic</p>	<p>Scoring thresholds and topic-level assessment review and approval by an executive-level ESG working group and the WPP Board</p>

1. FOR EACH ESG TOPIC, RATE THE IMPACT ON STAKEHOLDERS AGAINST THE FOLLOWING MEASURES

MEASURE	SCALE
Type of impact	None, Positive, Negative
When are stakeholders impacted	Current, short term (<1 year), medium term (<3 years), long term (3+ years)
Remediation potential	1 fully to 5 irreversible
Scale of impact	1 limited to 5 widespread
Magnitude of impact	1 minimal to 5 very significant
Change in next 3 years	decrease, stay the same, increase

2. CALCULATE THE SEVERITY SCORE AND STYLE AS % OF TOTAL MAXIMUM SEVERITY RATING

MEASURE	SCALE
Positive impacts	$\frac{= (\text{Scale} + \text{Magnitude})}{\text{Maximum potential score}}$
Negative and dual impacts	$\frac{= (\text{Remediability} + \text{Scale} + \text{Magnitude})}{\text{Maximum potential score}}$

3. DETERMINE MATERIALITY THRESHOLD BASED ON THE CALCULATED SCORE FOR EACH TOPIC

