

## **WPP Group (UK) Limited**

### **Annual report and financial statements**

**For the year ended 31 December 2019**

Registered number: 02670617



# **WPP Group (UK) Limited**

## **Annual report and financial statements for the year ended 31 December 2019**

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# **WPP Group (UK) Limited**

## **Officers and professional advisers**

### **Directors**

D. Conaghan (appointed 21 November 2019)

A. Payne (appointed 21 November 2019)

C. Van der Welle

S Winters (resigned 6 December 2019)

### **Company Secretary**

WPP Group (Nominees) Limited

### **Registered Office**

Sea Containers House

18 Upper Ground

London

SE1 9GL

United Kingdom

### **Bankers**

HSBC Bank plc

Level 2, 8 Canada Square

Canary Wharf

London

E14 5HQ

United Kingdom

### **Auditor**

Deloitte LLP

Statutory Auditor

London

United Kingdom

# **WPP Group (UK) Limited**

## **Directors' report**

The directors present their annual report and the audited financial statements for the year ended 31 December 2019.

### **Company information**

WPP Group (UK) Limited (registered number 02670617) is a private company limited by shares. The Company is registered in England and Wales and has its registered office at Sea Containers House, 18 Upper Ground, London, SE1 9GL.

### **Results and dividends**

The audited financial statements for the year ended 31 December 2019 are set out from page 9 to 36. The Company made a loss after tax for the year of £230,254,000 (2018: £162,231,000).

No ordinary dividends were paid during the year (2018: £nil).

### **Directors**

The Directors of the Company who were in office during the year and up to date of signing the financial statements unless otherwise stated, are set out on page 1.

### **Directors' indemnities**

The Company has made qualifying third party indemnity provisions for the benefit of its directors which were made during the year and remain in force at the date of this report.

### **Going concern**

As at 31 December 2019 the Company's current liabilities exceeded its total current assets by £203,239,000 (2018: £306,918,000). The Company is a subsidiary of WPP plc and is therefore subject to the overall WPP Group financing arrangement. After making enquiries, the directors have a reasonable expectation that the Company has adequate resources to continue in operational existence for the foreseeable future. Accordingly, they continue to adopt the going concern basis in preparing the annual financial statements. Further details regarding the adoption of the going concern basis can be found in the accounting policies note in the financial statements.

### **Impact of Covid19**

The Directors have assessed the potential impact that the global outbreak of Covid-19 has had on the liquidity, performance and financial position of the Company for at least the next 12 months. The financial forecasts, budgets, cash flows and liquidity assessments have been re-assessed for at least the next 12 months. The Directors believe these forecasts have been prepared on a prudent basis and have also considered the impact of a range of potential changes to Company performance as a result of the impact of Covid-19.

### **Strategic report**

The information that fulfils the Companies Act requirements of the business review is included in the strategic report on page 4. This includes a review of the financial risk management objectives and policies of the Company, the development of the business of the Company during the year, of its position at the end of the year and of the likely future developments in its business.

### **Auditor**

Each of the persons who is a director at the date of approval of this report confirms that:

- so far as the director is aware, there is no relevant audit information of which the Company's auditor is unaware; and
- the director has taken all the steps that he ought to have taken as a director in order to make himself aware of any relevant audit information and to establish that the Company's auditor is aware of that information.

This confirmation is given and should be interpreted in accordance with the provisions of s418 of the Companies Act 2006.

## **WPP Group (UK) Limited**

### **Directors' report (continued)**

Deloitte LLP have expressed their willingness to continue in office and appropriate arrangements are being made for them to be reappointed as auditor in the absence of an Annual General Meeting.

Approved by the Board and signed on its behalf by:



D. Conaghan  
Director

17 December 2020

Sea Containers House  
18 Upper Ground  
London  
SE1 9GL

# **WPP Group (UK) Limited**

## **Strategic report**

The directors, in preparing this strategic report, have complied with section 414C of the Companies Act 2006. The directors of the Company, as those of all UK companies, must act in accordance with section 172 of the UK Companies Act 2006. As stated below, this company acts only as an intermediate holding company and does not trade. Refer to pages 104-105 of the Annual Report of WPP plc available at [wpp.com](http://wpp.com) for more on how the Group directors meet their duty.

### **Principal activities and business review**

The Company is an intermediate holding company and a wholly owned subsidiary of WPP plc. There have been no changes in the Company's activities in the year under review. The directors are not aware, at the date of this report, of any likely changes in the Company's activities in the next year.

The Company made a loss after tax for the year of £230,254,000 (2018: £162,231,000).

### **Covid-19**

The coronavirus pandemic is adversely affecting and is expected to continue to adversely affect the Group's business, revenues, results of operations, financial condition and prospects. Due to the non-trading activities of the Company, the Directors do not expect a significant impact on the results of operations or financial condition of the Company in the short term.

### **Principal risks and uncertainties**

The Group has considered the principal risks and uncertainties affecting the Group as at 31 December 2019 and up to the date of this report. These are described in detail in the annual report of WPP plc which does not form part of this report.

### **Key performance indicators**

The Company's directors believe that any further key performance indicators for the Company are not necessary or appropriate for an understanding of the development, performance or position of the business. The performance of WPP plc, which includes the Company, is discussed in the WPP plc Annual Report which does not form part of this Report.

### **Financial risk management objectives and policies**

The financial risks faced by the Company as a result of its activities and the management of those risks are described below.

#### **Cash flow and liquidity risk**

The directors do not believe that the Company is exposed to any significant cash flow or liquidity risk. However, in the event that additional liquidity were to be required for ongoing operations and future developments, the company participates in group banking arrangements with its ultimate parent, WPP plc, and has access to a group cash management facility.

#### **Environment**

The WPP plc Group recognises the importance of its environmental responsibilities, monitors its impact on the environment, and designs and implements policies to reduce any damage that might be caused by the Group's activities. The Company operates in accordance with WPP plc Group policies, which are described in the Group's Corporate Responsibility report which does not form part of this Report. Initiatives designed to minimise the Company's impact on the environment include improving our energy use efficiency, paper use and recycling.

# **WPP Group (UK) Limited**

## **Strategic report**

### **Future developments**

The directors expect the general level of activity to be maintained in the forthcoming year and anticipate a similar financial result in 2020.

Approved by the Board and signed on its behalf by:



D. Conaghan  
Director  
17 December 2020

## **WPP Group (UK) Limited**

### **Directors' responsibilities statement**

The directors are responsible for preparing the Annual Report and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law), including FRS 101 "Reduced Disclosure Framework". Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the Company and of the profit or loss of the Company for that period. In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the Company's transactions and disclose with reasonable accuracy at any time the financial position of the Company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.



# **WPP Group (UK) Limited**

## **Independent auditor's report to the members of WPP Group (UK) Limited**

### **Report on the audit of the financial statements**

#### **Opinion**

In our opinion the financial statements of WPP Group (UK) Limited (the 'company'):

- give a true and fair view of the state of the company's affairs as at 31 December 2019 and of its loss for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice including Financial Reporting Standard 101 "Reduced Disclosure Framework"; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

We have audited the financial statements which comprise:

- the profit and loss account;
- the balance sheet;
- the statement of changes in equity; and
- the related notes 1 to 16.

The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 101 "Reduced Disclosure Framework" (United Kingdom Generally Accepted Accounting Practice).

#### **Basis for opinion**

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the auditor's responsibilities for the audit of the financial statements section of our report.

We are independent of the company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the Financial Reporting Council's (the 'FRC's') Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

#### **Conclusions relating to going concern**

We are required by ISAs (UK) to report in respect of the following matters where:

- the directors' use of the going concern basis of accounting in preparation of the financial statements is not appropriate; or
- the directors have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

We have nothing to report in respect of these matters.

#### **Other information**

The directors are responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other

## **WPP Group (UK) Limited**

### **Independent auditor's report to the members of WPP Group (UK) Limited (continued)**

information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in respect of these matters.

#### **Responsibilities of directors**

As explained more fully in the directors' responsibilities statement, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

#### **Auditor's responsibilities for the audit of the financial statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the FRC's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

#### **Report on other legal and regulatory requirements**

##### **Opinions on other matters prescribed by the Companies Act 2006**

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the strategic report and the directors' report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the strategic report and the directors' report have been prepared in accordance with applicable legal requirements.

In the light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified any material misstatements in the strategic report or the directors' report.

#### **Matters on which we are required to report by exception**

Under the Companies Act 2006 we are required to report in respect of the following matters if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

We have nothing to report in respect of these matters.

## **WPP Group (UK) Limited**

### **Independent auditor's report to the members of WPP Group (UK) Limited (continued)**

#### **Use of our report**

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.



Edward Salter (Senior statutory auditor)  
For and on behalf of Deloitte LLP  
Statutory Auditor  
London, United Kingdom  
17 December 2020

## WPP Group (UK) Limited

### Profit and loss account

For the year ended 31 December 2019

	Notes	2019 £'000	2018 £'000
<b>Operating result/(loss)</b>		-	-
Interest receivable and similar income	4	10,650	10,582
Amounts written off investments		(244,532)	(212,889)
Interest payable and similar charges	5	(4,540)	(5,465)
Dividends received from group undertakings		17,736	54,207
Foreign exchange gain		107	34
Loss on sale of investments		(12,459)	(12,212)
Other expense		(39)	(27)
Professional fees		(381)	(384)
Revaluation of financial instruments		3,204	3,923
<b>Loss before taxation</b>		(230,254)	(162,231)
Tax on loss	8	-	-
<b>Loss for the financial year</b>		(230,254)	(162,231)

All results are from continuing operations.

There are no recognised gains or losses in either year, other than those shown above, and accordingly no statement of comprehensive income has been prepared.

# WPP Group (UK) Limited


## Balance sheet

As at 31 December 2019

	Notes	2019 £'000	2018 £'000
<b>Fixed assets</b>			
Investments	9	3,574,028	3,922,821
Debtors due after one year	11	339,470	336,869
Right-of-use asset	10	2,835	-
		<u>3,916,333</u>	<u>4,259,690</u>
<b>Current assets</b>			
Debtors due within one year	11	44,779	20,779
Cash and cash equivalents		4	4,186
		<u>44,783</u>	<u>24,965</u>
<b>Current liabilities</b>			
Amounts falling due within one year	12	(246,890)	(331,883)
Lease liability	10	(1,132)	-
		<u>(203,239)</u>	<u>(306,918)</u>
<b>Net current liabilities</b>			
		<u>(203,239)</u>	<u>(306,918)</u>
Total assets less current liabilities		3,713,094	3,952,772
<b>Non-current liabilities</b>			
Amounts falling due after one year	12	(2,943)	(14,109)
Lease liability	10	(1,742)	-
		<u>(4,685)</u>	<u>(14,109)</u>
<b>Net assets</b>		<u>3,708,409</u>	<u>3,938,663</u>
<b>Capital and reserves</b>			
Called-up share capital	13	116,063	116,063
Share premium account		1,326,765	1,326,765
Capital reserves account		44,840	44,840
Profit and loss account		2,220,741	2,450,995
		<u>3,708,409</u>	<u>3,938,663</u>
<b>Total shareholders' funds</b>		<u>3,708,409</u>	<u>3,938,663</u>

The financial statements of WPP Group (UK) Limited (registered number 02670617) were approved by the board of directors and authorised for issue on 17 December 2020.

They were signed on its behalf by:



D. Conaghan  
Director

## WPP Group (UK) Limited

### Statement of changes in equity

For the year ended 31 December 2019

	Called-up share capital £'000	Share premium account £'000	Capital reserve account £'000	Profit and loss account £'000	Total £'000
Balance at 1 January 2018	116,063	1,326,765	44,840	2,613,226	4,100,894
Loss for the year	-	-	-	(162,231)	(162,231)
<b>Total comprehensive loss for the year</b>	-	-	-	(162,231)	(162,231)
<b>Balance at 31 December 2018</b>	116,063	1,326,765	44,840	2,450,995	3,938,663
Loss for the year	-	-	-	(230,254)	(230,254)
<b>Total comprehensive loss for the year</b>	-	-	-	(230,254)	(230,254)
<b>Balance at 31 December 2019</b>	116,063	1,326,765	44,840	2,220,741	3,708,409

## WPP Group (UK) Limited

### Notes to the financial statements For the year ended 31 December 2019

#### 1. Accounting policies

The principal accounting policies are summarised below. They have all been applied consistently throughout the year and the preceding year.

##### Basis of accounting

WPP Group (UK) Limited is a private company limited by shares, registered in England and Wales, incorporated in the United Kingdom under the Companies Act 2006. The address of the registered office is Sea Containers House, 18 Upper Ground, London, SE1 9GL. The nature of the Company's operations and its principal activities are set out in the strategic report on page 4.

The Company meets the definition of a qualifying entity under FRS 100 (*Financial Reporting Standard 100*) issued by the Financial Reporting Council. These financial statements were prepared in accordance with FRS 101 (*Financial Reporting Standard 101*) 'Reduced Disclosure Framework' as issued by the Financial Reporting Council.

The financial statements have been prepared on the historical cost basis. The principal accounting policies adopted are set out below. These financial statements are presented in pounds sterling because that is the currency of the primary economic environment in which the Company operated.

These financial statements are separate financial statements. The Company is exempt from the preparation of consolidated financial statements, because it is included in the Group financial statements of WPP plc. Details of the parent in whose consolidated financial statements the Company is included are shown in note 16 to the financial statements.

As permitted by FRS 101, the Company has taken advantage of the disclosure exemptions available under that standard in relation to: business combinations, share-based payment, non-current assets held for sale, financial instruments, capital management, presentation of comparative information in respect of certain assets, presentation of a cash-flow statement, standards not yet effective, impairment of assets and related party transactions. Where required, equivalent disclosures are given in the Group financial statements of WPP plc. The Group financial statements of WPP plc are available to the public and can be obtained as set out in note 15.

##### Financial instruments

The Company only enters into basic financial instruments transactions that result in the recognition of financial assets and liabilities like trade and other debtors and creditors, loans from banks and other third parties, loans to related parties and investments in non-puttable ordinary shares.

Financial assets that are measured at cost and amortised costs are assessed at the end of each reporting period for objective evidence of impairment. If objective evidence of impairment is found, an impairment loss is recognised in the profit and loss account.

For financial assets measured at amortised costs, the impairment loss is measured as the difference between an asset's carrying amount and the present value of estimated cash flows discounted at the asset's original effective interest rate. If a financial asset has a variable interest rate, the discount rate for measuring any impairment loss is the current effective interest rate determined under the contract.

For financial assets measured at cost less impairment, the impairment loss is measured as the difference between an asset's carrying amount and best estimate, which is an approximation of the amount that the Company would receive for the asset if it were to be sold at the reporting date.

Financial assets and liabilities are offset and the net amount reported in the balance sheet when there is an enforceable right to set off the recognised amount and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously

## **WPP Group (UK) Limited**

### **Notes to the financial statements (continued)**

**For the year ended 31 December 2019**

#### **1. Accounting policies (continued)**

##### **Going concern**

The Company's business activities, together with the factors likely to affect its future development, performance and position are set out in the business review on page 4.

As at 31 December 2019 the Company's current liabilities exceeded its total current assets by £203,239,000 (2018: £306,918,000). The Company is a subsidiary of WPP plc and is therefore subject to the overall WPP Group financing arrangement.

The Company meets its day to day working capital requirements through participating in Group banking arrangements with its ultimate parent, WPP plc, and has access to a Group cash management facility

The directors have a reasonable expectation that the Company has adequate resources to continue in operational existence for the foreseeable future. Thus they continue to adopt the going concern basis of accounting in preparing the annual financial statements.

##### **Taxation**

Current tax is provided at amounts expected to be paid (or recovered) using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date. The tax currently payable is based on taxable profit for the year. Taxable profit differs from net loss as reported in the profit and loss account because it excludes items of income or expense that are taxable or deductible in other years and it further excludes items that are never taxable or deductible.

##### **Interest income**

Interest income is recognised when it is probable that the economic benefits will flow to the Company and the amount of revenue can be measured reliably. Interest income is accrued on a time basis, by reference to the principal outstanding and at the effective interest rate applicable, which is the rate that exactly discounts estimated future cash receipts through the expected life of the financial asset to that asset's net carrying amount on initial recognition.

##### **Investments**

Fixed asset investments are shown at cost less provision for impairment.

##### **Adoption of new and revised Standards**

###### **Impact of initial application of IFRS 16 Leases**

In the current year, the Company has applied IFRS 16 (as issued by the IASB in January 2016) that is effective for annual periods that begin on or after 1 January 2019.

IFRS 16 is effective from 1 January 2019. The standard eliminates the classification of leases as either operating or finance leases and introduces a single accounting model. Lessees will be required to recognise a right-of-use asset and related lease liability for the majority of their operating leases and show depreciation of leased assets and interest on lease liabilities separately in the income statement. IFRS 16 will require the Company to recognise substantially all of its operating leases on the balance sheet.

The Group adopted IFRS 16 effective 1 January 2019 on a modified retrospective basis and applied the standard retrospectively with the cumulative effect of initially applying the standard recognised at the date of initial application as an adjustment to retained earnings. Accordingly, prior year financial information will not be restated and will continue to be reported under IAS 17 Leases. The right-of-use asset and lease liability will initially be measured at the present value of the remaining lease payments. Right-of-use assets are depreciated over the shorter period of lease term and useful life of the underlying asset. The depreciation starts at the commencement date of the lease. Right-of-use asset are presented as a separate line on the balance sheet.

The Group has elected to use the exemption not to recognise right-of-use assets and lease liabilities for: a) short-term leases that have a lease term of 12 months or less; and



## **WPP Group (UK) Limited**

### **Notes to the financial statements (continued)**

**For the year ended 31 December 2019**

b) leases for which the underlying asset is of low value

The lease payments associated with these leases are recognised as costs in the income statement on a straight-line basis over the lease term.

#### **Translation of foreign currency**

Foreign currency transactions arising from operating activities are translated from local currency to sterling at the exchange rates prevailing at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies at the year end are translated at the year end exchange rate.

#### **Contingent consideration**

Future anticipated payments to vendors in respect of contingent consideration (earnout agreements) are initially recorded at fair value which is the present value of the expected cash outflows of the obligations. The obligations are dependent on the future financial performance of the interests acquired (typically over a four- to five- year period following the year of acquisition) and assume the operating companies improve profits in line with directors' estimates. The directors derive their estimates from internal business plans together with financial due diligence performed in connection with the acquisition.

For business combinations whose acquisition dates are after 1 January 2016, subsequent adjustments to the fair value are recorded in the profit and loss account within revaluation of financial instruments in accordance with IFRS 9 Financial Instruments. This is a result of the Company applying the amendments to Company law made by The Companies, Partnerships and Groups (Accounts and Reports) Regulations 2016.

## **2. Key accounting judgements and estimates**

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

#### **Critical accounting estimates and assumptions**

The Company makes estimates and assumptions concerning the future. The resulting accounting estimates will, by definition, seldom equal the related actual results. The estimates and assumptions that have a significant risk of causing material adjustments to the carrying amounts of assets and liabilities within the next financial year are addressed below:

#### **Impairment of financial assets**

Investments in subsidiaries and associates are held at cost less accumulated impairment losses. Annual impairment tests are carried out to ascertain if the carrying value of investments are impaired. These tests comprise a comparison between the carrying value of investment in subsidiary and associates and the net asset value of the subsidiary and associates. In some instances, valuations of subsidiary companies and associates are prepared. Valuations for impairment tests are based on established market multiples or risk-adjusted future cash flows over the estimated useful life of the asset, where limited, discounted using appropriate interest rates.

## WPP Group (UK) Limited

### Notes to the financial statements (continued)

For the year ended 31 December 2019

#### 4. Interest receivable and similar income

	2019 £'000	2018 £'000
Bank interest receivable	58	107
Interest receivable from other group undertakings	10,590	10,460
Interest receivable from associated undertakings	2	15
	<u>10,650</u>	<u>10,582</u>

#### 5. Interest payable and similar charges

	2019 £'000	2018 £'000
Bank interest payable	4,465	5,393
Interest payable to other group undertakings	75	72
	<u>4,540</u>	<u>5,465</u>

#### 6. Auditor's remuneration

Fees payable to Deloitte LLP and their associates for the audit of the Company's annual financial statements were £3,238 (2018: £1,000). These were borne by WPP 2005 Limited, a fellow group company.

#### 7. Staff costs

The directors received no remuneration during the year (2018: £nil) for services to the Company. The Company had no employees during either the current or preceding year.

#### 8. Tax on loss

The tax credit comprises:

	2019 £'000	2018 £'000
<b>Current tax</b>		
UK corporation tax at the rate of 19% (2018: 19%)	<u>-</u>	<u>-</u>

## WPP Group (UK) Limited

### Notes to the financial statements (continued)

For the year ended 31 December 2019

#### 8. Tax on loss (continued)

The loss for the year can be reconciled to the loss in the profit and loss account as follows:

	2019 £'000	2018 £'000
<b>Loss before tax</b>	<b>(230,254)</b>	<b>(162,231)</b>
Tax on loss at UK corporation tax rate of 19% (2018: 19%)	43,748	30,824
Factors affecting tax charge for the year:		
Non-taxable dividend income	3,370	8,883
Imputed interest	15	47
Impairment of investments	(46,461)	(40,450)
Loss on sale of investments	(2,367)	(2,320)
Adjustment in respect of group relief for nil consideration	1,695	3,016
<b>Total tax credit for year</b>	<b>-</b>	<b>-</b>

The UK tax rate for the year ended 31 December 2019 is 19%. Further reductions to 17% to be effective 1 April 2020 were enacted as part of the Finance Act 2017 on 27 April 2017. A further change to the UK tax rate was substantively enacted on 17 March 2020 reversing the reductions to 17% meaning the applicable rate now remains at 19%. However, as this change was substantively enacted after the balance sheet date the tax rate used for deferred tax purposes is 17%.

## WPP Group (UK) Limited

### Notes to the financial statements (continued)

For the year ended 31 December 2019

#### 9. Fixed asset investments

	Subsidiary undertakings £'000	Associated undertakings £'000	Other investments £'000	Total £'000
<b>Cost</b>				
At 1 January 2018	7,029,436	643,052	43,597	7,716,085
Additions	96,044	18,956	-	115,000
Disposals	(38,374)	(1,402)	(756)	(40,532)
At 31 December 2018	7,087,106	660,606	42,841	7,790,553
Additions	40,302	990	-	41,292
Disposals	(121,846)	(22,961)	(745)	(145,552)
At 31 December 2019	7,005,562	638,635	42,096	7,686,293
<b>Accumulated impairment</b>				
At 1 January 2018 <sup>*</sup>	3,626,411	15,107	13,326	3,654,844
Written off	207,347	732	4,810	212,889
At 31 December 2018	3,833,758	15,839	18,136	3,867,733
Written off	100,164	142,886	1,482	244,532
At 31 December 2019	3,933,922	158,725	19,618	4,112,265
<b>Net book value at 31 December 2019</b>	<b>3,071,640</b>	<b>479,910</b>	<b>22,478</b>	<b>3,574,028</b>
Net book value at 31 December 2018	3,253,350	644,768	24,705	3,922,821

Details of the Company's investments at 31 December 2019 are as follows. Unless otherwise indicated, all ownership interests are in the ordinary share capital of the investee.

Company	Country of Incorporation/ Registration	Holding	Type
All Global Limited <sup>*1</sup>	England and Wales	0%	Ordinary
Antidote Limited <sup>*2</sup>	England and Wales	25%	Ordinary
Aplogix (UK) Limited <sup>*1</sup>	England and Wales	70%	Ordinary
Axicom Group Limited <sup>*1</sup>	England and Wales	100%	Ordinary
Axicom Limited <sup>1</sup>	England and Wales	100%	Ordinary
Blue State Digital UK Limited <sup>*5</sup>	England and Wales	100%	Ordinary
Box of Vegetables Limited <sup>*1</sup>	England and Wales	75%	Ordinary
Potato London Ltd <sup>1</sup>	England and Wales	100%	Ordinary
Potato, Inc. <sup>6</sup>	Delaware/USA	100%	Ordinary
Radish Industries Limited <sup>1</sup>	England and Wales	100%	Ordinary
Candyspace Media Limited <sup>*7</sup>	England and Wales	20%	Ordinary
Candyspace US, Inc. <sup>6</sup>	Delaware/USA	0%	Ordinary
Clockwork Capital Limited <sup>*8</sup>	England and Wales	50%	Ordinary

## WPP Group (UK) Limited

### Notes to the financial statements (continued)

For the year ended 31 December 2019

#### 9. Fixed asset investments (continued)

Company	Country of Incorporation/ Registration	Holding	Type
Cockpit Two Limited* <sup>1</sup>	England and Wales	100%	Ordinary
Cockpit Holdings Limited <sup>1</sup>	England and Wales	0%	Ordinary; Preference; Preference
Code Computer Love Limited* <sup>1</sup>	England and Wales	76%	Ordinary
Coley Porter Bell Limited* <sup>1</sup>	England and Wales	100%	Ordinary
Conquest Europe (UK) Limited* <sup>1</sup>	England and Wales	100%	Ordinary
Design Bridge Limited* <sup>1</sup>	England and Wales	100%	Ordinary
Design Bridge Asia PTE Limited <sup>3</sup>	Singapore	100%	Ordinary
Design Bridge EBT Trustee Limited <sup>1</sup>	England and Wales	100%	Ordinary
Design Bridge Nederland BV <sup>56</sup>	Netherlands	100%	Ordinary
Dialogue Marketing Partnership Limited* <sup>9</sup>	England and Wales	100%	Ordinary
Digitlondon Limited* <sup>5</sup>	England and Wales	100%	Ordinary
Enduring Organisation* <sup>1</sup>	England and Wales	86%	Ordinary
Enduring Organisation Two* <sup>1</sup>	England and Wales	100%	Ordinary
ESP Properties Group Limited* <sup>1</sup>	England and Wales	100%	Ordinary
Essence Global Japan KK* <sup>58</sup>	Japan	100%	Ordinary
EWA Limited* <sup>11</sup>	England and Wales	100%	Ordinary
Automotive Marketing Limited <sup>12</sup>	England and Wales	100%	Ordinary
Fitch: Qatar Limited* <sup>1</sup>	England and Wales	100%	Ordinary
Fitch Digital Limited* <sup>9</sup>	England and Wales	51%	Ordinary
Flexible Organisation* <sup>1</sup>	England and Wales	11%	Ordinary
Fusepump Limited* <sup>14</sup>	England and Wales	100%	Ordinary
Geometry@JWT Limited* <sup>1</sup>	England and Wales	100%	Ordinary
Global Counsel Consulting LLP* <sup>15</sup>	England and Wales	20%	Ordinary
Global Sportnet UK Limited* <sup>9</sup>	England and Wales	100%	Ordinary
Horizon Video Limited <sup>16</sup>	England and Wales	100%	Ordinary
Metro Ecosse Limited <sup>16</sup>	England and Wales	100%	Ordinary
GMT+0 Limited* <sup>17</sup>	England and Wales	100%	Ordinary
Grey Saudi Limited* <sup>1</sup>	England and Wales	100%	Ordinary
GreyPOSSIBLE Holding B.V.* <sup>18</sup>	Netherlands	51%	Ordinary
GreyPOSSIBLE Benelux B.V. <sup>18</sup>	Netherlands	0%	Ordinary
Hogarth Worldwide Limited* <sup>4</sup>	England and Wales	%	Ordinary
Act Two Limited <sup>4</sup>	England and Wales	100%	Ordinary
Hogarth (Shanghai) Image Video Design & Production Co.Ltd <sup>26</sup>	China	100%	Ordinary
Hogarth Worldwide (Hong Kong) Limited <sup>22</sup>	Hong Kong	100%	Ordinary
Hogarth Worldwide (Pty) Limited <sup>27</sup>	South Africa	75%	Ordinary
Hogarth Worldwide Argentina S.A. <sup>28</sup>	Argentina	90%	Ordinary

## WPP Group (UK) Limited

### Notes to the financial statements (continued)

For the year ended 31 December 2019

#### 9. Fixed asset investments (continued)

Company	Country of Incorporation/ Registration	Holding	Type
Hogarth Worldwide Canada Production Ltd / Hogarth Canada Production Mondial Ltee <sup>59</sup>	Canada	100%	Ordinary
Hogarth Worldwide de Mexico, S. de R.L. de C.V. <sup>29</sup>	Mexico	100%	Ordinary
Hogarth Worldwide GmbH <sup>30</sup>	Germany	100%	Ordinary
Hogarth Worldwide Inc. <sup>6</sup>	Delaware/USA	100%	Ordinary
HOGARTH WORLDWIDE İSTANBUL REKLAMCILIK LİMİTED ŞİRKETİ <sup>31</sup>	Turkey	90%	Ordinary
Hogarth Worldwide Japan GK <sup>32</sup>	Japan	100%	Ordinary
HOGARTH WORLDWIDE PTE. LIMITED <sup>33</sup>	Singapore	100%	Ordinary
Hogarth Worldwide Publicidade Brasil Ltda <sup>34</sup>	Brazil	99%	Ordinary
Hogarth Worldwide Sdn Bhd <sup>35</sup>	Malaysia	100%	Ordinary
Hogarth Worldwide SRL <sup>36</sup>	Romania	100%	Ordinary
Limited Liability Company Hogarth Worldwide <sup>37</sup>	Russia	100%	Ordinary
Native Limited <sup>9</sup>	England and Wales	100%	Ordinary
Zonza Limited <sup>4</sup>	England and Wales	100%	Ordinary
Hydration Limited <sup>*9</sup>	England and Wales	100%	Ordinary
Icomms Media Group Limited <sup>*1</sup>	England and Wales	100%	Ordinary
Tempest Online Marketing Limited <sup>1</sup>	England and Wales	100%	Ordinary
Ignite JV Limited <sup>*9</sup>	England and Wales	50%	Ordinary
JWT Entertainment Productions Limited <sup>*17</sup>	England and Wales	100%	Ordinary
Kantar Retail Virtual Reality Limited <sup>*145</sup>	England and Wales	100%	Ordinary
Kinetic Worldwide Group Limited <sup>*1</sup>	England and Wales	100%	Ordinary
P.O.A. Holdings Limited <sup>9</sup>	England and Wales	100%	Ordinary
Poster Publicity Group Limited <sup>39</sup>	England and Wales	100%	Ordinary
MEETOO LIMITED <sup>*40</sup>	England and Wales	8%	Ordinary
Opendmind Limited <sup>*41</sup>	England and Wales	100%	Ordinary
Man vs Machine Limited <sup>*9</sup>	England and Wales	51%	Ordinary
ManvsMachine, Inc. <sup>6</sup>	Delaware/USA	100%	Ordinary
Mash Strategy Limited <sup>*1</sup>	England and Wales	0%	Ordinary
Mash Strategy USA Inc. <sup>10</sup>	USA	0%	Ordinary
Mconnect Hungary Kft <sup>*42</sup>	Hungary	100%	Ordinary
MediaCom Holdings Limited <sup>*43</sup>	England and Wales	3.5%	Ordinary; Preference
Direct MediaCom Limited <sup>43</sup>	England and Wales	100%	Ordinary
MediaCom Group Limited <sup>43</sup>	England and Wales	100%	Ordinary
Mediacom Italia Srl <sup>44</sup>	Italy	80%	Ordinary
The Media Business Limited <sup>43</sup>	England and Wales	100%	Ordinary
WPP Finance 2015 Limited <sup>1</sup>	England and Wales	100%	Ordinary
Millward Brown Ulster Limited <sup>*1</sup>	England and Wales	100%	Ordinary

## WPP Group (UK) Limited

### Notes to the financial statements (continued)

For the year ended 31 December 2019

#### 9. Fixed asset investments (continued)

Company	Country of Incorporation/ Registration	Holding	Type
Mindshare Media Worldwide Limited <sup>*46</sup>	England and Wales	100%	Ordinary
Mirum Europe B.V. <sup>*146</sup>	Netherlands	39%	Ordinary
Heath Wallace Limited <sup>147</sup>	England and Wales	100%	Ordinary
Mirum Agency Oy <sup>148</sup>	Finland	100%	Ordinary
X-Prime Groupe SAS <sup>149</sup>	France	100%	Ordinary
Net Passport Limited <sup>*150</sup>	England and Wales	100%	Ordinary
Nevis Holdings Limited <sup>*47</sup>	England and Wales	9%	Ordinary
DynamicAction Holdings, Inc <sup>48</sup>	Delaware/USA	10%	Ordinary; Preference
E-Commera Limited <sup>47</sup>	England and Wales	100%	Ordinary
Newcrosse Limited <sup>*1</sup>	England and Wales	100%	Ordinary; Preference
Addison Investments Limited <sup>49</sup>	England and Wales	100%	Ordinary; Preference
Business Design Group McColl Limited <sup>50</sup>	England and Wales	100%	Ordinary
Enduring Organisation Three <sup>1</sup>	England and Wales	53%	Ordinary
Hive Management Services Limited <sup>51</sup>	England and Wales	100%	Ordinary
Sampson Tyrrell Corporate Marketing Limited <sup>52</sup>	England and Wales	100%	Ordinary
WPP Finance One Limited <sup>1</sup>	England and Wales	0%	Ordinary
Ogilvy & Mather Europe Limited <sup>*1</sup>	England and Wales	100%	Ordinary
Ogilvy Healthworld Europe Limited <sup>*1</sup>	England and Wales	100%	Ordinary
Okam Limited <sup>*1</sup>	England and Wales	100%	Ordinary
Salmon Limited <sup>1</sup>	England and Wales	100%	Ordinary
Permanent Organisation <sup>*1</sup>	England and Wales	100%	Ordinary
Permanent Organisation Two <sup>*1</sup>	England and Wales	2%	Ordinary
Possible Worldwide Limited <sup>*1</sup>	England and Wales	100%	Ordinary
Fortune Cookie (UK) Limited <sup>1</sup>	England and Wales	100%	Ordinary
GreyPOSSIBLE Holding B.V. <sup>18</sup>	Netherlands	49%	Ordinary
Possible Worldwide Poland sp. z o.o. <sup>54</sup>	Poland	100%	Ordinary
Precis (567) Limited <sup>*1</sup>	England and Wales	100%	Ordinary; Preference
Precise Media Group Holdings Limited <sup>*55</sup>	England and Wales	0%	Ordinary
Advance Media Information Limited <sup>55</sup>	England and Wales	100%	Ordinary
Clipability Limited <sup>55</sup>	England and Wales	100%	Ordinary
Entertainment Press Cuttings Agency Limited <sup>55</sup>	England and Wales	100%	Ordinary
KBBI Group Limited <sup>55</sup>	England and Wales	100%	Ordinary
KBI Trustees Limited <sup>55</sup>	England and Wales	100%	Ordinary
Knight Banner Business Information Limited <sup>55</sup>	England and Wales	100%	Other

## WPP Group (UK) Limited

### Notes to the financial statements (continued)

For the year ended 31 December 2019

#### 9. Fixed asset investments (continued)

Company	Country of Incorporation/ Registration	Holding	Type
Knight-Banner Information Limited <sup>55</sup>	England and Wales	100%	Ordinary
Lilypress Limited <sup>55</sup>	England and Wales	100%	Ordinary
Media Report Editorial Limited <sup>55</sup>	England and Wales	100%	Ordinary
Precise Media Acquisitions Limited <sup>55</sup>	England and Wales	0%	Ordinary
Precise Media Monitoring Limited <sup>55</sup>	England and Wales	0%	Ordinary
Press Select Limited <sup>55</sup>	England and Wales	100%	Ordinary
Public Relations and International Sports Marketing Limited <sup>*17</sup>	England and Wales	100%	Ordinary
Outside The Box Communications Limited <sup>60</sup>	England and Wales	100%	Ordinary
Quill Communications Limited <sup>*1</sup>	England and Wales	100%	Ordinary
Red Dot Square Holdings Limited <sup>*62</sup>	England and Wales	100%	Ordinary
Relish Marketing Limited <sup>*63</sup>	England and Wales	100%	Ordinary
Richard Attias & Associates Group ZFC <sup>*64</sup>	United Arab Emirates	0%	Ordinary
Set Creative UK Limited <sup>*65</sup>	England and Wales	65%	Ordinary
Set Live Limited <sup>65</sup>	England and Wales	100%	Ordinary
Signposter.com Ltd <sup>*1</sup>	England and Wales	100%	Ordinary
Soclab UK Limited <sup>1</sup>	England and Wales	80%	Ordinary
Spafax Airline Network Limited <sup>*67</sup>	England and Wales	100%	Ordinary
Ogilvy Social Lab Singapore Pte Ltd <sup>38</sup>	Singapore	100%	Ordinary
Social Lab Ro S.R.L. <sup>53</sup>	Romania	100%	Ordinary
Non Theatrical Digital Partners Ltd <sup>1</sup>	England and Wales	49%	Ordinary
Spafax Aureus Limited <sup>67</sup>	England and Wales	100%	Ordinary
SponsorCom Limited <sup>*43</sup>	England and Wales	100%	Ordinary
Superunion Worldwide Limited <sup>*52</sup>	England and Wales	100%	Ordinary
WPP Phoenix 2004 <sup>9</sup>	England and Wales	50%	Ordinary
System Analytic Limited <sup>*1</sup>	England and Wales	75%	Ordinary
Taylor Nelson Sofres Suomi OY <sup>*68</sup>	Finland	63%	Ordinary
Kantar TNS Oy <sup>68</sup>	Finland	100%	Ordinary
TBU Holdings Limited <sup>*5</sup>	England and Wales	100%	Ordinary
Lambie-Nairn & Company Limited <sup>5</sup>	England and Wales	100%	Ordinary
Lambie-Nairn & Company Limited 193069 <sup>69</sup>	Germany	100%	Ordinary
Team Cosmo UK Limited <sup>*17</sup>	England and Wales	100%	Ordinary
Team Y&R Saudi Limited <sup>*1</sup>	England and Wales	100%	Ordinary
The Brand Union Holdings Ltd <sup>*5</sup>	England and Wales	100%	Ordinary
The Brand Union Ltd <sup>*1</sup>	England and Wales	100%	Ordinary
The Brandmade Media Group Limited <sup>*41</sup>	England and Wales	100%	Ordinary
The Exchange Lab Holdings Ltd <sup>*1</sup>	England and Wales	100%	Ordinary
The Exchange Lab Ltd <sup>1</sup>	England and Wales	100%	Ordinary



## WPP Group (UK) Limited

### Notes to the financial statements (continued)

For the year ended 31 December 2019

#### 9. Fixed asset investments (continued)

Company	Country of Incorporation/ Registration	Holding	Type
The Exchange Lab Trustees Limited <sup>1</sup>	England and Wales	100%	Ordinary
The Kantar Group Limited* <sup>20</sup>	England and Wales	0%	Ordinary
The Store Consulting Limited* <sup>1</sup>	England and Wales	100%	Ordinary
The WOW Factory Limited* <sup>41</sup>	England and Wales	100%	Ordinary
Tutssels Enterprise IG Limited* <sup>5</sup>	England and Wales	100%	Ordinary
Two Circles Limited* <sup>1</sup>	England and Wales	80%	Ordinary
Voluntarily United Creative Agencies Limited / WPP Compete* <sup>51</sup>	England and Wales	100%	Ordinary
Wavemaker Limited <sup>1</sup>	England and Wales	100%	Ordinary
Westbourne Terrace Management Services Limited* <sup>51</sup>	England and Wales	100%	Ordinary
Wildfire Word of Mouth Limited* <sup>70</sup>	England and Wales	50%	Ordinary
WPP 2828 Ltd / Net Passport Limited* <sup>71</sup>	England and Wales	100%	Ordinary
WPP AMC Holdings* <sup>1</sup>	England and Wales	31%	Ordinary
WPP Beans Limited* <sup>1</sup>	England and Wales	1%	Ordinary; Preference
Chime Communications Limited <sup>72</sup>	England and Wales	25%	Ordinary
Chime Group Holdings Limited <sup>72</sup>	England and Wales	25%	Ordinary
Ogilvy Healthworld UK Ltd <sup>1</sup>	England and Wales	100%	Ordinary
WPP 1178 <sup>1</sup>	England and Wales	100%	Ordinary
WPP Finance 2013* <sup>1</sup>	England and Wales	100%	Ordinary
WPP Finance 2016* <sup>1</sup>	England and Wales	100%	Ordinary
WPP Finance 2017* <sup>1</sup>	England and Wales	100%	Ordinary
WPP Finance One plc* <sup>1</sup>	England and Wales	100%	Ordinary
WPP Group (Nominees) Limited* <sup>1</sup>	England and Wales	100%	Ordinary
AKQA Media India Private Limited <sup>73</sup>	England and Wales	0%	Ordinary
Ambassador Square <sup>1</sup>	England and Wales	0%	Ordinary
Artwork Direct Limited <sup>1</sup>	England and Wales	0%	Ordinary
Bates Latin America Holdings Ltda <sup>74</sup>	Brazil	0%	Ordinary
Beaumont Square <sup>1</sup>	England and Wales	0%	Ordinary
Behigh SA <sup>75</sup>	Belgium	0%	Ordinary
Belgrave Square <sup>1</sup>	England and Wales	0%	Ordinary
Burson Marsteller Peru S.A.C. <sup>76</sup>	Peru	0%	Ordinary
Burson-Marsteller sprl/bvba <sup>77</sup>	Belgium	0%	Ordinary
C & C Action Marketing Ltda <sup>78</sup>	Colombia	0%	Ordinary
Campaign Planning Limited <sup>1</sup>	England and Wales	1%	Ordinary
Cohn & Wolfe México, S.A. de C.V. <sup>79</sup>	Mexico	0%	Ordinary
Conquest Marketing Communications (Hong Kong) Limited <sup>22</sup>	Hong Kong	50%	Ordinary

## WPP Group (UK) Limited

### Notes to the financial statements (continued)

For the year ended 31 December 2019

#### 9. Fixed asset investments (continued)

Company	Country of Incorporation/ Registration	Holding	Type
Conquest Marketing Communications (Taiwan) Limited <sup>22</sup>	Hong Kong	50%	Ordinary
Contract Advertising Company Limited <sup>80</sup>	Hong Kong	50%	Ordinary
Creative Services Unit Limited <sup>1</sup>	England and Wales	0%	Ordinary; Preference
David Communications Group Limited <sup>22</sup>	Hong Kong	50%	Ordinary
Enduring Organisation Two <sup>1</sup>	England and Wales	0%	Ordinary
Energia Brasil Propaganda Ltda <sup>81</sup>	Brazil	0%	Ordinary
Flexible Organisation <sup>1</sup>	England and Wales	0%	Ordinary
Foster Turner & Benson Limited <sup>1</sup>	England and Wales	0%	Ordinary
Gain Theory Consulting Private Limited <sup>73</sup>	India	0%	Ordinary
Genesis BCW Private Limited <sup>82</sup>	India	0%	Ordinary
Geometry Global Company Limited <sup>83</sup>	Hong Kong	50%	Ordinary
GreyPOSSIBLE Brussels SA <sup>75</sup>	Belgium	0%	Ordinary
GroupM Belgium SA <sup>75</sup>	Belgium	0%	Ordinary
GroupM Communications Hong Kong Limited <sup>80</sup>	Hong Kong	50%	Ordinary
GroupM Limited <sup>22</sup>	Hong Kong	50%	Ordinary
GroupM Slovakia s.r.o. <sup>84</sup>	Slovakia	1%	Ordinary; Interests; Interests
GroupM Trading Belgium SA <sup>75</sup>	Belgium	0%	Ordinary
GroupM Trading Peru S.A. <sup>76</sup>	Peru	0%	Ordinary
Hill & Knowlton International Belgium SA <sup>85</sup>	Belgium	0%	Ordinary
Hill and Knowlton Asia Limited <sup>22</sup>	Hong Kong	1%	Ordinary
Hill and Knowlton Asia Pacific Limited <sup>86</sup>	Hong Kong	1%	Ordinary
Hong Kong Dawson Marketing Communications Company Limited <sup>22</sup>	Hong Kong	50%	Ordinary
Hug Digital LLC <sup>87</sup>	Egypt	0%	Ordinary
Hug Digital Private Limited <sup>88</sup>	India	0%	Ordinary
IMRB MILLWARD BROWN INTERNATIONAL LIMITED <sup>22</sup>	Hong Kong	0%	Ordinary
J Walter Thompson S.A. de C.V. <sup>89</sup>	El Salvador	0%	Ordinary
J Walter Thompson SA (Guatemala) <sup>90</sup>	Guatemala	0%	Ordinary
J Walter Thompson SA (Nicaragua) <sup>91</sup>	Nicaragua	1%	Ordinary
J Walter Thompson, Sociedad Anonima <sup>92</sup>	Honduras	0%	Ordinary
J. Walter Thompson (Taiwan) Limited <sup>22</sup>	Hong Kong	50%	Ordinary
J. Walter Thompson Company (North Asia) Limited <sup>22</sup>	Hong Kong	0%	Ordinary

## WPP Group (UK) Limited

### Notes to the financial statements (continued)

For the year ended 31 December 2019

#### 9.Fixed asset investments (continued)

Company	Country of Incorporation/ Registration	Holding	Type
J. Walter Thompson Company Limited (Hong Kong) <sup>22</sup>	Hong Kong	50%	Ordinary
Jermyn Street Communications Centre Limited <sup>1</sup>	England and Wales	50%	Ordinary
JWT México, S.R.L. de C.V. <sup>93</sup>	Mexico	0%	Ordinary
Kantar Millward Brown SRL (Romania) <sup>94</sup>	Romania	0%	Ordinary
Kantar Worldpanel Brasil Pesquisa de Mercado Ltda <sup>95</sup>	Brazil	0%	Ordinary
Kantar Worldpanel Chile SpA <sup>96</sup>	Chile	0%	Ordinary
Kantar Worldpanel Perú S.A. <sup>97</sup>	Peru	0%	Ordinary
Kinetic Belgium SA <sup>75</sup>	Belgium	0%	Ordinary
Kingsway Media Services Limited <sup>1</sup>	England and Wales	50%	Ordinary
Labstore s.r.o. <sup>98</sup>	Czech Republic	10%	Ordinary
M/SIX SA <sup>75</sup>	Belgium	0%	Ordinary
Mather Communications Limited <sup>1</sup>	England and Wales	0%	Ordinary
Mather Communications Romania SRL <sup>99</sup>	Romania	1%	Ordinary
Matrix Publicities & Media India Pvt Ltd <sup>73</sup>	India	0%	Ordinary
Maxus Belgium SA <sup>75</sup>	Belgium	0%	Ordinary
Maxus Media Operations SRL <sup>36</sup>	Romania	0%	Ordinary
MEC Cairo LLC <sup>100</sup>	Egypt	0%	Ordinary
MediaCom Belgium SA <sup>75</sup>	Belgium	0%	Ordinary
Mediacom Peru S.A. <sup>101</sup>	Peru	0%	Ordinary
Mediaedge:ia India Pvt Ltd <sup>73</sup>	India	0%	Ordinary
Millward Brown Limited <sup>22</sup>	Hong Kong	0%	Ordinary
Millward Brown Ltd, Taiwan Branch of HK co <sup>22</sup>	Taiwan	0%	Ordinary
Millward Brown Market Research Services India Private Ltd <sup>102</sup>	India	1%	Ordinary
Millward Brown Myanmar Co Ltd <sup>103</sup>	Burma	0%	Ordinary
Millward Brown Perú S.R.L. <sup>104</sup>	Peru	0%	Ordinary
Millward Brown Research International SA <sup>105</sup>	Greece	0%	Ordinary
Mindshare SA (Belgium) <sup>75</sup>	Belgium	0%	Ordinary
Momentum Ogilvy & Mather SA <sup>106</sup>	Peru	0%	Ordinary
MRB Bangladesh Pvt Limited <sup>107</sup>	Bangladesh	10%	Ordinary
Ogilvy & Mather (China) Holdings Limited <sup>83</sup>	Hong Kong	50%	Ordinary
Ogilvy & Mather (China) Limited <sup>83</sup>	Hong Kong	0%	Ordinary
Ogilvy & Mather (Hong Kong) Private Limited <sup>83</sup>	Hong Kong	0%	Ordinary
Ogilvy & Mather Advertising SRL <sup>99</sup>	Romania	1%	Ordinary
Ogilvy & Mather Colombia S.A.S. <sup>108</sup>	Colombia	5%	Ordinary
Ogilvy & Mather Management Services <sup>9</sup>	England and Wales	50%	Ordinary

## WPP Group (UK) Limited

### Notes to the financial statements (continued)

For the year ended 31 December 2019

#### 9. Fixed asset investments (continued)

Company	Country of Incorporation/ Registration	Holding	Type
Ogilvy & Mather Marketing Communications Limited <sup>83</sup>	Hong Kong	0%	Ordinary; Preference
Ogilvy & Mather Marketing Services Limited <sup>83</sup>	Hong Kong	0%	Ordinary
Ogilvy & Mather Public Relations Limited <sup>1</sup>	England and Wales	1%	Ordinary
Ogilvy & Mather Sp.z.o.o. <sup>109</sup>	Poland	1%	Ordinary
Ogilvy Advertising Ltd <sup>1</sup>	England and Wales	0%	Ordinary
Ogilvy Group Ltd <sup>110</sup>	Ukraine	1%	Ordinary
Ogilvy Primary Contact Limited <sup>1</sup>	England and Wales	0%	Ordinary
Ogilvy Public Relations Worldwide Limited (Hong Kong) <sup>83</sup>	Hong Kong	0%	Ordinary
Ogilvy Public Relations Worldwide Limited (UK) <sup>1</sup>	England and Wales	1%	Ordinary; Preference
Ogilvy Health Limited <sup>83</sup>	Hong Kong	50%	Ordinary
OgilvyOne Advertising SRL <sup>99</sup>	Romania	0%	Ordinary
OgilvyOne Dataservices Limited <sup>1</sup>	England and Wales	1%	Ordinary
Ogilvyone Management Services <sup>1</sup>	England and Wales	50%	Ordinary
OgilvyOne Teleservices Limited <sup>1</sup>	England and Wales	1%	Ordinary
OgilvyOne Worldwide Hong Kong Limited <sup>83</sup>	Hong Kong	0%	Ordinary
Ogilvyone Worldwide Limited (UK) <sup>1</sup>	England and Wales	0%	Ordinary
OPENMINDWORLD LIMITED <sup>41</sup>	England and Wales	100%	Ordinary
Permanent Organisation <sup>1</sup>	England and Wales	0%	Ordinary
Possible Worldwide Comunicação Ltda <sup>111</sup>	Brazil	0%	Ordinary
PPR Comunicaciones de Mexico S.A. <sup>112</sup>	Mexico	0%	Ordinary
PPR South Asia Private Limited <sup>82</sup>	India	0%	Ordinary
PTR Brasil Publicidade Ltda. <sup>81</sup>	Brazil	0%	Ordinary
Pulse Communications Ltd <sup>83</sup>	Hong Kong	50%	Ordinary
Raymond Sp. z.o.o. <sup>113</sup>	Poland	0%	Ordinary
RedWorks (Taiwan) Co., Ltd <sup>114</sup>	Taiwan	1%	Ordinary
RedWorks Limited <sup>83</sup>	Hong Kong	0%	Ordinary
Relationship Marketing Group Limited <sup>22</sup>	Hong Kong	50%	Ordinary
RMG Connect Colombia Ltda <sup>78</sup>	Colombia	0%	Ordinary
S.H.Benson International Limited <sup>1</sup>	England and Wales	0%	Ordinary
Sirius Holdings <sup>1</sup>	England and Wales	1%	Ordinary
Social at Ogilvy, Hong Kong Limited <sup>83</sup>	Hong Kong	50%	Ordinary
Soho Square Hong Kong Limited <sup>83</sup>	Hong Kong	50%	Ordinary
Taylor Nelson Sofres Group Spain SL <sup>115</sup>	Spain	0%	Ordinary
Taylor Nelson Sofres México, S.A. de C.V. <sup>97</sup>	Mexico	0%	Ordinary

## WPP Group (UK) Limited

### Notes to the financial statements (continued)

For the year ended 31 December 2019

#### 9. Fixed asset investments (continued)

Company	Country of Incorporation/ Registration	Holding	Type
Team Young & Rubicam LLC (Egypt) <sup>116</sup>	Egypt	0%	Ordinary
The Brand Union Limited (Hong Kong) <sup>83</sup>	Hong Kong	0%	Ordinary
The Bridge Communications Company Limited <sup>22</sup>	Hong Kong	0%	Ordinary
The GroupM ESP Clever Company S.R.L. de C.V. <sup>117</sup>	Mexico	0%	Ordinary
The GroupM ESP Trading Company, S.R.L. de C.V. <sup>117</sup>	Mexico	0%	Ordinary
These Days NV <sup>118</sup>	Belgium	0%	Ordinary
TNS RMS East Africa Limited <sup>119</sup>	Kenya	0%	Ordinary
TNS Serviços de Pesquisa de Mercado Ltda <sup>120</sup>	Brazil	0%	Ordinary
VBAT.MX, S. de R.L. de C.V. <sup>79</sup>	Mexico	50%	Ordinary
VMLMEX S. de R.L. de C.V. <sup>79</sup>	Mexico	0%	Ordinary
Wavemaker SA <sup>75</sup>	Belgium	0%	Ordinary
WPP (Porto Alegre) Participações Ltda <sup>34</sup>	Brazil	0%	Ordinary
WPP Air 1 Unlimited Company <sup>121</sup>	Ireland	0%	Ordinary
WPP Air 3 <sup>121</sup>	Ireland	0%	Ordinary
WPP ATTICUS <sup>1</sup>	England and Wales	0%	Ordinary
WPP Business Services, S. de R.L. de C.V. <sup>93</sup>	Mexico	0%	Ordinary
WPP Captive Holdings Limited <sup>80</sup>	Hong Kong	0%	Ordinary
WPP do Brasil - Participações Ltda <sup>122</sup>	Brazil	0%	Ordinary
WPP Dotcom Holdings (Six) <sup>1</sup>	England and Wales	33%	Ordinary
WPP Finance (UK) <sup>1</sup>	England and Wales	33%	Ordinary
WPP Finance 2010 <sup>1</sup>	England and Wales	50%	Ordinary
WPP Finance One plc / WPP Finance One Limited <sup>1</sup>	England and Wales	0%	Ordinary
WPP Group (Asia Pacific) Limited <sup>80</sup>	Hong Kong	0%	Ordinary
WPP Holdings Spain, S.L. <sup>123</sup>	Spain	0%	Ordinary
WPP Ireland Limited <sup>121</sup>	Ireland	1%	Ordinary
WPP Marketing Communications (Hong Kong) Limited <sup>80</sup>	Hong Kong	0%	Ordinary; Preference
WPP Marketing Communications (Pvt) Ltd <sup>124</sup>	Pakistan	0%	Ordinary
WPP Marketing Communications India Pvt. Ltd. <sup>125</sup>	India	0%	Ordinary
WPP México, S.R.L. de C.V. <sup>93</sup>	Mexico	1%	Ordinary
WPP Phoenix 2004 <sup>1</sup>	England and Wales	50%	Ordinary
WPP Second, S. de R.L. de C.V. <sup>93</sup>	Mexico	0%	Ordinary
Wunderman LLC <sup>126</sup>	Egypt	0%	Ordinary
XM Hong Kong Limited <sup>22</sup>	Hong Kong	0%	Ordinary
WPP Group Nominees Five Limited <sup>*1</sup>	England and Wales	100%	Ordinary
WPP Group Nominees Four Limited <sup>*1</sup>	England and Wales	100%	Ordinary

## WPP Group (UK) Limited

### Notes to the financial statements (continued)

For the year ended 31 December 2019

#### 9. Fixed asset investments (continued)

Company	Country of Incorporation/ Registration	Holding	Type
WPP Group Nominees One Limited* <sup>1</sup>	England and Wales	100%	Ordinary
WPP Group Nominees Three Limited* <sup>1</sup>	England and Wales	100%	Ordinary
WPP Group Nominees Two Limited* <sup>1</sup>	England and Wales	100%	Ordinary
J Walter Thompson SA (Nicaragua) <sup>91</sup>	Nicaragua	1%	Ordinary
WPP GUSA UK* <sup>1</sup>	England and Wales	46%	Ordinary
WPP Hoxton Square Limited* <sup>1</sup>	England and Wales	100%	Ordinary
Cognifide Limited <sup>151</sup>	England and Wales	100%	Ordinary
WPP India Limited* <sup>1</sup>	England and Wales	100%	Ordinary
WPP Investments Limited* <sup>9</sup>	England and Wales	100%	Ordinary; Preference
Henley Centre Headlight Vision Ltd <sup>1</sup>	England and Wales	100%	Ordinary
Red Cell Scotland Limited <sup>127</sup>	England and Wales	100%	Ordinary
WPP Ottawa Ltd* <sup>9</sup>	England and Wales	57%	Ordinary
WPP Samson Limited <sup>1</sup>	England and Wales	100%	Ordinary
BJK & E Holdings Limited <sup>1</sup>	England and Wales	100%	Ordinary
Essence Global Group Limited <sup>1</sup>	England and Wales	100%	Ordinary
Essence Global Canada Inc. <sup>59</sup>	Canada	0%	Ordinary
Grey Advertising ULC/Publicite Grey ULC <sup>129</sup>	Canada	100%	Ordinary
GroupM Canada Inc <sup>129</sup>	Canada	100%	Ordinary
Hill & Knowlton Limited <sup>23</sup>	England and Wales	98%	Ordinary; Preference
Mediacom North Limited <sup>130</sup>	England and Wales	81%	Ordinary
Motion Content Group Limited <sup>1</sup>	England and Wales	100%	Ordinary
Taxi Canada Ltd./Taxi Canada Ltée <sup>131</sup>	Canada	100%	Ordinary
The Young & Rubicam Group of Companies ULC <sup>132</sup>	Canada	100%	Ordinary; Preference
Wavemaker Canada ULC <sup>129</sup>	Canada	100%	Ordinary
Wavemaker Global Limited <sup>1</sup>	England and Wales	100%	Ordinary; Preference
Wavemaker Limited <sup>1</sup>	England and Wales	0%	Ordinary; Preference
WPP Group Quebec Limited / Groupe WPP Québec Limitée <sup>133</sup>	Canada	100%	Ordinary
WPP GroupM Holdings Limited <sup>1</sup>	England and Wales	100%	Ordinary
WPP Samson Two Limited <sup>1</sup>	England and Wales	100%	Ordinary
WPP Sparky Limited <sup>1</sup>	England and Wales	41%	Ordinary
WPP Magic Limited <sup>9</sup>	England and Wales	96%	Ordinary
WPP Spike Limited <sup>9</sup>	England and Wales	92%	Ordinary
WPP Sparky Limited <sup>1</sup>	England and Wales	59%	Ordinary

## WPP Group (UK) Limited

### Notes to the financial statements (continued)

For the year ended 31 December 2019

#### 9. Fixed asset investments (continued)

Company	Country of Incorporation/ Registration	Holding	Type
WPP Toronto Ltd* <sup>1</sup>	England and Wales	17%	Ordinary; Preference
Addison Corporate Marketing Limited <sup>49</sup>	England and Wales	100%	Ordinary
Bookmark Content Ltd <sup>134</sup>	England and Wales	100%	Ordinary
Burson-Marsteller sprl/bvba <sup>77</sup>	Belgium	100%	Ordinary
Metro Broadcast Limited <sup>152</sup>	England and Wales	100%	Ordinary
Mindshare Media UK Limited <sup>41</sup>	England and Wales	100%	Ordinary
The Farm Post Production Limited <sup>135</sup>	England and Wales	75%	Ordinary
The Finsbury Group Limited <sup>136</sup>	England and Wales	75%	Ordinary
WPP Delilah Limited <sup>1</sup>	England and Wales	0%	Ordinary
WPP Vancouver Ltd* <sup>1</sup>	England and Wales	17%	Ordinary; Preference
Kantar Retail UK Limited <sup>137</sup>	England and Wales	100%	Ordinary
The Brand Union Ltd <sup>1</sup>	England and Wales	100%	Ordinary
WPPIH 2001, Inc.* <sup>6</sup>	Delaware/USA	0%	Ordinary
Grey Holding Central Europe GmbH <sup>138</sup>	Germany	100%	Ordinary
WPP Group USA, Inc. (FKA: WPP TON Inc.) <sup>6</sup>	Delaware/USA	0%	Ordinary
WPP Luxembourg Germany Holdings 6 Sarl <sup>139</sup>	Luxembourg	100%	Ordinary
WPP Minotaur B.V. <sup>140</sup>	Netherlands	100%	Ordinary
Young & Rubicam Development (Holdings) Limited <sup>14</sup>	England and Wales	0%	Ordinary; Preference
Digital Artwork & Reprographic Technology Limited <sup>14</sup>	England and Wales	100%	Ordinary
Partners (Design Consultants) Limited (The) <sup>5</sup>	England and Wales	100%	Ordinary
Rainey Kelly Campbell Roalfe Limited <sup>14</sup>	England and Wales	100%	Ordinary
Transart Educational Marketing Systems Ltd <sup>17</sup>	England and Wales	100%	Ordinary
WPP Manchester Square Limited <sup>1</sup>	England and Wales	100%	Ordinary
WPP Samson Limited <sup>1</sup>	England and Wales	100%	Ordinary
Young & Rubicam Holdings (UK) Limited <sup>5</sup>	England and Wales	100%	Ordinary; Preference
ZI Group Limited* <sup>141</sup>	England and Wales	19%	Ordinary
Intellection Software Limited <sup>141</sup>	England and Wales	100%	Ordinary
ZappiStore Limited <sup>141</sup>	England and Wales	100%	Ordinary
EKOL LIVE LTD <sup>142</sup>	England and Wales	25%	Ordinary
Boiler Room (UK) Ltd <sup>143</sup>	England and Wales	25%	Ordinary
MillerPerry Ltd <sup>144</sup>	England and Wales	50%	Ordinary
MPLK Limited <sup>144</sup>	England and Wales	50%	Ordinary

## WPP Group (UK) Limited

### Notes to the financial statements (continued)

For the year ended 31 December 2019

#### 9. Fixed asset investments (continued)

\*Held directly by WPP Group (UK) Limited

<sup>1</sup> Sea Containers House, 18 Upper Ground, London, SE1 9GL, England & Wales

<sup>2</sup> 11-13 Soho Street, London, England, W1D 3DJ, United Kingdom

<sup>3</sup> 60 Kandahar Street, 198906, Singapore

<sup>4</sup> 164 Shaftesbury Avenue, London, England, WC2H 8HL, United Kingdom

<sup>5</sup> 6 Brewhouse Yard, London, EC1V 4DG, England

<sup>6</sup> Corporate Creations Network Inc., 3411 Silverside Road, Rodney Building No. 104, Wilmington, DE, 19810, United States

<sup>7</sup> Second Floor, 77 Kingsway, London, WC2B 6SR, England

<sup>8</sup> 14 Livonia Street, London, England, W1F 8AG, United Kingdom

<sup>9</sup> 27 Farm Street, London, England, W1J 5RJ, United Kingdom

<sup>10</sup> 81 Prospect Street, Brooklyn, New York, 11201, United States

<sup>11</sup> St Mary's Green, Chelmsford, Essex, CM1 3TU, United Kingdom

<sup>12</sup> c/o EWA Ltd, St Mary's Green, Chelmsford, Essex, CM1 3TU, United Kingdom

<sup>13</sup> The Rosella Complex, Building 18A, 64 Balmain Street, Richmond, VIC, 3121, Australia

<sup>14</sup> Greater London House, 180 Hampstead Road, London, NW1 7QP, United Kingdom

<sup>15</sup> New Bridge Street House, 30-34 New Bridge Street, London, England, EC4V 6BJ, United Kingdom

<sup>16</sup> 6 Camberwell New Road, London, SE5 0TA, United Kingdom

<sup>17</sup> Greater London House, Hampstead Road, London, NW1 7QP, England

<sup>18</sup> 53 Danzigerkade, Amsterdam, 1013AP, Netherlands

<sup>19</sup> Floor 35 and 36, Tower B, Business Central Towers, Dubai, United Arab Emirates

<sup>20</sup> 6 More London Place, Tooley Street, London, England, SE1 2QY, United Kingdom

<sup>21</sup> 5 - 9 Merchants Place, Reading, Berkshire, RG1 1DT, United Kingdom

<sup>22</sup> 6th Floor, Alexandra House, 18 Chater Road, Central, Hong Kong

<sup>23</sup> The Buckley Building, 49 Clerkenwell Green, London, EC1R 0EB

<sup>24</sup> 20 Soho Square, London, England, W1A 1PR, United Kingdom

<sup>25</sup> 88 avenue Charles de Gaulle, Neuilly sur Seine cedex, 92522, France

<sup>26</sup> Room 1007, The Center No 989, Chang Le Road, Shanghai, China

<sup>27</sup> 2929 William Nicol Drive, Bryanston Office Park, South Africa

<sup>28</sup> Arévalo 1180, Buenos Aires, Argentina

<sup>29</sup> Boulevard Manuel Avila Camacho No. 176, 3er Piso Col. Reforma Social Del. Miguel Hidalgo C.P., 11650, Mexico

<sup>30</sup> Darmstädter Landstraße 112, Frankfurt am Main, 60598, Germany

<sup>31</sup> Maslak Mahallesi Büyükdere Caddesi 237 1101 Sariyer, Istanbul, Turkey

<sup>32</sup> Yebisu Garden Place Tower, 25th Floor, 4-20-3 Ebisu, Shibuya-ku, Tokyo, 150-6025, Japan

<sup>33</sup> 50 Scotts Road, #02-01, 228242, Singapore

<sup>34</sup> Rua Mario Amarat 50, Paraiso, Sao Paulo, 04002-020, Brazil

<sup>35</sup> 10th Floor, Menara Hap Seng, No1 & 3, Jalan P. Ramlee, Kuala Lumpur, 50250, Malaysia

<sup>36</sup> 4-10 Muntl Tatra Street, District 1, Bucharest, Romania



## WPP Group (UK) Limited

### Notes to the financial statements (continued)

For the year ended 31 December 2019

#### 9. Fixed asset investments (continued)

- <sup>37</sup> 4th Lesnoy Pereulok, 4, Moscow, 125047, Russian Federation
- <sup>38</sup> 71 Robinson Road, #07-01, Crosby House, 068895, Singapore
- <sup>39</sup> The Inspire, Hornbeam Park, Harrogate, HG2 8PA, United Kingdom
- <sup>40</sup> Armoury House Ordnance Business Park, Midhurst Road, Liphook, Hampshire, England, GU30 7ZA
- <sup>41</sup> Central St Giles, 1 St Giles High Street, London, WC2H 8AR, United Kingdom
- <sup>42</sup> Alkotás u. 53. C épület, H - 1123 Budapest, Hungary
- <sup>43</sup> 124 Theobalds Road, London, England, WC1X 8RX, United Kingdom
- <sup>44</sup> Via Tortona No 37, Milan, 20144, Italy
- <sup>45</sup> Commercial Wharf, 6 Commercial Street, Manchester, Lancashire, M15 4PZ, United Kingdom
- <sup>46</sup> Central St Giles, 1 St Giles High Street, London, WC2H 8AR, United Kingdom
- <sup>47</sup> 84-86 Great Portland Street, London, England, W1W 7NR, United Kingdom
- <sup>48</sup> Corporation Trust Center, 1209 Orange Street, Wilmington, New Castle, DE 19801, United States
- <sup>49</sup> 6 Brewhouse Yard, London, EC1V 4DG, England
- <sup>50</sup> East Studio Riverside Walk, Sea Containers, 18 Upper Ground, London
- <sup>51</sup> 121-141 Westbourne Terrace, London, England, W2 6JR, United Kingdom
- <sup>52</sup> 6 Brewhouse Yard, London, EC1V 4DG, England
- <sup>53</sup> 86 Grigore Alexandrescu Street, District 1, Bucharest, 71129, Romania
- <sup>54</sup> Katowice al ul. Dabrowskiego 8/7, Poland
- <sup>55</sup> 1 Broadgate, London, EC2M 2QS
- <sup>56</sup> Overtoom 373/I, Amsterdam, 1054 JN, Netherlands
- <sup>57</sup> Ecovis Clark Jacobs, Level 20, 1 Market Street, Sydney, NSW, Australia
- <sup>58</sup> Yebisu Garden Place Tower, 30th Floor, 4-20-3 Ebisu, Shibuya-ku, Tokyo, 150-6030, Japan
- <sup>59</sup> 100 King Street West, Suite 1600, 1 First Canadian Place, Toronto, ON, Canada
- <sup>60</sup> Foxbury, Upper Vann Lane, Hambledon, Godalming, Surrey, GU8 4ED, United Kingdom
- <sup>61</sup> 1 London Wall, London, England, EC2Y 5AB, United Kingdom
- <sup>62</sup> 3 Copperhouse Court, Caldecotte Lake, Milton Keynes, Bucks, MK7 8NL, United Kingdom
- <sup>63</sup> 10 Cabot Square, Canary Wharf, LONDON, England, E14 4QB, United Kingdom
- <sup>64</sup> Executive Desk, Q1-07 – 040/A, PO Box: 123737, Sharjah International Airport Free Zone, Sharjah, United Arab Emirates
- <sup>65</sup> 3rd Floor, The Market Building, 72-82 Rosebery Avenue, London, EC1R 4RW
- <sup>66</sup> Grote Bickersstraat, 74, 1013 KS, Amsterdam, Holland
- <sup>67</sup> The Pumphouse, 13 - 16 Jacob's Well Mews, London, W1U 3DY
- <sup>68</sup> Miestentie 9 C 02150 ESPOO, Finland
- <sup>69</sup> Rosenheimer Straße 145 d, München, 81671, Germany
- <sup>70</sup> The Johnson Building, 77 Hatton Garden, London, England, EC1N 8JS
- <sup>71</sup> 26 Red Lion Square, London, England, WC1R 4HQ
- <sup>72</sup> 62 Buckingham Gate, London, England, England, SW1E 6AJ
- <sup>73</sup> 8th Floor, Commerz, International Business Park, Oberoi Garden City, Off Western Express Highway, Goregaon (East), Mumbai, 400-063, India
- <sup>74</sup> Avenida Brigadeiro Faria Lima, 1355, Suite 17B, São Paulo, P 01452-00, Brazil
- <sup>75</sup> Rue Jules Cockx 8-10, Brussels (Auderghem), B-1160, Belgium

## WPP Group (UK) Limited

### Notes to the financial statements (continued)

For the year ended 31 December 2019

#### 9. Fixed asset investments (continued)

- <sup>76</sup> Avenida Angamos Oeste 915, Miraflores, Lima, Peru
- <sup>77</sup> Square de Meeus 37, Brussels, 1000, Belgium
- <sup>78</sup> Calle 97 N 11B 17 piso 7, Bogota, Colombia
- <sup>79</sup> Jaime Balmes No. 8-104, Col Los Morales Polanco, Mexico DF, 11510, Mexico
- <sup>80</sup> 37<sup>th</sup> Floor, PCCW Tower, Taikoo Place, 979 King's Road, Quarry Bay, Hong Kong
- <sup>81</sup> Av Brigadeiro Faria Lima, 1478, 16 Andar, Edificio Monumento, Pinheiros, São Paulo, 01451-001, Brazil
- <sup>82</sup> 807, New Delhi House, Barakhamba Road, Connaught Place, New Delhi, 110001, India
- <sup>83</sup> 23<sup>rd</sup> Floor, The Center, 99 Queen's Road, Central, Hong Kong
- <sup>84</sup> CBC I, Karadzicova 8, Bratislava, 821 08, Slovakia
- <sup>85</sup> 118 Avenue de Cortenbergh, Brussels, 1000, Belgium
- <sup>86</sup> 36<sup>th</sup> Floor, PCCW Tower, Taikoo Place, 979 King's Road, Quarry Bay, Hong Kong, Hong Kong
- <sup>87</sup> Appt 4, Unit 111, First Floor, Area 7, 1st Avenue, Street 90 Principal, opposite Blom Bank Egypt, Cairo, Egypt
- <sup>88</sup> KC/44/293, Manickammal Purayidom, Moothakara, Kollam, 691013, India
- <sup>89</sup> Avenida Las Camelias y Calle Los Castaños # 17, Colonia San Francisco, Edificio Point., El Salvador
- <sup>90</sup> World Business Center, Edificio Euro Plaza, Quinta Avenida 5-55, Zona 14, Torre 3, Nivel 6, Guatemala City, Guatemala
- <sup>91</sup> KM 4 1/2 Carretera a Masaya Centro Bac 4 to Piso, Managua, Nicaragua
- <sup>92</sup> Colonia Ruben Dario, Calle Arturo Lopez Rodenzo, No 936, 5a Avenida, AP 1891, Tegucigalpa, MDC, Honduras
- <sup>93</sup> Ave. Ejército Nacional 519, 6º piso, Col Granada, 11520, Mexico
- <sup>94</sup> 169 Calea Floreasca Street, Building P1, 1st floor, room 1, district 1, Bucharest, Romania
- <sup>95</sup> Alameda Xingu, 350 Barueri, Brazil
- <sup>96</sup> Avenida del Valle 928, office 201, Huechuraba, Santiago, Chile
- <sup>97</sup> Av Santo Toribio N115 oficina 102, San Isidro, Lima, Peru
- <sup>98</sup> Nádražní 762/32, Praha 5, 15000, Czech Republic
- <sup>99</sup> 86 Grigore Alexandrescu Street, District 1, Bucharest, 71129, Romania
- <sup>100</sup> 40, 20<sup>th</sup> Floor, 11 B-Elhegaz Square, El Mohandessien, Agouza, Giza, Egypt
- <sup>101</sup> Av. Paseo de la República 5895, Piso 17 - Edificio Leuro, Miraflores, Lima, Peru
- <sup>102</sup> 702, 7<sup>th</sup> Floor, Ackruti Star, MIDC Central Road, next to maro Telephone Exchange, MIDC Andheri East, Mumbai, 400093, India
- <sup>103</sup> No 113, Yeik Thar 4<sup>th</sup> Street (Off Waizayantar Road), Thingangyun Township, Yangon, Myanmar
- <sup>104</sup> Av. Republic of Panama No. 3591, 17<sup>th</sup> Floor, San Isidro, Lima, Peru
- <sup>105</sup> 24, Sinopsis & 139 Michalakopoulou, 115 27, Athens, Greece
- <sup>106</sup> Avenida el Bosque 128, San Isidro, Lima, Peru
- <sup>107</sup> Plot number 5, (level 10), Road number 11, Block-G Banani, Dhaka, Bangladesh
- <sup>108</sup> Carrera 13 Number 94 A 26 Piso 2, Bogota, Colombia
- <sup>109</sup> Ul. Angorska 13a, Warsaw, 03-913, Poland
- <sup>110</sup> Mashynobudivna Str 44, Kiev, Ukraine
- <sup>111</sup> sala 201, Rua General Neto, 1035, Pelotas-RS, 96015-280
- <sup>112</sup> Bosque de Duraznos No.61, 4º Piso, Bosques de las Lomas 11700, Mexico
- <sup>113</sup> Ul. Dobra 56/66, Warsaw, 00-312, Poland
- <sup>114</sup> 7<sup>th</sup> Floor, No.126 NanKing East Road Sec.4, Taipei 105, Taiwan Province of China
- <sup>115</sup> Cami Can Calders 4, Sant Cugat Valles, Barcelona, 08173, Spain
- <sup>116</sup> 11B Higaz Street, Infinity Tower, 3<sup>rd</sup> Floor, Giza, Egypt
- <sup>117</sup> Av. Lago Alberto No. 319, Piso 3 Granada, Miguel Hidalgo, Ciudad de Mexico, 11529, Mexico

## WPP Group (UK) Limited

### Notes to the financial statements (continued)

For the year ended 31 December 2019

#### 9. Fixed asset investments (continued)

- <sup>118</sup> Young & Rubicam Group NV/SA, Generaal Lemanstraat 47 box 2, Antwerp, 18 ANTWERP, Belgium
- <sup>119</sup> TNS RMS Centre, Mpaka Road, Westlands, Nairobi, Kenya
- <sup>120</sup> Rua das Olimpíadas, 205-13 Andar conjuntos 131/134, parte, Sao Paulo, 04551-000, Brazil
- <sup>121</sup> 6 Ely Place, Dublin, Co Dublin, 2, Ireland
- <sup>122</sup> Avenida das Nacoes Unidas, 5777, Piso 1 Ala A, Alto de Pinheiros, Sao Paulo, 05477-900, Brazil
- <sup>123</sup> Paseo De La Castellana 91, 28046 Madrid, Spain
- <sup>124</sup> 4th Floor, Executive Tower, Dolmen City, Marine Drive, Block 4, Clifton, Karachi, Pakistan
- <sup>125</sup> 401, Peninsula Chambers, Peninsula Corporate Park, Ganapatrao Kadam Marg, Lower Parel, Mumbai, 400013, India
- <sup>126</sup> The Smart Village, Building B2401(HP) 1st Floor, Cairo, Egypt
- <sup>127</sup> The Gables 58 Oxhill Road Dunbarton, Dunbartonshire, G82 4DG
- <sup>128</sup> Alphabeta 5th Floor, 14 - 18 Finsbury Square, London, England, EC2A 2AH
- <sup>129</sup> Suite 1600, 421 7th Avenue SW, Calgary, AB, T2P 4K9, Canada
- <sup>130</sup> 1 Hardman Street, Manchester, M3 3HF
- <sup>131</sup> 495 Wellington Street West, Suite 102, Toronto, ON, M5V 1E9, Canada
- <sup>132</sup> 60 Bloor Street West, 8th Floor, Toronto, ON, M4W 1J2, Canada
- <sup>133</sup> 1 Place Ville Marie, 37th Floor, Montreal, Québec, H3B 3P4, Canada
- <sup>134</sup> The Griffin Building, 83 Clerkenwell Road, London, EC1R 5AR
- <sup>135</sup> William Blake House, 8, Marshall Street, London, England, W1F 7EJ
- <sup>136</sup> The Adelphi, 1-11 John Adam Street London, England, WC2N 6HT
- <sup>137</sup> 24-28 Bloomsbury Way, London, England, WC1A 2SL
- <sup>138</sup> Platz der Ideen 1, Düsseldorf, 40476, Germany
- <sup>139</sup> 124 Boulevard de la Petrusse, Luxembourg, L-2330, Luxembourg
- <sup>140</sup> Laan op Zuid 167, Rotterdam, 3072 DB, Netherlands
- <sup>141</sup> Bedford House, 125-133 Camden High Street, London, NW1 7JR
- <sup>142</sup> 5/6 Underhill Street Camden Town, London, NW1 7HS
- <sup>143</sup> Markian House, 52-56 Pritchards Road, London, United Kingdom, E2 9AP
- <sup>144</sup> 52 Brook Street, London, W1K 5DS
- <sup>145</sup> 3 Copperhouse Court, Caldecotte Lake, Milton Keynes, Bucks, MK7 8NL, United Kingdom
- <sup>146</sup> Amsteldijk 166, Amsterdam, 1079 LH, Netherlands
- <sup>147</sup> 5 - 9 Merchants Place, Reading, Berkshire, RG1 1DT, United Kingdom
- <sup>148</sup> 26 C Pursimienhenkatu, Helsinki, 00150, Finland
- <sup>149</sup> Immeuble Le Phenix, 118 route d'Espagne, Toulouse, 31100, France
- <sup>150</sup> 26 Red Lion Square, London, WC1R 4HQ
- <sup>151</sup> The Met Building, 24 Percy Street, London, W1T 2BS
- <sup>152</sup> 53 Great Suffolk Street, London, England, SE1 0BD, United Kingdom

During the year, the Company made new investments in Mirum Europe BV and WPP Hoxton Square Limited.

During the year, the company disposed of its investment in Richard Attias & Associates Group ZFC, Order Dynamic Limited, Mash Strategy limited, Precise Media Group Holdings, Kantar Group Limited, Taylor Nelson Sofres Suomi OY and All Global Ltd.

In accordance with the company's accounting policy, the company annually tests the carrying value of investments for impairment. The 2019 impairment review was undertaken as at 31 December 2019. The review assessed whether the carrying value of investments was supported by the net present value of

## WPP Group (UK) Limited

### Notes to the financial statements (continued)

For the year ended 31 December 2019

future cash flows derived from assets using a projection period of up to five years for each subsidiary entity. After the projection period, steady or declining growths have been assumed for each subsidiary entity. An annual growth rate of 0% and a pre-tax discount rate of 7.1% has been assumed.

#### 10. Right-of use asset

	2019 £'000
<b>Cost</b>	
At 1 January 2019	
Additions	3,975
As 31 December 2019	<u>3,975</u>
<b>Accumulated depreciation</b>	
At 1 January 2019	-
Charge for the year	(1,140)
At 31 December 2019	<u>(1,140)</u>
<b>Carrying amount</b>	
At 1 January 2019	3,975
At 31 December 2019	<u>2,835</u>

#### 10. Lease liabilities

	2019 £'000
At 1 January 2019	-
Additions	3,975
Interest expense related to lease liabilities	95
Repayments of lease liabilities	(1,196)
At 31 December 2019	<u>2,874</u>

	2019 £'000
<b>Maturity analysis:</b>	
Year 1	1,132
Year 2	1,164
Year 3	578
	<u>2,874</u>

## WPP Group (UK) Limited

### Notes to the financial statements (continued)

For the year ended 31 December 2019

Lease liabilities are presented in the balance sheet as follows:

	2019 £'000
Current	1,132
Non-current	1,742
	<u>2,874</u>

The weighted average discount rate was 5.4% at 1 January 2019.

#### 11. Debtors: amounts falling due within one year

	2019 £'000	2018 £'000
Amounts owed by other group undertakings	35,798	20,117
Amounts owed by associates	-	165
Other debtors	8,981	497
	<u>44,779</u>	<u>20,779</u>

The amounts owed to other group undertakings are interest free (2018: interest free). These loans are repayable on demand.

#### 11. Debtors: amount falling due after one year

	2019 £'000	2018 £'000
Debtors due after one year	<u>339,470</u>	<u>336,869</u>

The amounts owed by group undertakings are unsecured with some having no fixed date of repayment and some amounts are due over one year. The interest rates applied on the company's loans owed by other group undertakings are 3.100% and 3.2360% (2018: Nil).

#### 12. Creditors: amounts falling due within one year

	2019 £'000	2018 £'000
Bank overdrafts	218,445	306,025
Amounts owed to other group undertakings	22,293	22,293
Accrued interest	309	471
Other creditors	110	405
Payments due to vendors (earnout agreements)	5,733	2,689
	<u>246,890</u>	<u>331,883</u>

The interest rate applied on the company's overdraft facility is 1.5% (2018: 1.5%). The amounts owed to other group undertakings are interest free (2018: interest free). These loans are repayable on demand.

## WPP Group (UK) Limited

### Notes to the financial statements (continued)

For the year ended 31 December 2019

#### 12. Creditors: amounts falling due after one year

	2019 £'000	2018 £'000
Payments due to vendors (earnout agreements)	2,943	14,109

#### 13. Called-up share capital

	2019 £	2018 £
<b>Authorised, allotted, called-up and fully-paid</b>		
1,134,871,068 (2018: 1,134,871,068 of £0.1 each) ordinary shares of £0.1 each	113,487,107	113,487,107
25,759,475 (2018: 25,759,475 of £0.1 each) preferred ordinary shares of £0.1 each	2,575,947	2,575,947
	<u>116,063,054</u>	<u>116,063,054</u>

#### 14. Related party transactions

As a wholly owned subsidiary of WPP Jubilee Limited, the company has taken advantage of the exemption in "FRS 101:8(k)" from disclosing transactions with other members of the group headed by WPP Jubilee Limited.

#### 15. Controlling party

In the opinion of the directors, the Company's immediate parent company is WPP LN Limited a company incorporated in England and Wales. The parent undertaking of the largest group, which includes the Company and for which group financial statements are prepared, is WPP plc, a company incorporated in Jersey. The registered office of WPP plc is 13 Castle Street, St. Helier, Jersey, JE1 1ES. The parent undertaking of the smallest such group is WPP Jubilee Limited, a company incorporated in England and Wales. Copies of the Group financial statements of WPP plc are available at [www.wppinvestor.com](http://www.wppinvestor.com). Copies of the financial statements of WPP Jubilee Limited can be obtained from Sea Containers House, 18 Upper Ground, London, SE1 9GL, UK, its registered address.

#### 16. Post balance sheet event

In the period since 31 December 2019, the emergence and spread of Covid-19 has impacted the Group and its clients. The coronavirus pandemic is adversely affecting and is expected to continue to adversely affect our business, revenues, results of operations, financial condition and prospects. The Company is continuing to monitor and review its liquidity and working capital. It is clear that the impact of Covid-19 on the business will be significant, but it is not possible at this stage to quantify the depth or duration of the impact. The impact of Covid-19 was treated as a non-adjusting subsequent event and was not reflected within the 31 December 2019 financial statements.