WPP MATERIALITY ASSESSMENT 2022

We use a materiality process to ensure our sustainability strategy, investments and reporting focus on the issues of greatest importance and relevance to our business and our stakeholders. Our most recent formal materiality assessment was completed in January 2023. A summary of the results is included in our 2022 Sustainability Report. The table below provides definitions of each of the issues we assessed and their priority.

DETAILED ISSUE DEFINITIONS

	ISSUE	DECRIPTION
1	**Climate crisis**	Addressing our carbon footprint, including our most material emissions from media and advertising production. strengthening business strategy resilience through the transition towards a net zero global economy
2	**Misleading claims and misinformation** *(Note 1)*	In our work with clients, we seek to minimise any instances of misleading claims or misinformation (including hate speech). This could relate to misleading green claims as well as the placement of ads alongside harmful content.
3	**Diversity, equity and inclusion**	Fostering a diverse workforce, providing equal opportunities to all and ensuring that critical and creative decision-making processes are informed by a multitude of views and life experiences. This also relates to our representation of diverse and under-represented groups in our content
4	**Data ethics, privacy and security**	Anticipating and protecting against threats to our digital infrastructure and services. Ensuring that confidential and personal information is processed securely, legally and ethically and that personal data, particularly, is processed fairly and transparently including obtaining appropriate consents, where required
5	**Environmental impacts of our supply chain**	Minimising our footprint - whether carbon, water, paper, plastics or other resources. Empowering and supporting our suppliers to become more resource efficient, aligning to our sustainability goals
6	**Health, safety and wellbeing**	Providing a secure, safe and healthy environment for employees; supporting their mental and physical health, and overall wellbeing
7	**Transparency in digital ad spend**	Providing clients with reliable and robust impact metrics, navigating a complex digital ecosystem. This also extends to advocating for industry change and supporting sector-wide initiatives on ad fraud and brand safety
8	**Workplace culture engagement and employee relations** *(Note 2)*	Instilling a healthy and balanced work culture, enabling committed and effective colleagues. This includes the appropriate application of hybrid working practices, having an open and constructive dialogue with employees, and appropriate treatment of freelancers, temporary workers, sub-contractors and interns

9	Attracting, developing and retaining talent *(Note 2)*	Recruiting, retaining, and developing the best talent. This includes ensuring compensation and benefits are appropriate and competitive in the local labour market, providing suitable training, encouraging desired behaviours and supporting aspirations for career progression
10	Compliance with codes of practice and regulations	Adhering to codes and regulations across our activities, countries and companies
11	Business integrity	Having policies and practices that embed and normalise ethical practices across the business, promoting high standards on issues such as transparency
12	Client products and impacts *(Note 3)*	Monitoring the social/environmental footprint and impacts of our clients' products and services, in support of decisions to work with clients in controversial sectors or on controversial topics or products
13	Investing in society *(Note 4)*	Maintaining active investment into the societies / societal issues in which we are present i.e., pro-bono, donations, employee volunteering and match-funding and other support mechanisms. Considering and responding, when appropriate, to key social and policy issues
14	Promoting sustainable business models	In our work with clients, we seek to promote new environmentally friendly business models
15	Operations in sensitive countries	Practicing our standards, policies and values in all the countries we operate in, with special attention to volatile and/or low-middle income countries
16	Emergent technologies and innovation *(Note 5)*	Monitoring new technologies and applications that may support, or put at risk, our position in the market
17	Circular economy	Through our work with clients and suppliers we seek to encourage the adoption of the three principles required for transformation to a circular economy (1) eliminating waste and pollution (2) circulating products and materials (3) the regeneration of nature
18	Sustainability leadership and strategy *(Note 7)*	Sustainability strategy, targets, pledges and promises are aligned and consistent with broader strategic and operational goals, targets and objectives being set by the business
19	Community relations	Maintaining dialogue and partnerships that enable WPP to engage and interact with the communities it operates within, whether those in the places where our employees and clients live and work, or those we reach through our services
20	Water use	Promoting the efficient use of water across our operations

21	Anti-bribery and corruption	Adhering to codes, systems and processes that prevent anti-competitive behaviour, bribery and corruption
22	Government relations and lobbying	Having a responsible and ethical approach to interactions with the governments across the countries we work in and through public policy activity carried out for clients
23	Promoting sustainable behaviours and culture *(Note 6)*	Driving consumer behaviour change on major social and environmental issues such as climate change, through purpose-led marketing. This concerns our content and that of our clients
24	Human rights and labour practices in our supply chain	Upholding and protecting human rights in our own operations as well as the extended value chain, eg suppliers and partners. This includes labour standards, cultural rights, modern slavery, gender equality and collective bargaining
25	Biodiversity	Through our work with clients and suppliers, promoting the benefits of enhancing biodiversity and minimising negative impacts on the world's diversity in flora and fauna
26	Tax payments	Having responsible and transparent approaches around tax strategies and impacts
27	Fair treatment of suppliers	Ensuring our suppliers receive fair treatment and are selected and paid transparently
28	Supplier diversity	Reflecting our approach to diversity, equity and inclusion across our supply chain, providing equal opportunities to all
29	Joint ventures, affiliate and associate companies and acquisitions	Practicing our standards, policies and values wherever WPP is present, including through joint ventures and partners

■ People
■ Planet
■ Clients
■ Communities
■ Supply chain
■ Governance and management

Notes

(1) Including content with negative social or environmental impacts, such as hate speech or greenwashing, and ad placement alongside harmful content

(2) Attracting talent includes issues such as pay while employee relations includes engagement and remediation

(3) Including the decision over whether or not to work with clients in controversial sectors or on controversial topics or products

(4) Including pro bono, donations and volunteering

(5) Including artificial intelligence and ad tech

(6) Including driving consumer behaviour change on social and environmental issues eg climate change

(7) New for 2022