

WPP 2005 Ltd

30 July 2018

Kert Davies
Executive Director
Climate Investigations Center
P.O. Box 91 | Alexandria, Virginia 22314
USA

Dear Kert,

Thank you for your letter and email regarding the Climate Investigations Center's questions about our policies on climate change and client work.

We have provided answers to your questions below on behalf of WPP and its operating companies, which incorporates the public relations agencies Burson Cohn & Wolfe, Hill+Knowlton Strategies, and Ogilvy Public Relations.

1. Does your company have a climate change position statement?

The below statement, taken from our Sustainability Report, outlines WPP's position on climate change:

"Climate change is a major threat to global social and economic development. We support urgent action to tackle climate change through the Paris Agreement. We have been working to cut our carbon footprint since 2006.

Taking action on climate change reduces risks to our business. It cuts costs associated with energy use and travel; enables us to comply with the environmental requirements in client tender processes; supports employee engagement; and strengthens our credibility as advisors to clients on sustainability communications."

For full details on our approach to climate change, please see our Sustainability Report:

<https://sites.wpp.com/sustainabilityreports/2017/>

2. Has your company done internal carbon accounting?

WPP has been reporting on its carbon footprint since 2006. Our carbon accounts cover all our operating companies. We publish a carbon emissions statement annually in our Annual Report & Accounts and Sustainability Report. The carbon emissions statement outlines our approach to carbon accounting, the standards we adhere to, and details third party verification activities we undertake:

<https://sites.wpp.com/sustainabilityreports/2017/environment/#carbon-emissions-statement-2017>

3. Does your company have rules about what clients you will and will not take, or the types of tactics you deploy?

The WPP Code of Business Conduct provides the ethical framework for WPP and its operating companies. It summarises our values, principles and key points of policy that apply to everyone at WPP. It is supported by more detailed policies in areas such as anti-bribery and corruption, hospitality and gifts, facilitation payments and the use of third-party advisors as well as our Human Rights Policy Statement and Sustainability Policy. WPP companies incorporate these principles into their own policies and procedures.

Our political activities are governed by our Code of Business Conduct and other ethical policies (see above), which commit us to acting ethically in all aspects of our business and to maintaining the highest standards of honesty and integrity. These apply to all employees, directors and entities.

We will not undertake work that is intended or designed to mislead. We do not knowingly represent 'front groups' (organisations which purport to be independent NGOs but are controlled by another organisation for the purpose of misleading) and seek to ensure we are aware of who the underlying client is before taking on work.

Any associates carrying out political activities on our behalf are expected to comply with our Code of Business Conduct and other relevant policies.

The WPP Code of Business conduct is available in our Sustainability Report:

<https://sites.wpp.com/sustainabilityreports/2017/other-information/wpp-code-of-business-conduct/>

We provide further details on our ethical standards, training and the management approach for ethical and compliance issues in our Sustainability Report:

<https://sites.wpp.com/sustainabilityreports/2017/our-client-work/#our-ethical-standards>

Further information on our approach to public policy and lobbying can also be found in our Sustainability Report:

<https://sites.wpp.com/sustainabilityreports/2017/our-client-work/#public-policy-and-lobbying>

Best regards,



Andrea Harris

Group Chief Counsel and Head of Sustainability