

# PROFIT WARNING ANNOUNCEMENT

THIS ANNOUNCEMENT IS MADE PURSUANT TO THE CONTINUING OBLIGATIONS UNDER PARAGRAPH 14.5.7. OF THE THIRTEENTH SCHEDULE TO THE CAPITAL MARKETS PUBLIC OFFERS, LISTINGS AND DISCLOSURES) REGULATIONS 2023

The Board of Directors of WPP Scangroup PLC (the "**Company**") wishes to inform the shareholders of the Company, potential investors and the general public that based on the preliminary assessment of its projected consolidated financial results for the financial year ending 31 December 2025, net consolidated earnings for the Company and its subsidiaries (the "**Group**") will be at least 25% lower than that reported in the financial year ended 31 December 2024.

The lower than expected earnings in 2025 are due to several reasons, including decline in revenue attributed to reductions in client spends, the loss of a material client and lower interest income. Further, the Company undertook a comprehensive restructuring program to right size the cost base and reshape the staff structure, to better deliver against current and future client needs. This led to a one-off severance cost of over Kshs. 160 million (included in operating and administrative expenses).

The Company continues to optimize and transform the business operations across the Group to deliver competitiveness and value.

## BY ORDER OF THE BOARD

Winniefred Jumba  
Company Secretary  
19th December 2025

DISCLAIMER: This announcement is for information purposes only. It has been issued with the approval of the Capital Markets Authority pursuant to the Capital Markets (Public Offers, Listing and Disclosures) Regulations 2023. As a matter of policy, the Capital Markets Authority assumes no responsibility for the correctness of the statements appearing in this announcement.