

WPP SCANGROUP PLC

STAKEHOLDER RELATIONS POLICY

	DESIGNATION	DATE
Prepared by:	Company Secretary	
Approved by:	Board	23 rd May 2025
Adopted by:	Shareholders	27 th June 2025

APPROVED

TABLE OF CONTENTS

1.	PREAMBLE	2
2.	PURPOSE	3
3.	PRINCIPLES.....	3

4. STAKEHOLDER IDENTIFICATION AND PRIORITISATION4

5. MONITORING OF THE STAKEHOLDER ENGAGEMENT STRATEGY4

6. STAKEHOLDER ENGAGEMENT PROCESS.....4

7. REVIEW6

APPROVED

1. PREAMBLE

1.1 WPP Scangroup Plc (the “Company”) and its subsidiaries (together the “Group”) recognize the significance of effective stakeholder management in achieving the Group’s strategic objectives and long-term growth. We believe our stakeholders play a vital role in our continued success and sustainability and enable us to achieve our strategy and purpose.

Stakeholders shape the environment of our business and validate our actions. Therefore, we consider the expectations and needs of our stakeholders with utmost importance.

- 1.2 The values and principles of governance and sustainability adopted by the Group, our Sustainability Policy and other policies express the Company's commitment to sustainable creation of shared long-term value with our shareholders, as well as taking into consideration other stakeholders related to our business activity.
- 1.3 Our approach to stakeholder relations is centred on continuous development and the management of relationships. This approach serves the dual purpose of mitigating the risks associated with negative stakeholder impacts while optimizing our potential to positively influence our organization and stakeholders.
- 1.4 We prioritize active listening to our stakeholders, enabling us to gain a deeper understanding of their perspectives and concerns. This invaluable feedback informs our strategic approach to sustainability, as well as our policies, procedures, and operational methods. By continually enhancing these aspects, we ensure that we consistently meet the expectations of our stakeholders.

2. PURPOSE

- 2.1 The purpose of this Policy is to establish the general framework for the Company's stakeholder engagement within the course of its activities and operations, in order to continue, promote and increase, to the extent possible:
 - 2.1.1 the engagement of its stakeholders in the Company's business enterprise, through the creation of shared sustainable value;
 - 2.1.2 the Company's response to the legitimate interests of its stakeholders;
 - 2.1.3 trust amongst its stakeholders, in order to build close, long-lasting, stable and robust relationships;
 - 2.1.4 recognition by its stakeholders of its commitment to fostering a diverse and inclusive work environment where the dignity of professionals is respected and where everyone can give their best; and
 - 2.1.5 through all of the foregoing, the preservation of its corporate reputation.
- 2.2 This Policy applies to the Group.

3. PRINCIPLES

The main principles of conduct common to all the Company's stakeholders are:

- 3.1 Responsibility: act responsibly and build relationships based on ethics, integrity and sustainable development.
- 3.2 Transparency: seek transparency in relationships, and in financial and non-financial communications by means of clear and responsible communication, sharing truthful, sufficient, relevant, correct, clear, reliable and useful information.
- 3.3 Active listening: practice active listening, promoting effective communication by the Company with its stakeholders and vice-versa, as well as direct, fluid, constructive, diverse, inclusive and intercultural dialogue.

- 3.4 Participation and engagement: encourage the participation and engagement of stakeholders, promoting voluntary consultation processes or other similar channels of interaction.
- 3.5 Consensus: taking into consideration the viewpoints and expectations of stakeholders.
- 3.6 Collaboration: promote collaboration with stakeholders, in order to work consistently with the purpose and values of the Group.
- 3.7 Continuous improvement: seek continuous improvement, regularly reviewing stakeholder engagement mechanisms to ensure that they respond in the most efficient way possible to the needs of each moment.

4. **STAKEHOLDER IDENTIFICATION AND PRIORITISATION**

- 4.1 We identify stakeholders as those individuals, groups of individuals or organizations that affect us and/or could be affected by our activities, products or services and the associated performance of the Group.
- 4.2 Our key stakeholders are grouped in the following categories:
 - 4.2.1 Shareholders
 - 4.2.2 Customers, Partners and Suppliers
 - 4.2.3 Employees
 - 4.2.4 Communities
 - 4.2.5 Regulatory and government bodies
 - 4.2.6 Environment

5. **MONITORING OF THE STAKEHOLDER ENGAGEMENT STRATEGY**

- 5.1 The Board of Directors is vested with the power to approve and supervise the overall strategy on engagement with the stakeholders of the Group.
- 5.2 In order to do so, the Legal Department (or such division assumes the powers thereof at any time), through the Executive Committee (or such committee assumes the powers thereof at any time), promotes and coordinates the actions necessary to comply with this Policy which has the purpose of ensuring that stakeholder engagement is managed and documented in accordance with a common methodology and that suitable channels and mechanisms are available for an appropriate relationship, as well as to promote best practices in this area.
- 5.3 Pursuant to the Group's organisational structure, the heads of business units or companies within their purviews are responsible for implementing the strategy regarding engagement with their respective stakeholders as well as maintaining direct discussion and dialogue therewith.

6. **STAKEHOLDER ENGAGEMENT PROCESS**

6.1 **Methods of engagement**

- 6.1.1 The Company promotes a culture of ongoing engagement with every stakeholder group. The most appropriate engagement tools and methods range from written communications, one-to-one meetings, feedback, information sessions, joint

projects, surveys, focus group discussions etc. We strive to abide by the following when engaging with stakeholders.

- 6.1.2 Prior to engaging with a stakeholder, define the purpose, scope and frequency of engagement and design appropriate engagement methods. The method and the level of engagement with a stakeholder is defined by the nature of the relationship that the Group has with them or aims to develop with them.
- 6.1.3 Assign adequate resources and responsibilities for effective stakeholder engagement striving to always imbibe the principles of inclusiveness and transparency.
- 6.1.4 Consider the impact of the Group's policies, decisions, products, services, and associated operations on stakeholders.
- 6.1.5 Consider potential stakeholder engagement risks prior to selecting the level or method of engagement, and devise ways and means to address them. Proper planning and preparation are undertaken to understand the stakeholder profile and facilitate an open, credible, and honest dialogue with stakeholders.
- 6.1.6 Assess the capacity of the stakeholder to effectively engage while selecting the method of engagement.
- 6.1.7 Align our goals and actions with the stakeholder's high priority areas based on our assessment; and
- 6.1.8 Communicate and report the outcome of the stakeholder engagement to internal and external stakeholder groups through various modes as appropriate, including but not limited to the annual report, notices on our official website, one-to-one meetings (annual general meetings) etc.

6.2 Modes of Engagement with Key Stakeholders.

- 6.2.1 Our methods of engagement include multiple channels and means of communications depending on each specific stakeholder group and can be grouped under the following broad categories:
 - 6.2.1.1 Monitoring
 - 6.2.1.2 Informing
 - 6.2.1.3 Consulting
 - 6.2.1.4 Collaborating
- 6.2.2 The common modes of engagement deployed for major stakeholders in addition to formal communication include:
 - 6.2.2.1 Website (public use) and intranet (internal use)
 - 6.2.2.2 Annual General Meetings and annual investor briefing
 - 6.2.2.3 Publications in print media
 - 6.2.2.4 Integrated Annual Report and other reports required by regulators.
 - 6.2.2.5 Newsletters
 - 6.2.2.6 Hot desk services provided by the Shares Registrar

6.2.2.7 Community events – Corporate Social Responsibility (CSR)

6.2.3 Stakeholder Feedback: The Group will regularly collect feedback from stakeholders through a variety of methods, such as surveys, focus groups, and customer feedback. Feedback will be analysed and used to inform the company's decision-making process.

6.3 Dispute Resolution:

The Board shall establish mechanisms for resolving disputes effectively, efficiently, and cost-effectively pursuant to the Company's Dispute Resolution Policy.

7. REVIEW

7.1 The Board shall have overall responsibility for overseeing the implementation of this Policy and ensuring that the principles therein are adhered to consistently.

7.2 This Policy will be reviewed annually to ensure its continued relevance and effectiveness. Any necessary updates or revisions will be made in line with best practices and be presented to the Board for approval.

APPROVAL

This Policy was adopted by the Shareholders of WPP Scangroup Plc on.....2025.

APPROVED