

PUBLIC ANNOUNCEMENT

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 2024, 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 2023.

The financial results for the financial year 2024 are negatively impacted by foreign exchange losses driven by the significant appreciation of the Kenyan Shilling versus the reported gains in 2023.

BY ORDER OF THE BOARD

**Winniefred Jumba
Company Secretary
WPP Scangroup PLC**

23 November 2024

