



## **MATERIAL INFORMATION ANNOUNCEMENT**

### **WPP SCANGROUP PLC**

Incorporated in Kenya on 26/01/1996 under the repealed Companies Act (CAP.486)  
Registration Number C.11/2006)

### **The Capital Markets Act**

Chapter 485A of the Laws of Kenya  
Capital Markets (Securities) (Public Offers, Listing and Disclosures) Regulations, 2002  
(as amended)

### **DISPOSAL BY WPP SCANGROUP PLC OF ALL OF ITS SHAREHOLDING (BEING 100% OF THE ISSUED SHARES) IN MILLWARD BROWN EAST AFRICA LIMITED, MILLWARD BROWN NIGERIA LIMITED AND MILLWARD BROWN WEST AFRICA LIMITED AND ALL OF ITS SHAREHOLDING (BEING 80% OF THE ISSUED SHARES) IN RESEARCH AND MARKETING GROUP INVESTMENT LIMITED (THE TRANSACTION)**

Further to the announcement dated 29 May 2020 regarding the results of the virtual general meeting of the shareholders of WPP Scangroup plc (Scangroup) held on 27 May 2020, wherein the shareholders approved the Transaction, Scangroup is pleased to announce for the information of its shareholders and the general public, that all the conditions precedent (including regulatory approvals) required for the sale of all of its shareholding (being 100% of the issued shares) in Millward Brown East Africa Limited, Millward Brown Nigeria Limited and Millward Brown West Africa Limited and all of its shareholding (being 80% of the issued shares) in Research and Marketing Group Investment Limited, a Mauritian holding company for Kantar TNS businesses in Kenya, Nigeria, Ivory Coast, Senegal, Ghana, Cameroon and the UK to Kantar Square Two B.V. have been satisfied and that the Transaction was completed on 30 June 2020.

The Board of WPP Scangroup will decide on the use of proceeds and the dividend to be recommended to shareholders, which the Board expects to be at least 40% of the net proceeds, in line with the shareholders circular dated 30 April 2020. An announcement in this regard will be made immediately following the meeting.

The Board of WPP Scangroup takes this opportunity to extend its gratitude to all shareholders and regulators, including the Capital Markets Authority, for their support to bring the Transaction to completion.

By order of the Board:

**Reuben Mwangi**

Company Secretary

Date: 1 July 2020; Nairobi Kenya

**DISCLAIMER:** This announcement has been issued with the approval of the Capital Markets Authority pursuant to the Capital Markets (Securities) (Public Offers, Listing and Disclosures) Regulations, 2002 as amended. As a matter of policy, the Capital Markets Authority assumes no responsibility for the correctness of the statements appearing in this announcement.