



## **PROFIT WARNING ANNOUNCEMENT**

THIS ANNOUNCEMENT IS MADE PURSUANT TO PARAGRAPH G.05(1)(f))OF THE FIFTH SCHEDULE TO THE CAPITAL MARKETS (SECURITIES) (PUBLIC OFFERS, LISTING AND DISCLOSURE) REGULATIONS 2002

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 2021, 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 2020.

The reason for the expected lower earnings in 2021 is primarily due to the impact of discontinued operations in the prior year, when the Company disposed of its interest in Millward Brown East Africa Ltd, Millward Brown Nigeria Ltd, Millward Brown West Africa Ltd and Research & Marketing Group Investment Ltd on 30 June 2020. The Group made a net gain on this disposal of KES 2,242 million in 2020.

Notwithstanding the above the Directors expect the results for 2021 from continuing operations of the Group to be better than those for 2020 despite the continued subdued economic environment, partially due to Covid 19.

### **BY ORDER OF THE BOARD**

Winniefred Jumba  
Company Secretary  
WPP Scangroup PLC  
30 September 2021