WPP | SCANGROUP PLC

PUBLIC ANNOUNCEMENT

APPOINTMENT OF GROUP CHIEF EXECUTIVE OFFICER

The Board of Directors of WPP Scangroup Plc wishes to notify its shareholders and the public of the appointment of Ms. Akua Brayie Owusu-Nartey as the Group Chief Executive Officer and CEO, Ogilvy Africa and as an Executive Director Effective 17th November 2025.

Akua is a strategic leader and turnaround expert with over 18 years of experience guiding integrated communications, brand transformation, and business growth for leading brands across Africa. She has a proven track record of managing large cross-functional teams, revitalizing underperforming businesses, and fostering client trust through a commitment to operational excellence and creative delivery with a career managing teams and clients in markets like Ghana, Nigeria, Kenya, Tanzania and Zambia. She is recognized for creating environments that encourage purpose-led innovation and fostering a strong organizational culture. She excels in driving project and program execution, overseeing activities spanning strategy formation, creative development, public relations and influence, digital initiatives, and integrated marketing communications.

Prior to her appointment, she has been the Chief Client Officer & Head of Connected Culture at Ogilvy Africa and the acting Managing Director (Scanad Kenya). She has also served in various leadership capacities within WPP Scangroup (Ogilvy Ghana) and Publicis West Africa.

She is a holder of a Bachelor of Business Administration in marketing from Central University College (Ghana) and an Executive Master of Business Administration from Hult International Business School (UK).

The Board is confident that the Company will benefit from Akua's skills, knowledge, extensive leadership and industry experience and welcomes her to the Company.

BY ORDER OF THE BOARD

Winniefred Jumba
Company Secretary
21st October 2025