

WPP | SCANGROUP

# SUSTAINABILITY REPORT 2022



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# INTRODUCTION

WPP Scangroup Plc (the "Company" or "WPP Scangroup") is a publicly traded company that is listed on the Nairobi Securities Exchange. WPP is a major shareholder. WPP Scangroup has a longstanding commitment to the principles of sustainability in business. WPP Scangroup's purpose – to use the power of creativity to build better futures for our people, planet, clients and communities – helps us focus on the impact we have on the world around us.

Our aim is to take an integrated approach to managing sustainability risks and opportunities and to reflect this in our reporting. We include key performance information into our 2022 Annual Report and provide further details, data and case studies in this Sustainability Report and online. Sustainability data is for the calendar year 2022 and covers all subsidiaries of the Company. Most of our data is collected twice a year through our Company financial reporting system. This covers all subsidiaries of the Company. Our per person carbon footprint figures are calculated using data for full time equivalent employees (FTEs).

## Reporting Standards

We use external frameworks to help us implement good reporting practice, to ensure we are covering the topics of most interest to stakeholders and to aid comparison with other companies. These include:

1. Nairobi Securities Exchange ESG Disclosures Guidance Manual issued in November 2021 (the "Manual"). The Manual offers a detailed, tactical approach to ESG reporting that meets international standards. The Manual provides guidance on integrating ESG considerations into organizations, ensuring that opportunities are captured whilst managing risk. Additionally, the Manual provides organizations and their governing bodies the tools they need to succeed in integrating ESG into their organizations.
2. The International Integrated Reporting Council (IIRC) Framework.
3. Global Reporting Initiative's (GRI) Standards: our report references selected GRI Standards, and our GRI Standards content index lists these disclosures and their location in our report.
4. Advertising Marketing Sustainability Accounting Standard Board (SASB): we include some metrics for the Advertising and Marketing Sustainability Accounting Standard in our reporting standards index.
5. WPP Sustainability Reporting Criteria 2022.
6. UN Sustainable Development Goals (SDGs): we have also indicated where our work on sustainability is supporting progress on the SDGs.
7. FTSE4Good Index Series.

## Responsibility for preparing the report

The WPP Scangroup Board is responsible for ensuring that sustainability is at the heart of our overall business strategy. For more information on our governance structure and the responsibilities of the relevant governing bodies, please refer to the governance section of the 2022 WPP Scangroup Annual Report.

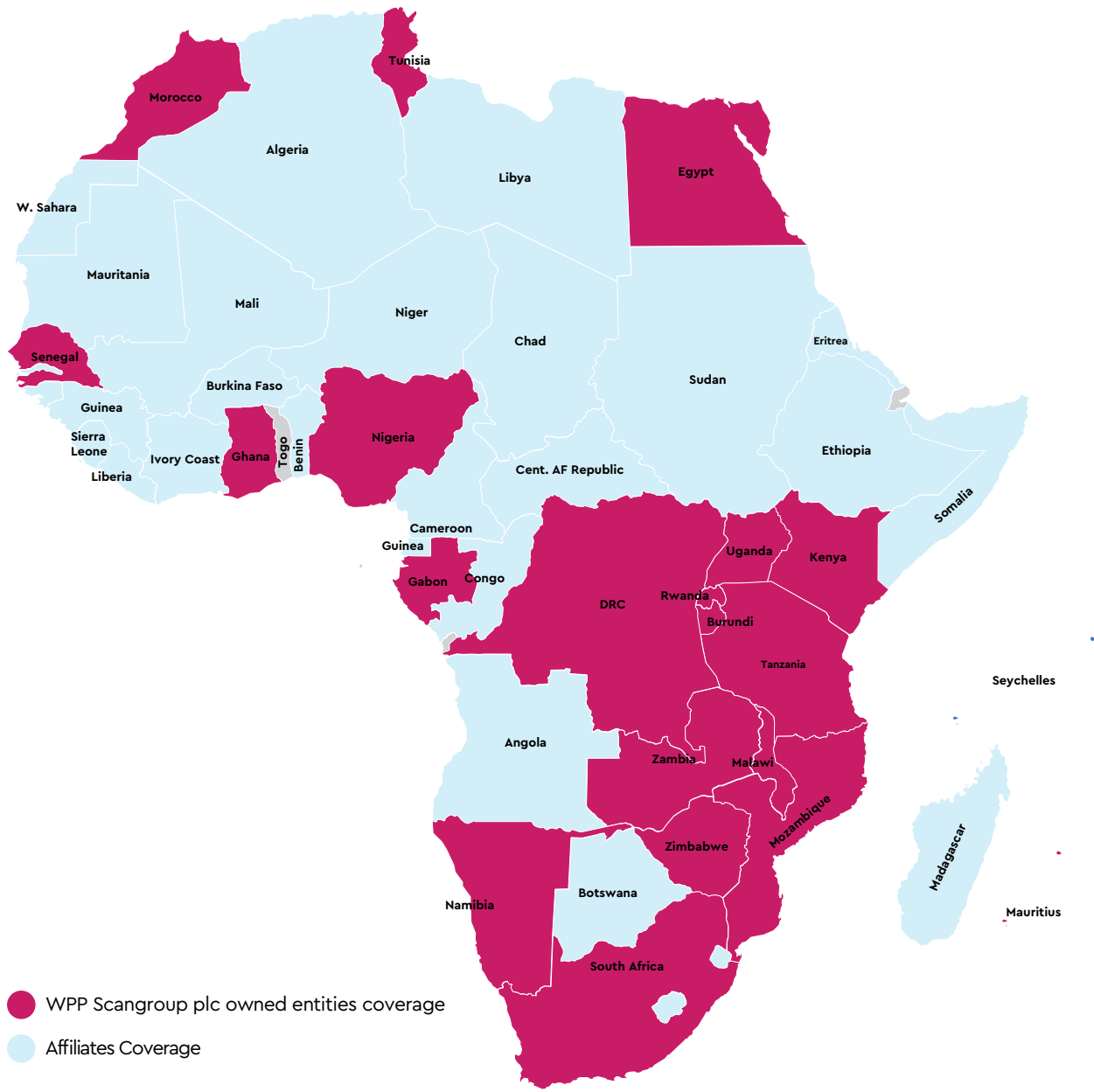
On behalf of the WPP Scangroup Board, we recognize our duty to uphold the integrity of this Sustainable Business Report. We are confident that it accurately and impartially reflects the progress we have made toward building a more sustainable future.



# INTRODUCTION

## About WPP Scangroup Plc

We are the creative transformation company.





# INTRODUCTION

## Business Activities

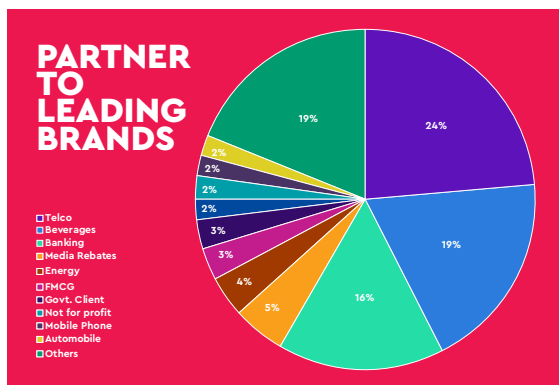
CONSOLIDATED FULL-SERVICE CLIENT OFFERING ACROSS COMMUNICATIONS, EXPERIENCE, COMMERCE & TECHNOLOGY	A NETWORK OF AGENCIES MANY OF WHICH ARE LEADERS GLOBALLY IN THEIR AREAS
CREATIVE SERVICES (ON & OFFLINE)	Ogilvy <small>afrika</small> SCANAD
EXPERIENCE (INCLUDING TECH)	Ogilvy <small>afrika</small> SQUAD
PR & INFLUENCE	HK    Ogilvy <small>afrika</small>
DIGITAL MEDIA (INCLUDING SOCIAL & PERFORMANCE)	group <small>TL</small> Ogilvy <small>afrika</small>
MEDIA PLANNING & BUYING (MASS MEDIA)	em    MINDSHARE    Wavemaker
SHOPPER/ACTIVATION	Ogilvy <small>afrika</small> Wavemaker
CONSULTING	Ogilvy <small>afrika</small>

## Financial Performance

<b>KES 2.2B</b>	revenue less pass-through costs
<b>64%</b>	revenue less pass-through costs from our top 20
<b>#20</b>	brand value ranking in Kenya

## Clients

WPP Scangroup prides itself on being a leading marketing services group in sub-Saharan Africa. With a large-scale and comprehensive network of agencies and people, we use the power of creativity in working to deliver our purpose that is to build better futures for our people, planet, partners, and communities. Our clients comprise blue-chip companies across all sectors of the economy. Our client retention rate stands at 77% in FY22. Our clients in Kenya feature prominently on the brand value ranking in FY22.



### WPP SCANGROUP TOP CLIENTS

<p><b>TELCO</b></p>	<p><b>BEVERAGES</b></p>
<p><b>BANKING</b></p>	<p><b>AVIATION</b></p>
<p><b>ENERGY</b></p>	

## People

We have 554 people working directly for us across the continent with women comprising 49% of the overall workforce and 40% of executive leaders in FY22.

# LESSO LESSONS



Turning tradition into lessons in motherhood

**SERVICE**  
**COMMUNICATION**

**AGENCY**  
**OGILVY AFRICA**  
KENYA

**CLIENT**  
**ROTO TANKS**

In Kenya, over 26% of children under the age of 5 years (or 1 in every 4 children) suffer from chronic malnutrition. The statistics are alarming in many other countries in Africa. We took a traditional utility (a Lesso), used widely by mothers in our countries, and turned each garment into a means of distributing relevant nutritional guidance (a Lesson) to mothers, at every stage of their child's development. 'Lesso Lessons' uses design thinking to tackle a seemingly intractable issue in a way that seamlessly fits into African women's lives.

The initiative was endorsed by the Ministry of Health in Kenya and several community health champions. As a part of our GIVE programme, Ogilvy Africa partnered with Roto Tanks (a leading brand of water tanks with a wide distribution network in rural Kenya) to distribute thousands of Lessos in rural Kenya.

**26%**

OF CHILDREN  
UNDER THE AGE  
OF 5 YEARS



**IMPACT**  
**10000**

lessons produced and distributed through Bisil to hospitals in Kitale

**AWARDS**  
**YELLOW PENCIL**

Design and Art Direction

**GOLD**

Cannes Lions International Festival of Creativity

**4X GRAND PRIX**

The Loeries

**BRONZE STATUE**

London International Awards

**THE ONE SHOW'S NEXT CREATIVE LEADERS**

The One Club for Creativity



# CHAIRMAN'S STATEMENT

Dear Shareholders,

I am pleased to present to you our maiden sustainability report, highlighting our commitment to sustainable practices and the progress we have made in the past year. At WPP Scangroup Plc (the "Company"), we firmly believe that integrating sustainability into our business strategy is not only essential for the long-term success of the Company but also for the well-being of our planet and future generations.

Our materiality assessment has provided us with insights to ensure that we focus on environmental, social, and governance (ESG) matters that present significant risk and opportunity for our business and our clients.

As a Company, we believe that businesses have a responsibility to positively impact the communities in which they operate. We are committed to upholding human rights, promoting diversity and inclusion, and ensuring fair labour practices throughout our value chain.

In the past year, we have strengthened our partnerships with local communities and other organisations to address social issues such as education and women empowerment often donating our time and media expertise to increase the reach and visibility for these worthwhile causes. We also continue to put our people at the centre of our business. In 2022, we leveraged the training opportunities available with our major shareholder, WPP to increase the training offering for our people across the Company. We have also been careful to listen to our employees through WPP's All In Survey results and act upon their feedback.

Maintaining the highest standards of governance and ethics is fundamental to our sustainability strategy. We are committed to transparency, accountability, and integrity in all aspects of our business operations. Our board of directors oversees our sustainability efforts and ensures that they align with our long-term goals and values.

We have robust policies and procedures to prevent corruption, bribery, and unethical practices. Additionally, we regularly engage with our stakeholders to gather feedback, address concerns, and incorporate their perspectives into our decision-making processes.

While we are proud of the progress we have made in the past year, we recognize that there is still much work to be done. As we look ahead, we remain committed to continuously improving our sustainability performance and setting more goals. In the coming years, we will focus on setting science-based targets around our Scope 1 and 2 emissions and strengthening our partnerships with stakeholders. We will also continue strengthening our sustainability governance framework.

In conclusion, I would like to express my gratitude to all our stakeholders for their continued support in our sustainability journey. Together, we can create a more sustainable future for generations to come. By integrating sustainability into every aspect of our business, we are not only mitigating risks but also seizing opportunities for growth and innovation.

**Richard Omwela**

**Chairman.**



# SCHOOL FEEDING PROGRAM

**SERVICE**  
**COMMUNICATION SUPPORT**

**AGENCY**  
**HILL+KNOWLTON STRATEGIES**  
 KENYA

**CLIENT**  
**LAKE TURKANA WIND POWER**

H+K Kenya supported Lake Turkana Wind Power (LTWP) in the rollout of the primary school feeding programme where LTWP provided sufficient foodstuff to feed approximately 13,000 children per day throughout the 2021/2022 third term, helping to elevate school attendance and ease the dire effects of hunger in Marsabit county – one of Kenya's semi-arid areas. Kenya's National Drought Management Authority in January 2022 also highlighted that Marsabit was an alarm state with reports of increased cases of malnutrition, reported cases of total crop failure and poor livestock productivity, as well as expected deterioration of the food consumption score. The state of hunger saw many children drop out of school. This was because some had to help their households travel for long periods to look for water and food. Further, there were cases of reduced attention spans and a general lack of energy during school sessions.

NUTRIENT-HEAVY FOOD DISTRIBUTION TO

**60**

PRIMARY SCHOOLS



**IMPACT**

From the insights and research conducted, H+K in conjunction with LTWP developed three key objectives to address community concerns. The objectives were:

- Distribute nutrient-heavy food to 60 primary schools spread across the entire Laisamis Constituency with a population of over 13,000 pupils collectively for the period January 10th to March 10th, 2022, during the third term of the 2021/2022 academic year.
- Engage with the community through handover ceremonies where they would get to speak on their issues and engage with the organization's Community Liaison Officers and Leadership.
- Highlight LTWP's contribution to the community using different media assets and channels.
- Develop and execute a social media plan to drive awareness and a call to action towards mitigating the ongoing drought crisis in the region. Nutrient heavy food distributed to 60 primary schools spread across the entire Laisamis Constituency with a population of over 13,000 pupils during January 10th to March 10th, 2022.

**AWARDS**

**CSI CAMPAIGN OF THE YEAR**

Public Relations Society of Kenya

**SUPERIOR ACHIEVEMENT IN REPUTATION MANAGEMENT**

PRovoke Media-SABRE Awards Africa





## CHIEF EXECUTIVE'S STATEMENT

We continue to embed ESG within our corporate strategy and sustainability is a key priority area for our business. This ESG report demonstrates how our sustainability pillars of People, Partners, Governance, Planet and Communities underpin our strategic goals. In 2022, we conducted our first ever materiality assessment to identify the areas of interest to both our external and internal stakeholders. On behalf of the Company, I would like to express our heartfelt appreciation to everyone who took part in our Materiality Survey, which helped to develop and enrich our ESG plan.

Our people are our greatest assets. We maintain a razor focus in addressing the most material topics affecting our people. We have made many strides in this area, but I am particularly proud of the deliberate effort that we have made to ensure gender diversity across the business and the focus on our people's health and wellbeing.

Our partners represent our clients and our vendors. In 2022, we won a staggering 23 awards for our work which speaks to the best-in-class quality of service that we offer. We are obsessed with winning and keeping our clients happy, within the confines of sustainable and ethical business practices.

We continue to work on our internal governance structures and recognize that governance is a key enabler in our business driving accountability and empowerment.

WPP, the Company's major shareholder, has detailed global Net Zero targets. Following in WPP's footsteps, we are working on developing our own Scope 1, 2 and 3 science-based targets and shall have our Scope 1 and 2 targets ready within the next one year.

In 2022, we did amazing work in the communities that we operate in and this report showcases some of the community engagements that had the most impact, from Mandela day in South Africa to donating books in Kenya and organising mentorship and networking events for professional women in Nigeria.

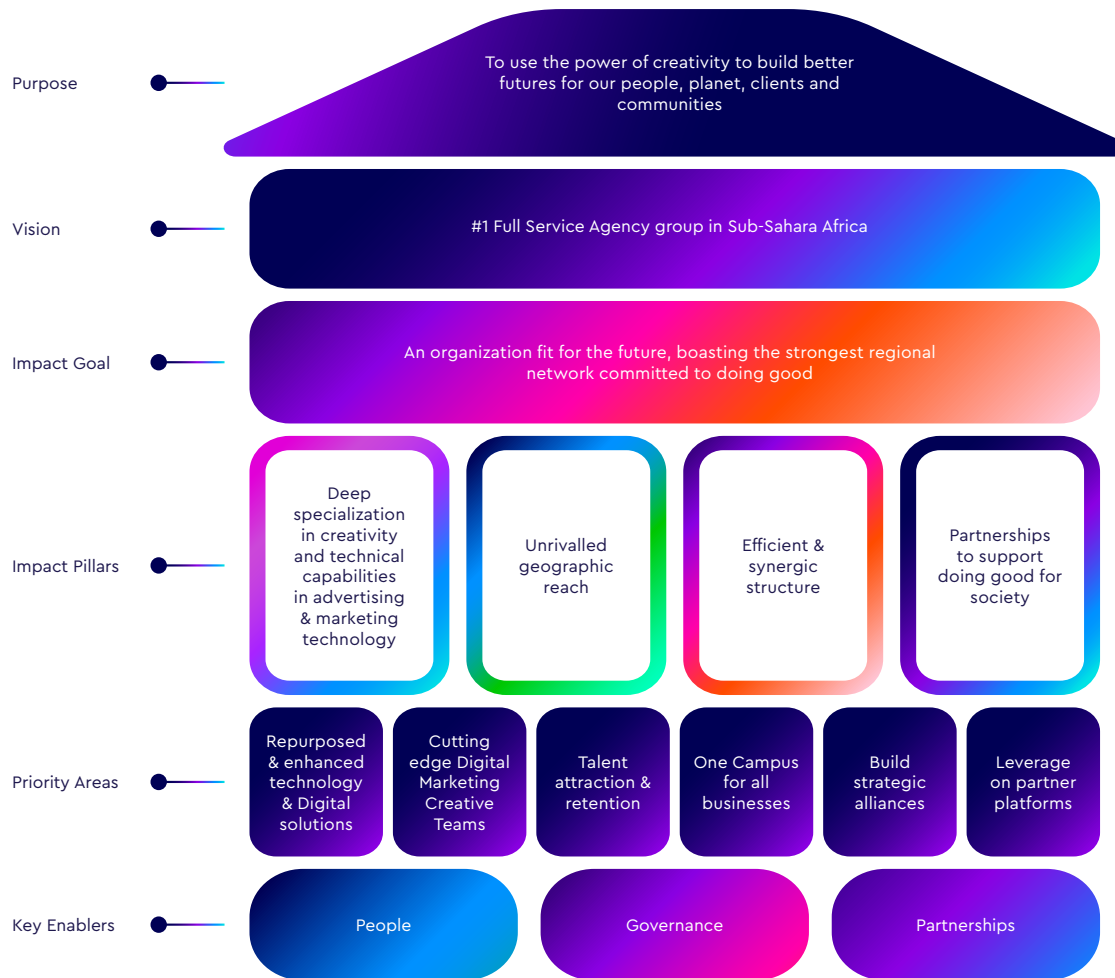
As I welcome you to read this year's ESG Report, I want to express my profound gratitude to all members of staff, particularly the sustainability committee, whose hard work and dedication have made this possible.

**Patricia Ithau**

CEO.



# OUR CORPORATE STRATEGY



## What our impact pillars mean

### Deep specialization in creativity and technical capabilities in advertising and marketing technology

We are enhancing our technology expertise to develop innovative products and address the decline of traditional advertising.

### Unrivalled geographical reach

We are a one stop shop for clients across sub-Saharan Africa. We shall do this by leveraging our partnerships across the continent to deliver value through scale.

### Efficient and synergic structure

We drive efficiency through a shared services model that provides simplification, reliability and insight. Each brand brings unique strength that amplifies how we work as a group.

### Partnerships to support doing good for society

We actively seek out strategic partnerships that are in line with our value of doing good for society.

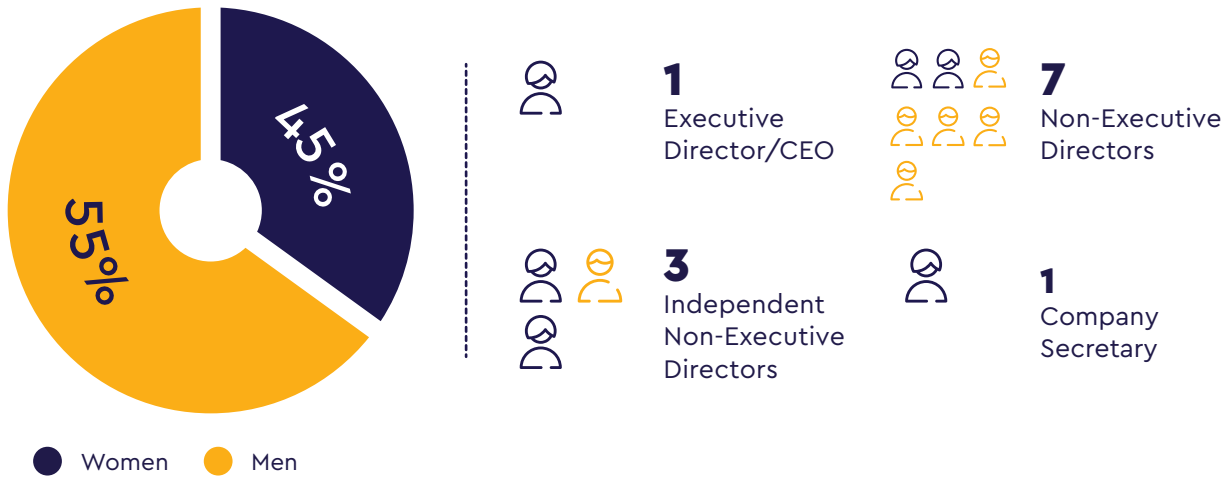
## Our ESG strategy

At WPP Scangroup, we aim to make a positive, long-term contribution to the communities where we live and work and use our expertise to have a positive network effect with our stakeholders. Our focus is on the issues where our business can have the greatest impact on pages 17-19.



# SUSTAINABILITY GOVERNANCE AND MANAGEMENT

Our governance processes and policies help us manage sustainability risks and opportunities consistently across WPP Scangroup Plc ("the Company"). The cornerstones of our governance structure are the Board Charter and our Board of Directors who are accountable to all stakeholders. To monitor adherence to governance procedures, members of our Board meet a least four times a year and undertake individual performance assessments at least once annually.



The Board and all levels of management of the Company and its subsidiaries are committed to promoting and maintaining the highest standards of corporate governance. The Board recognizes that good corporate governance augments good performance of the Company. The Company's corporate values and ethics are entrenched in the strategic and business objectives which are aimed towards achieving sustainable and profitable growth for the Company.

The Company supports the intent and purpose of the provisions of the Capital Markets Authority (CMA) Code of Corporate Governance practices for Issuers of Securities to the Public 2015 (the CMA Code). In addition, WPP Scangroup Plc abides by the tenets of the Constitution of Kenya and all other laws as a law-abiding corporate citizen.

### Roles And Responsibilities

The Board is responsible for the overall long-term success of the Company and for setting the Company's purpose, values and culture and strategic direction, including on sustainability.

The Executive Committee supports the Board in its oversight of corporate responsibility, sustainability, environmental, social and governance (ESG) and related reputational matters.

### Legal and Compliance Audit

The CMA Code, which governs the issuance of securities to the public, mandates periodic governance audits for issuers. After thorough stakeholder consultation, the Capital Markets Authority (CMA) has revised the cycle of governance audits to occur at least once every two years. However, the CMA retains the flexibility to adjust this frequency based on a risk-based approach.

In accordance with the CMA Code, a legal and compliance audit was conducted on our Company in December 2021. The audit was carried out by Mwangi J. Mbogo of RONN Law Advocates LLP. The findings of the audit confirmed that our Board has established a robust governance framework that aligns with the legal and regulatory requirements. Furthermore, our governance practices are in line with global best practices, ensuring the protection of stakeholders' interests.



## LEGAL AND COMPLIANCE AUDITOR'S OPINION

The Code of Corporate Governance for Issuers of Securities in Kenya ("the Code") requires the Boards of listed companies to ensure that a comprehensive, independent Legal and Compliance Audit ("the Audit") is carried out at least once every two (2) years by a legal professional in good standing with the Law Society of Kenya.

The Code also requires that an internal legal and compliance audit is carried out on an annual basis (save when an external audit is carried out) and that the findings from the audits are acted upon, with any non-compliance issues arising corrected, as necessary.

WPP Scangroup undertook an independent comprehensive Legal and Compliance Audit for the Financial Years 2021 and 2022. The audit was conducted and led by Mwangi J. Mbogo of RONN Law Advocates LLP, an advocate of the High Court of Kenya in good standing.

The Auditor is of the opinion that during the Financial Year 2021 and 2022, WPP Scangroup and its subsidiaries were largely compliant with the requirements of the internal and external legal framework.

Instances of non-compliance, none of which has been ranked as posing a severe risk to the legal health of WPP Scangroup, have been identified and specifically reported.

**Mwangi J. Mbogo**

**Partner, RONN Law Advocates LLP**



# SUSTAINABILITY GOVERNANCE AND MANAGEMENT

## Business Integrity

The Company is focused on championing a strong ethical culture that supports our people to conduct business automatically and instinctively with integrity and are aware of and understand the negative impacts of non-compliance, thereby enhancing trust within the workplace and with our stakeholders and fostering a sense of accountability and transparency. To ensure that our business remains resilient and sustainable in a Volatile, Uncertain, Complex and Ambiguous (VUCA) environment, we embrace always a culture that embraces humanity, integrity and transparency.

The Company has a clear policy framework and procedures that promote our commitment to act with integrity towards one another, and in our interactions with clients and partners. The foundation of this includes our Code of Business Conduct and policies addressing anti-bribery and corruption, conflicts of interest and gifting and hospitality. This is bolstered through mandatory training on How We Behave and Belonging and top up sessions as and when needed on policy topics and proactive management support of a speak up culture through our ethics hotline "Right to Speak" which is available to all employees, on an anonymous basis if they prefer, and connects into an independent and confidential investigation process.

Our Code of Business Conduct, Supplier Code of Conduct, Data Privacy and Security Charter, and Human Rights Policy Statement constitute a comprehensive policy framework. In October 2022, we implemented a revised Assignment Acceptance Policy and Framework that our subsidiaries are required to adhere to when accepting new business.

Additionally, the subsidiaries comply with statutory obligations based on local legislative requirements in their respective countries. In cases where conflicts arise between Group policies and local laws, the latter takes precedence.

Regarding the governance of the Company subsidiaries, the Company adopts a dual reporting model at the executive level. The subsidiary's corporate governance through the Executive Committee is administered by the Company board.

## Data Quality

Measuring and monitoring our performance is critical to delivering against our sustainability strategy. 2022 is our first year of reporting on sustainability. We are working to improve both data quality and coverage over time.

## Risk Management

Environmental, social and governance (ESG) risks are integrated into the Company's risk appetite and tolerance levels as well as its assessment, management, and monitoring of principal risks.

At each Board meeting, the management team presents a business review of each of the operations, including an assessment of the risks in each business and details of any change in the risk profile since the last Board meeting. The business review includes the possibility of winning or losing major business; succession and the addition or loss of a key employee; regulatory changes; sustainability, including risks relating to marketing ethics, privacy, diversity, and employment; political instability; and changes in accounting or corporate governance practice.



# SUSTAINABILITY GOVERNANCE AND MANAGEMENT

## WPP Scangroup's ESG strategy

Our sustainability strategy directs us to use the power of creativity, supported by good governance, to build better future for our people, planet, partners and communities. This means being the employer of choice, knowing that when all our people feel secure, safe, and confident to share their ideas, it has a direct impact on creativity and the power of collaboration. Our sustainability strategy also recognises the importance of good governance as the foundation upon which all our other goals are achieved.

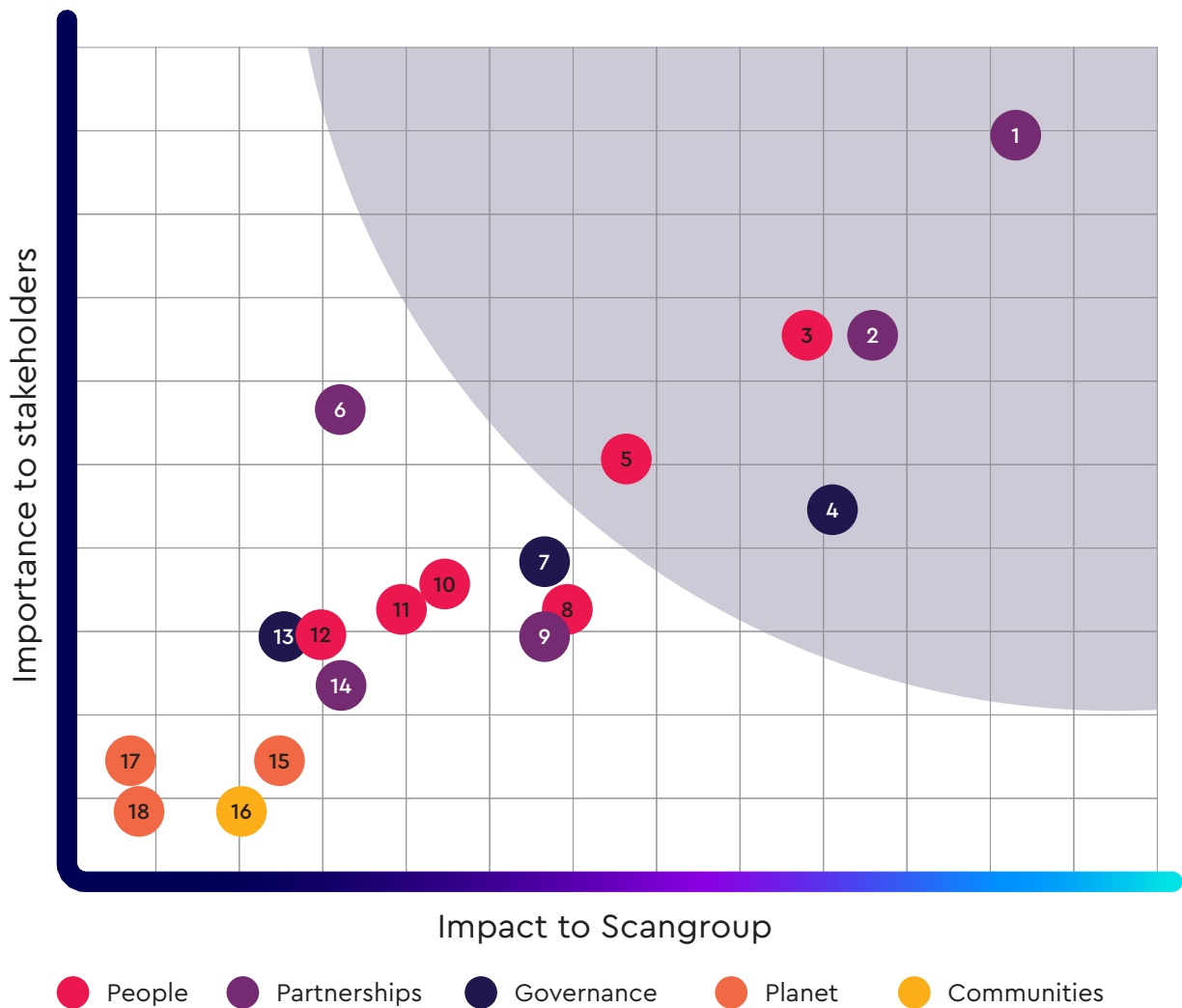
Increasingly, our own partners are interested in knowing what we are doing to combat climate change, promote good governance and be a force of good in the communities that we live in.

Over the next year, we shall continue to refine our ESG strategy alongside our business strategy.

## Materiality analysis framework

Identifying the most important challenges allows us to prioritize our time and efforts to initiatives that will have the greatest impact, including how we manage and invest in our people, client work, and our own operations. The chart below illustrates where we have ongoing activity, along with its comparative importance to our stakeholders.

We continually assess changing stakeholder priorities through ongoing dialogue (see How we engage with stakeholders on sustainability) while doing business. We conducted our first formal materiality assessment in 2022.





# SUSTAINABILITY GOVERNANCE AND MANAGEMENT

#	Material topic
1	Sustainable and ethical culture in our client relationships and brand strategy
2	Ensuring best-in-class quality of services
3	Attracting, retaining and developing talent
4	Business integrity, anti-bribery and corruption
5	Workplace culture
6	Fair treatment of our suppliers
7	Regulatory compliance and tax obligations in our different operational geographies
8	Inclusivity and diversity
9	Integration of social data privacy and cybersecurity
10	Employee benefits, remuneration and employment practices
11	Employee wellbeing, health and safety
12	Pay equity
13	Ensuring effective governance structures in sensitive countries and with contractors
14	Human rights and labour practices in our supply chain
15	Climate crisis and carbon footprint reduction
16	Corporate Social Responsibility Activities
17	Energy and resource management
18	Office considerations (access and sustainable design)

## Defining our ESG 'swords and shields'

We recognised issues that can provide us with a competitive edge, which we refer to as 'swords', and those that are vital to how we operate, which we refer to as 'shields'.

 Competitive edge 'Swords'	 Vital 'Shields'
<p><b>People</b></p> <ul style="list-style-type: none"> <li>Attracting, retaining, and developing talent</li> <li>Employee wellbeing, health, and safety</li> <li>Employee benefits, remuneration and employment practices</li> <li>Inclusivity and diversity</li> </ul> <p><b>Partnerships</b></p> <ul style="list-style-type: none"> <li>Best-in-class quality of service to our clients</li> <li>Fair treatment of our suppliers</li> </ul> <p><b>Governance</b></p> <ul style="list-style-type: none"> <li>Regulatory compliance and tax obligations in our different operational geographies</li> </ul>	<p><b>People</b></p> <ul style="list-style-type: none"> <li>Workplace culture</li> </ul> <p><b>Partnerships</b></p> <ul style="list-style-type: none"> <li>Sustainable and ethical culture in our client relationships and brand strategy</li> <li>Integration of social data privacy and cybersecurity</li> </ul> <p><b>Governance</b></p> <ul style="list-style-type: none"> <li>Business integrity, anti-bribery and corruption</li> </ul>



# INNOVATION FOR INCLUSION

**SERVICE**  
**FINTECH SOLUTIONS FOR AFRICA**

**AGENCY**  
**HILL+KNOWLTON STRATEGIES AFRICA**

**CLIENT**  
**VISA**

Visa, held an event titled the 'Innovation for Inclusion Summit' which brought together key industry stakeholders and showcased Visa's innovation capabilities. Participants delved into how co-creation is an essential component in developing market-ready payment solutions to accelerate access to financial services, as well as the capabilities necessary to accelerate future payment experiences, solve real consumer, and merchant needs.

**IMPACT**  
 The summit was aimed at showing that Visa are spearheading the development of innovative payment solutions that enhance financial inclusion across Sub-

Saharan Africa.

**THE RESULTS**  
 Using Visa's owned social media platforms, a post was shared with a video recording of the summit. There was one post done on Visa Kenya's owned Twitter Page

A press release on the event was drafted and distributed across the SSA markets. The release garnered **15+ MEDIA HITS** in Kenya, South Africa and Nigeria. And reached **10K+ PEOPLE** across Kenya, Nigeria and South Africa.

A thought leadership industry piece, bylined by Aida Diarra, SVP and Head of Sub-Saharan Africa, was developed and syndicated to top tier print and online media targeting consumers and policy makers across SSA

Media partnerships were also secured across the markets with Stuff Magazine (South Africa), The Standard, The Nation (Kenya) and CNBC Africa for a series of interviews.

**AWARDS**  
**CERTIFICATES OF EXCELLENCE IN FINANCIAL AND PROFESSIONAL SERVICES CATEGORY**

PRovoke Media-SABRE Awards Africa





# SUSTAINABILITY GOVERNANCE AND MANAGEMENT

## Our ESG pillars

<b>PEOPLE</b> 	<b>PARTNERSHIPS</b> 	<b>GOVERNANCE</b> 	<b>PLANET</b> 	<b>COMMUNITIES</b> 
<ul style="list-style-type: none"> <li>Inclusivity and diversity</li> <li>Pay equity</li> <li>Attracting, retaining and developing talent</li> <li>Workplace culture</li> <li>Employee benefits, remuneration and employment practices</li> <li>Employee wellbeing, health and safety</li> </ul>	<ul style="list-style-type: none"> <li>Sustainable and ethical culture in our client relationships and brand strategy</li> <li>Ensuring best-in-class quality of services</li> <li>Intergration of social Data privacy and cybersecurity</li> <li>Human rights and labour practices in our supply chain</li> <li>Fair treatment of our suppliers</li> </ul>	<ul style="list-style-type: none"> <li>Regulatory compliance and tax obligations in our different operational geographies</li> <li>Business integrity, anti-bribery and corruption</li> <li>Ensuring effective governance structures in sensitive countries and with contractors</li> </ul>	<ul style="list-style-type: none"> <li>Climate crisis and carbon footprint reduction</li> <li>Office considerations (access and sustainable design)</li> <li>Energy and resource management</li> </ul>	<ul style="list-style-type: none"> <li>Corporate social responsibility activities</li> </ul>

## Our ESG measures for material topics

Pillar	Measure	Goals and metrics	Supported SDG goals and SASB standard
<b>People</b> to be an employer of choice in the markets that we operate in	Workplace culture	<ul style="list-style-type: none"> <li>Employee participation rates in the annual All In Survey (page 22)</li> <li>Employee engagement rates in the annual All In Survey (page 22)</li> </ul>	
	Attracting, retaining, and developing talent	<ul style="list-style-type: none"> <li>Average hours spent per employee in training (page 22)</li> <li>Cost spent in training and cost spent per employee in training (page 22)</li> <li>Percentage of total employees who received a regular performance and career development review during the reporting period (page 22)</li> </ul>	
	Inclusivity and diversity	<ul style="list-style-type: none"> <li>Gender balance across the business (pages 22-23)</li> <li>Gender balance in executive leadership and their direct reports (page 23)</li> </ul>	 <b>SASB reference:</b> SV-AD-330a.1. Percentage of gender and racial/ethnic group representation for (1) management, (2) professionals, and (3) all other employees
	Employee wellbeing, health, and safety	<ul style="list-style-type: none"> <li>The number/rate of work-related injury (page 24)</li> <li>The number/rate of work-related deaths (page 24)</li> <li>Number and distribution of employee safety ambassadors (page 24)</li> <li>Participation of employees in wellness programs (page 24)</li> </ul>	




# SUSTAINABILITY GOVERNANCE AND MANAGEMENT

Pillar	Measure	Goals and metrics	Supported SDG goals and SASB standard
	Employee benefits, remuneration and employment practices	<ul style="list-style-type: none"> <li>Benefits which are standard for full-time employees of the organization but are not provided to temporary or part-time employees, by significant locations of operation (page 24)</li> </ul>	
<b>Partnerships</b> We seek partners who uphold high standards of ethical business conduct, employment practices, human rights, and environmental stewardship.	Sustainable and ethical culture in our client relationships and brand strategy	<ul style="list-style-type: none"> <li>Client retention (page 26)</li> </ul>	<b>SASB reference:</b> SV-AD-220a.1. Discussion of policies and practices relating to behavioural advertising and consumer privacy SV-AD-220a.3 Total amount of monetary losses because of legal proceedings associated with consumer privacy
	Integration of social data privacy and cybersecurity	<ul style="list-style-type: none"> <li>Total number of substantiated complaints received concerning breaches of customer privacy, categorized by (page 27):                             <ol style="list-style-type: none"> <li>complaints received from outside parties and substantiated by the organization;</li> <li>complaints from regulatory bodies.</li> </ol> </li> </ul>	
	Best-in-class quality of service to our clients	<ul style="list-style-type: none"> <li>Number of awards/recognitions (pages 30–32)</li> </ul>	
	Fair treatment of our suppliers	<ul style="list-style-type: none"> <li>Rate of vendors who have completed vendor due diligence in 2022 (page 32)</li> <li>Rate of vendors who have signed the vendor code of conduct in 2022 (page 32)</li> </ul>	
<b>Governance</b> Having a robust governance framework	Business integrity, anti-bribery, and corruption.	<ul style="list-style-type: none"> <li>Total number and percentage of governance body members, employees, and business partners that the organization's anti-corruption policies and procedures have been communicated to, broken down by region (page 33)</li> </ul>	
	Regulatory compliance and tax obligations in our different operational geographies	<ul style="list-style-type: none"> <li>Fines, penalties and non-monetary sanctions for non-compliance with laws and/or regulations in the social and economic area (page 33)</li> </ul>	
<b>Planet</b> We support urgent action to tackle the climate crisis through the Paris Climate Agreement	Climate crisis and carbon footprint reduction	<ul style="list-style-type: none"> <li>Gross direct (Scope 1) GHG emissions in metric tons of CO2 equivalent (pages 36–37).</li> <li>Gross location-based energy indirect (Scope 2) GHG emissions in metric tons of CO2 equivalent (pages 36–37).</li> <li>Gross other indirect (Scope 3) GHG emissions in metric tons of CO2 equivalent (pages 36–37).</li> <li>GHG emissions intensity ratio for the organization (pages 36–37).</li> </ul>	



# SUSTAINABILITY GOVERNANCE AND MANAGEMENT

Pillar	Measure	Goals and metrics	Supported SDG goals and SASB standard
<b>Communities</b> We use the power of our creativity and voice to support healthy and vibrant communities	Creativity for social change and action in our local communities	<ul style="list-style-type: none"> <li>Percentage of operations with implemented local community engagement, impact assessments, and/ or development programs (pages 38-44).</li> <li>Operations with significant actual and potential negative impacts on local communities, including locations and description of significant impacts (pages 38-44).</li> <li>Total social contribution through investment in pro bono work, corporate giving, and free media space (pages 38-44).</li> </ul>	 <p><b>SASB reference:</b>                      SV-AD-220a.1. Discussion of policies and practices relating to behavioural advertising and consumer privacy                      SV-AD-220a.2 Percentage of online advertising impressions that are targeted to custom audiences</p>

## How we engage with stakeholders on sustainability

### People

We depend on the talent, creativity, and technology skills of our people. We aim to ensure an inclusive working environment and fair representation. And we want our employees to embrace our purpose, culture and values. In return, our people receive salaries, pension contributions, employee benefits career development and training.

We have extensive internal communications programmes and platforms to keep staff informed, including a regular series of CEO townhalls with our people.

To support our people's wellbeing, in 2022 we launched our Mental Health Allies programme, comprising employees who volunteer to be trained to support others. In 2022 we spent Kes 1.5m in learning and development opportunities for our people.

Further to this an All In Survey was conducted across the Company in late 2022 and the Company scored 75% on people matters thus demonstrating our commitment to our people.

### Planet

We are committed to responsible and sustainable business practices. We take steps to optimize our own environmental impact but recognize that our greatest contribution to the planet is through our work with clients, which can shift attitudes and change behaviours to build a sustainable future.

We engage with corporate, government and NGO clients on issues ranging from climate action to biodiversity to the circular economy during the development of their campaigns.



# LOVE SHOULDN'T HURT

**SERVICE**  
CREATIVE DEVELOPMENT

**AGENCY**  
OGILVY AFRICA  
ZIMBABWE

**CLIENT**  
POPULATION SOLUTIONS  
FOR HEALTH

Communication is the method of getting it out there. Too often communicating in the relationship means argument, this causes tension and as a result, communication is avoided completely. Communicating the wrong way can cause further conflict in the relationship. In 2022, based on the success of the Love shouldn't hurt campaign on Gender-based violence (GBV) and Intimate partner violence Ogilvy Africa, Kenya partnered with PSI Zimbabwe again to continue the conversation started in 2021, with this phase focusing on the consequences of GBV and IPV to the perpetrators and the role of the community in this fight.

WHEN YOU ABUSE,  
YOU STAND TO LOSE  
THE LOVE OF YOUR FAMILY.



The choice is yours.  
Be a man who raises his hand to love, not to hurt.  
**PAUSE | WALK AWAY**  
**CALL 08 080 117 TOLL FREE TO TALK.**  
**WWW.LOVESHOLDNTHURT.ORG.ZW**



**IMPACT**

Phase:1 – **4 MONTHS** post launch over **1 MILLION USERS** on Facebook, **HALF A MILLION IMPRESSION** on google, **8,000 MICROSITE USERS, 250K VIEWS** on YouTube

Phase 2:- **3 MONTHS** post launch over **8 MILLION** Facebook impressions, **1.1 MILLION** YouTube impressions, **850K** Instagram interactions



# SUSTAINABILITY GOVERNANCE AND MANAGEMENT

## Partners

Our partners come from businesses across every sector. The work we do for clients provides our revenue and helps them to grow their businesses, build relationships with their customers, and ready themselves for future success. We want to support our clients in delivering their sustainability goals.

Our suppliers range from small businesses to the world's largest technology partners. They provide us with the products and services we need to meet our clients' needs.

We are investing in innovation to deliver high-quality work for clients, while reducing emissions by using cloud-based and virtual solutions to create content.

We evaluate potential suppliers on a variety of factors, including human rights.

Governments receive the tax contributions we make to public finances, enabling them to invest in public services. Governments and regulators determine the policy frameworks that affect us and our stakeholders. In the FY 2022, we contributed Kes 388 m in taxes to public finances.

We participate in company and industry meetings with governments and regulators to ensure policies are developed considering the interests of our clients and the industry. Our public affairs agencies engage in public policy activity on behalf of clients, including direct lobbying of public officials and influencing public opinion.

Governments and regulators determine the policy frameworks that affect us our stakeholders across all the markets that we operate in.

Our shareholders provide the capital to invest in the business. Shareholders benefit from the Board acting in the best interests of the Company and investing for long-term value generation. We have an extensive investor relations program.

## Communities

We can help boost the impact of charities and non-governmental organisations by providing marketing and creative services, often on a pro-bono basis, enabling them to raise awareness and funds, recruit members and achieve campaign objectives. We believe, and so do many of our stakeholders, that acting responsibly is both the right thing to do and in our long-term interests.

In 2022, we partnered without clients to deliver some of the most innovative and impactful work for our communities. Another campaign for HBCC (Hygiene and Behaviour Change Coalition) in partnership with UKAid and Unilever to encourage vaccine uptake that was made in Africa and ran in 18 markets around the world reaching 600 million people.

# PEOPLE

## Our Ambition


We are committed to be an employer of choice in the markets that we operate in.

## Material topics under People

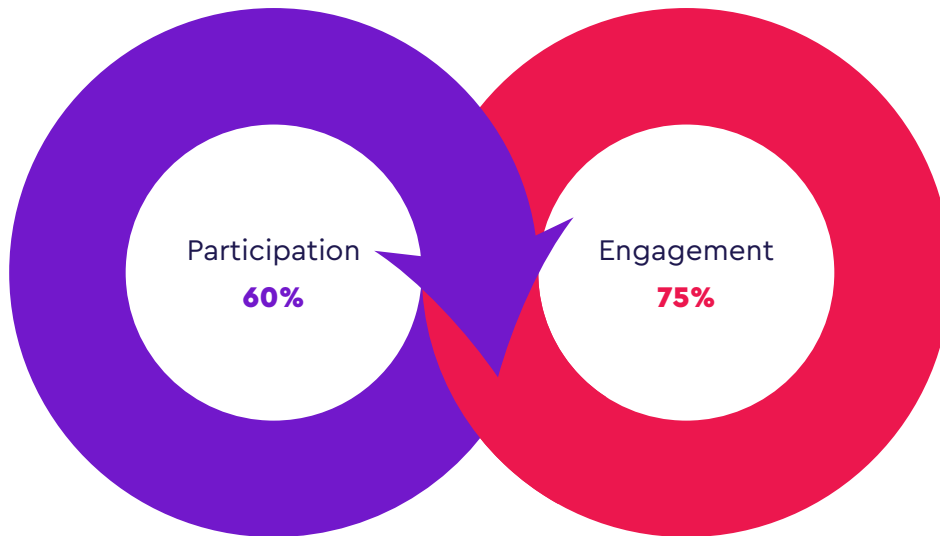
### Workplace culture

**SDG goal**

**8** DECENT WORK AND ECONOMIC GROWTH




We have a culture of openness, innovation and a system that sets the tone for accountability and empowerment. In 2022, we conducted our employee engagement survey called the "All In Survey" with a 60% participation rate (up from 11%). Focus areas identified and action plans implementation ongoing to close gaps and mitigate based on feedback from the teams.



### Attracting, retaining and developing talent

**SDG goal**

**4** QUALITY EDUCATION



WPP Scangroup acknowledges the importance of attracting, retaining and developing talent.


Delivered roll out of performance management system across the organization achieving >95% goal setting completion for all employees across the organization. More than 60% Individual Development Plans achieved building into the training needs analysis deployed.

We continuously invest in our talent boosting growth mindset within our teams on both technical and leadership programs. In 2022, we realised more 5,496 hours of training and spent Kes 1.5m across the organisation.

### Inclusivity and Diversity

**SDG goal**

**5** GENDER EQUALITY

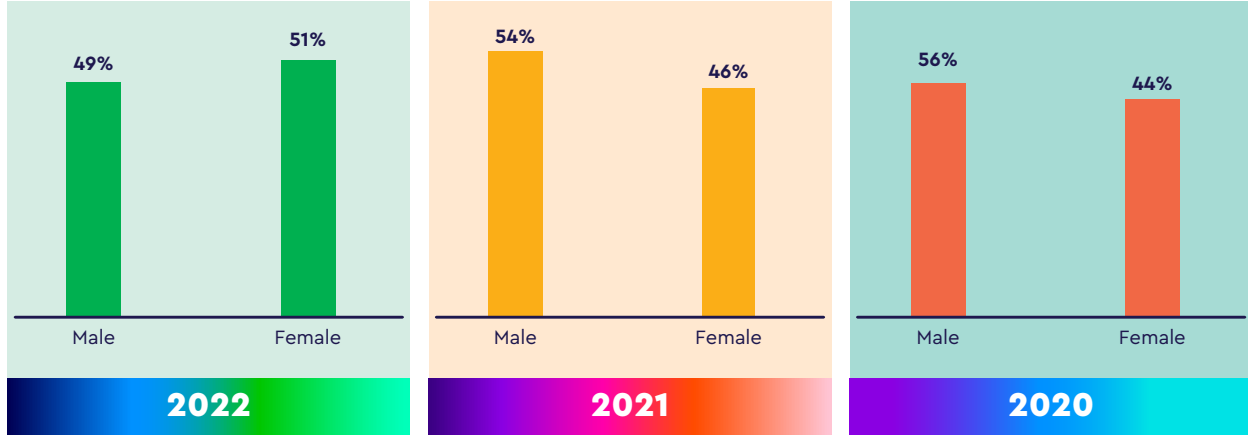


We have taken deliberate steps over the past 2 years to increase gender and racial diversity in the Company increasing the overall proportion of women from 44% in 2020 to 52% as at end of 2022.

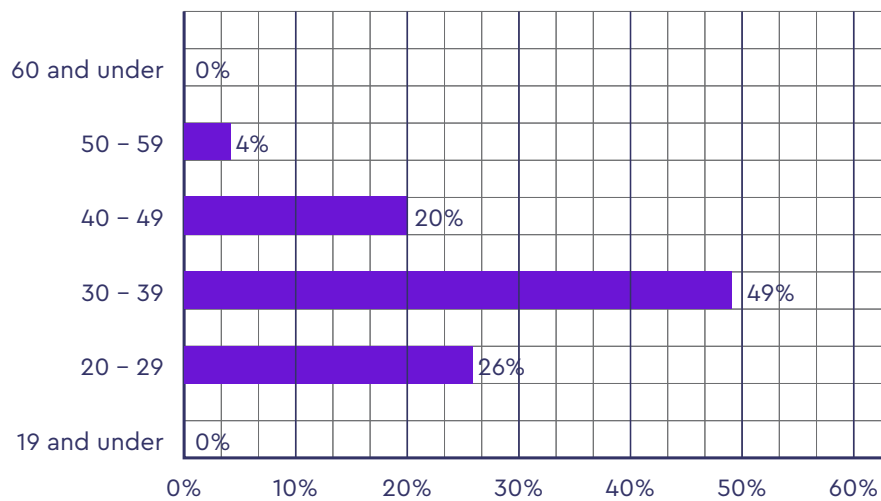


# PEOPLE

## Overall



We've also working towards improving gender diversity among our creative and technology talent across the Company with We've also been working towards improving gender diversity among our creative and technology talent across the company.



# PEOPLE

As of 31<sup>st</sup> December 2022, millennials were the largest generation in our workforce making up almost half of our workforce followed by Gen Zs.

We formed the diversity, equity and inclusion committee that developed a framework of operations for the Company. The committee is comprised of different cadres of employees from various nationalities, races and ages. In 2023, the committee is exploring of other areas of diversity and inclusion.

69% of employees who took part in our All In Survey in 2022 indicated that they can be their authentic self at work.

## Employee wellbeing, health and safety

### SDG goal



In 2022, we launched our health and safety ambassadors programme across all eight offices. With continued improvement on Health and Safety audit checks, the Ambassadors were re-trained to ensure compliance on fire safety, Covid management and other workplace issues. No work-related injuries or deaths recorded within the year. Downward trend observed on days lost to sickness at 721 days compared to 2021, where we had 964 days. Fire drills done to create awareness of evacuation for employees.

Mental health allies programme was also launched with 2 allies deployed at GroupM and others identified to be trained in 2023. Several Mental health awareness carried out across the Company within the year with Professionals giving talks and offering support services offered through our Employee Assistance Program.

52% of our employees, who took part in our All In Survey in 2022, told us that the Company was committed to their mental health.

## Employee benefits, remuneration and employment practices

### SDG goal



All employees across WPP Scangroup have a comprehensive medical cover including immediate family dependants. The benefits have been enhanced to be more inclusive on pre-existing conditions. Group Life insurance coverage streamlined across all markets. Several policies upgraded and awareness created to provide more transparency on employment practices including different absence management of leave, hybrid working models, rewards principles, travel, grievance management and sexual harassment.

Job Mapping Architecture commenced to ensure internal equity of positions across the organization aligned to fair and equitable pay. This has also provided for external benchmark to understand competitiveness in the market.





## GLOBAL PEACE INDEX

A SNAPSHOT OF THE GLOBAL STATE OF PEACE

THE STATE OF PEACE

# GLOBAL PEACE INDEX

**SERVICE**  
**SOCIAL IMPACT**

**AGENCY**  
**HILL+KNOWLTON STRATEGIES**  
SOUTH AFRICA

**CLIENT**  
**INSTITUTE FOR ECONOMICS AND PEACE (IEP)**

The Institute for Economics and Peace (IEP) is a worldwide think tank that examines the correlation between peace, commerce, and prosperity. It aims to foster comprehension of the cultural, economic, and political elements that influence peacefulness. The primary index generated by IEP is the Global Peace Index (GPI), a frequently referenced standard for measuring peace. The IEP has been compiling GPI reports for numerous years. The 2021 report was the 15th iteration. Our work was to raise the profile of GPI among the media in the continent.

**IMPACT**  
We broke down what the 15th report had to say about each individual African country we would be targeting to understand what was relevant to each country and to better structure media motivations.



As the report included several COVID-19 highlights and how this had impacted levels of peacefulness, we used this information, as well as key South African-specific findings, to engage with media. For our African media contacts and press wires, we chose to highlight interesting continental findings to give them an overview of what was happening in the region in terms of levels of peacefulness.

**THE RESULTS**  
**5 INTERVIEWS** with Power FM, lunchtime live on CNBC Africa, IOL, EdbookSA and Channel Africa  
Achieved coverage across tier 1 media in **8 DIFFERENT AFRICAN COUNTRIES**.

Reached **OVER 3,081,832 PEOPLE** through interviews and media clippings  
GPI was covered in tier **1 PUBLICATIONS ACROSS THE CONTINENT**, and we were able to help IEP build their brand name as a trusted and credible source of information.

**AWARDS**  
**PRISA PRISM AWARD INTERNATIONAL CAMPAIGN OF THE YEAR**

Public Relations Institute of South Africa

**CERTIFICATE OF EXCELLENCE IN ASSOCIATIONS**

PRovoke Media-SABRE Awards Africa



# PARTNERSHIPS

## Our Ambition

We seek partners who uphold high standards of ethical business conduct, employment practices, human rights, and environmental stewardship.

## Material topics under partnerships

### Sustainable and ethical culture in our client relationships and brand strategy

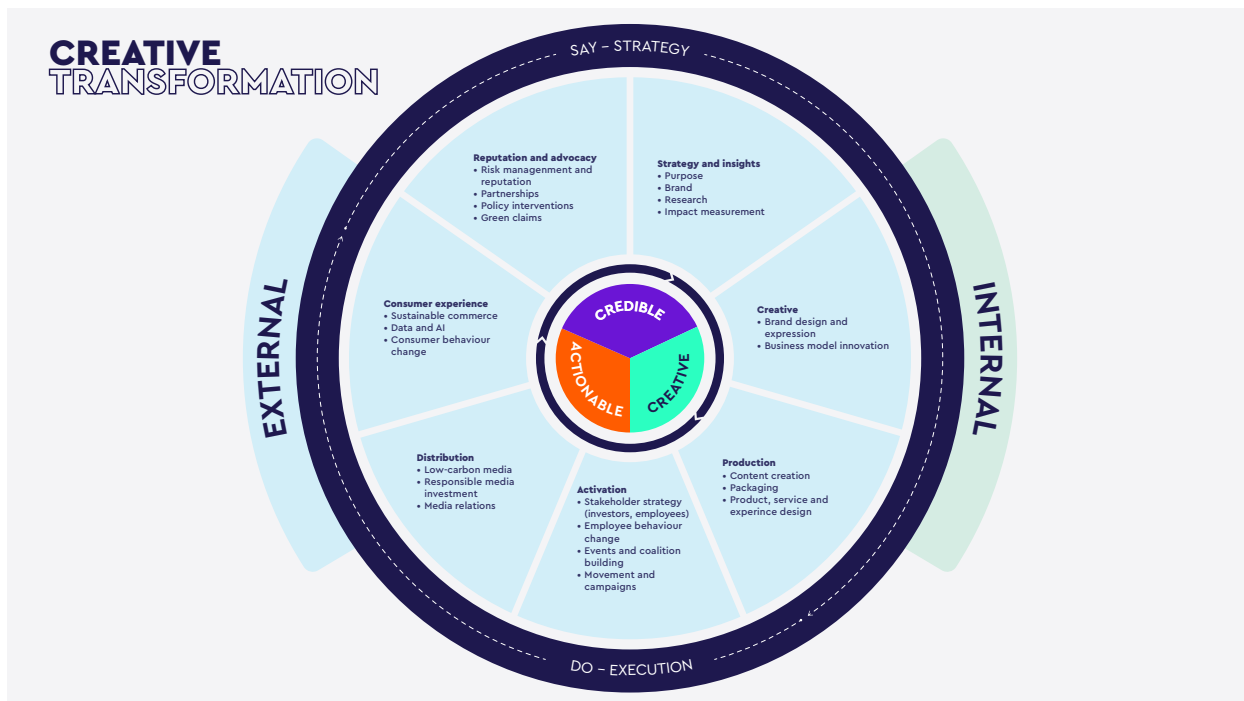
The work we do for our clients reaches billions of people each year, presenting our greatest opportunity to create positive change. Our agencies and client leads oversee our work with clients on sustainability. The WPP Scangroup Executive Committee provides additional oversight and guidance on any ethical issues that may arise. In 2022, WPP, the major shareholder of the Company, launched a green claims guide and training to equip our people to make effective green claims.

Our client retention rate is a crucial business metric that impacts our entire organization. In 2022, we achieved a client retention rate of 77%.

### Sustainability capability

From strategy and consulting to delivery and flawless execution, we continue to strengthen our offer to ensure we provide clients with the support and expertise they need to deliver against their own sustainability and diversity, equity and inclusion goals.

Throughout this report we demonstrate how we deploy these skills, coupled with our creativity, to help clients find solutions not only to commercial problems, but also to some of society's biggest and most complex challenges.



## Acting ethically

We work hard to maintain strong compliance in areas such as ethics, human rights, privacy and data security. All of this is covered in our Code of Business Conduct and in our mandatory online ethics training, which all employees (including freelancers working for more than four weeks) are required to complete annually.



## PARTNERSHIPS

In 2022, 100% of all new joiners completed the mandatory How We Behave and Belonging training whilst 97% of all staff completed the training in 2021.

We will not undertake work that is intended or designed to mislead or deceive.

### New Client Assignments

We have a process in place to review new assignments and clients.

Our Risk Committee, chaired by the CEO, ensures that leadership has a full understanding of the risks across businesses and markets (see page 23 of our 2022 annual report)

During the year we put in place a revised Assignment Acceptance Policy and Framework, covering all client sectors, that requires various categories of work to be considered by our agencies' Risk Committees or escalated to WPP for review.

### Integration of social data privacy and cybersecurity

Data protection continues to be a core area of focus. During the year, data protection laws were enacted in Tanzania whilst Uganda amended its Computer Misuse (Amendment) Act. Thirty six out of fifty-four African countries have data protection laws. 2022 also saw unprecedented enforcement action around data privacy in the markets that we operate in with enforcement measures ongoing in 7 countries. As a result of the increasing importance of data privacy compliance, the Company appointed its chief counsel as its Data Protection officer.

We process people-related data across our whole organization. This information may come from our clients, employees, or suppliers and referred to as personal data or personally identifiable information (PII). Personal data/PII relating to persons is the responsibility of all organizations, including us.

People expect us to protect their personal information. It is a position of trust, and the penalties of betraying that trust are serious for WPP Scangroup Plc.

National and international data protection privacy regulations govern the collection, storage, and processing of this personal data/PII.

Our Group Data Protection Officer leads our work on privacy, supported by WPP's Global Data Protection Officer. Together, they provide practical guidance and support to our agencies, promote best practices and ensure that privacy risks are well understood. Additionally, WPP Scangroup Plc runs a data privacy champions programme to further embed best practice around data privacy across day-to-day business operations.

The WPP Data Privacy and Security Charter sets out core principles for responsible data management through our Data Code of Conduct, our technology, privacy and social media policies, and our security standards (based on ISO 27001).

Safer Data training, which includes content on data protection, security and privacy, must be completed by all new and current employees, as well as consultants.

There have been no substantiated complaints received from outside parties and substantiated by the organization nor from regulatory bodies around breaches to customer privacy.



# PARTNERSHIPS

## Ensuring best-in-class quality of services

We believe in the power of world-class creative ideas to drive client growth. Businesses and consumers alike are feeling the effects of inflation, climate change, geopolitical uncertainty and rising social inequality. Businesses are looking for solutions that unlock growth, while also addressing their environmental and social impact. Clients look to us to help find and scale solutions that address their most material impacts and the problems that matter most to their consumers through authentic, credible actions.

### Data first

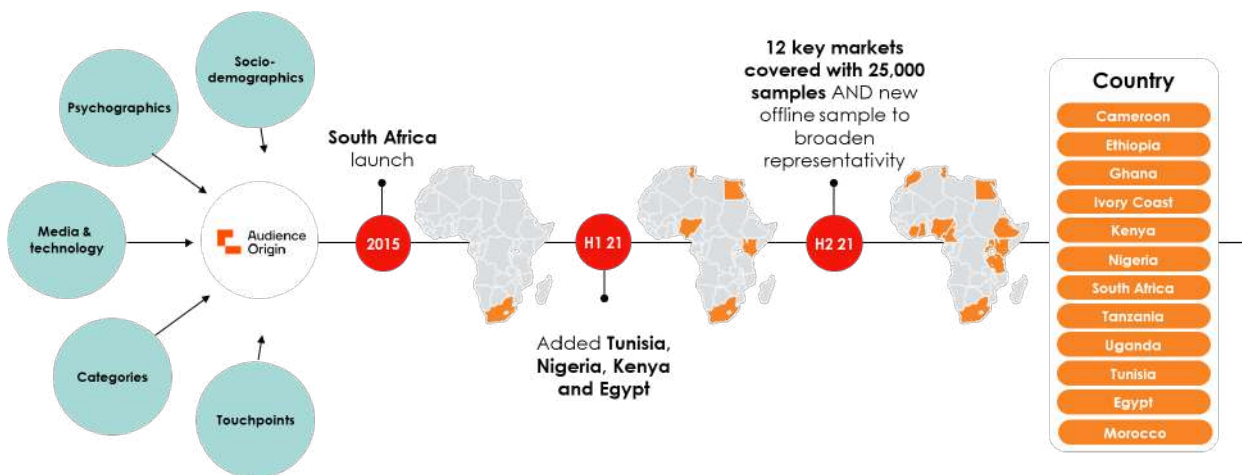
#### Audience origin

We aim to be first in class in the use of data to support media consumption for client campaigns. GroupM's Audience origin covers 85% consumer consumption categories in Africa. Panel data allows us to connect key components of audience insight at the individual level, linking attitudes and demographics to media and category behaviour.

Having this respondent-level data makes it easier to create global planning tools, but also allows us to analyse and model data in interesting ways. We start with a strong and consistent base layer, onto which we can model, fuse or match additional audience data sources.

Our new Audience Origin approach also delivers audience identifiers for activation, supporting more flexible local market targeting solutions. This means we have choices when it comes to audience targeting – we can support persona-based targeting or ID-based targeting through the Choreograph ID network.

We deliver an audience-centric insight and targeting solution that is bigger than the sum of its parts and can be fully flexed to global, local and custom client needs.



### Optimus

We strive to lead the industry in utilizing data to enhance media consumption for our clients' campaigns. Data is central to Optimus, a marketing automation tool we developed in-house. It is designed to boost customer acquisition and increase customer lifetime value efficiently and rapidly. With Optimus, we assist our clients in managing their customers at every stage of the relationship.



# 67MINS 67CVS

SERVICE  
**PRO-BONO**

AGENCY  
**HILL+KNOWLTON  
STRATEGIES**  
SOUTH AFRICA

CLIENT  
**INTERNAL**

Our H+K SA team set out 67 mins of their time to review 67 CVs from various job seekers for Mandela day.

**IMPACT**  
**90 HOURS** spent cumulatively by the H+K SA office staff. **36 CVS** were revamped providing hope to **36 JOB CANDIDATES** to present themselves professionally in the labour market.



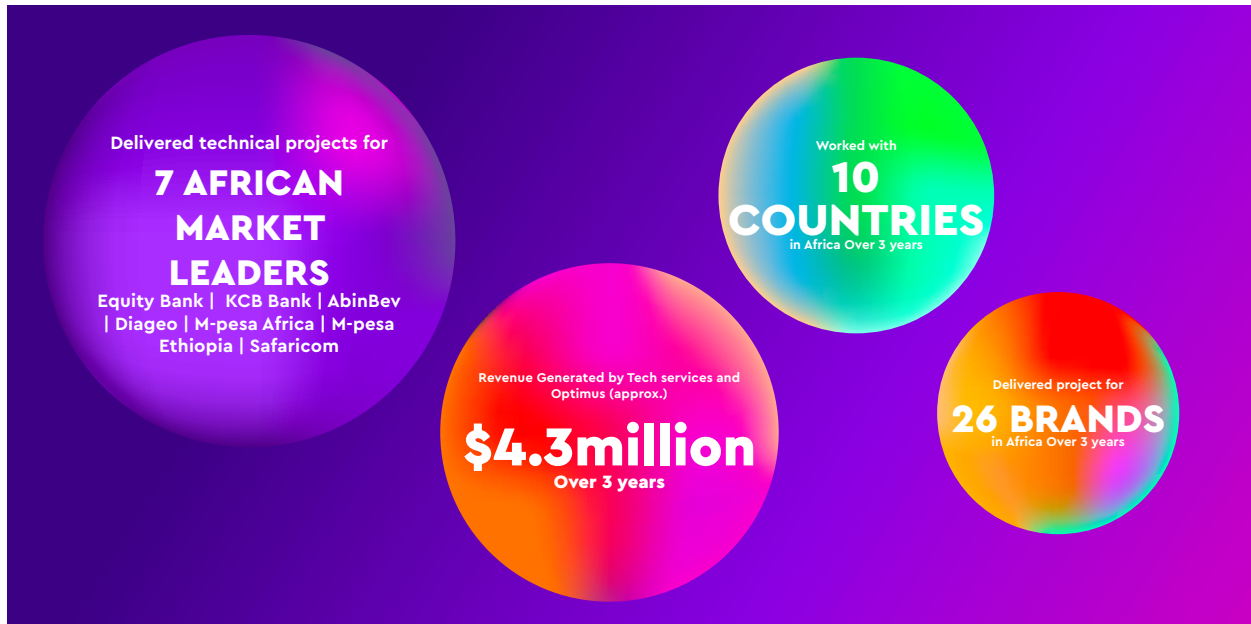
# PARTNERSHIPS

We help brands manage their customers in every stage:

Nurture all leads to maximize conversion into customers



Maximize the customer lifecycle revenue



## Our 2022 Awards

Our work has not gone unnoticed. In 2022, our agencies picked up 23 awards with our first ever Cannes Lions gold in East and Central Africa, the only yellow pencil in Africa and first LIA award in East, West and Central Africa going to Ogilvy Africa and our first ever recognition at the Cannes Lions.

Agency	Country	Awarding Body	Award	Work	Client
Hill+Knowlton Strategies	Kenya	Public Relations Society of Kenya	CSI campaign of the year	School Feeding Program	Lake Turkana Wind Power
Hill+Knowlton Strategies	Kenya	Public Relations Society of Kenya	Young professional of the year	N/A	Internal



## PARTNERSHIPS

Agency	Country	Awarding Body	Award	Work	Client
Hill+Knowlton Strategies	Kenya	PRovoke Media-SABRE Awards Africa	Award for Superior Achievement in Reputation Management	School Feeding Program	Lake Turkana Wind Power
Hill+Knowlton Strategies	Kenya	PRovoke Media-SABRE Awards Africa	Certificate of excellence on for the Superior Achievement in Research and Planning	Election Preparedness Campaign	Communication Authority of Kenya
Hill+Knowlton Strategies	Nigeria	Businessday Media	Nigerian Business Leadership Awards	Excellence in thought leadership and reputation	Internal
Hill+Knowlton Strategies	South Africa	Public Relations Society of America	PRISA Prism Award-International Campaign of the Year	Global Peace Index 2021	Institute for Economics and Peace (IEP)
Hill+Knowlton Strategies	South Africa	PRovoke Media-SABRE Awards Africa	Certificate of excellence- Financial and Professional Services	Innovation for Inclusion	Visa
Hill+Knowlton Strategies	South Africa	PRovoke Media-SABRE Awards Africa	Certificate of excellence-Associations	Global Peace Index 2021	Institute for Economics and Peace (IEP)
Ogilvy Africa	Kenya	Cannes Lions International Festival of Creativity	Gold award	Lesso Lessons	Roto tanks
Ogilvy Africa	Kenya	Design and Art Direction (DandAD)	Yellow Pencil	Lesso Lessons	Roto tanks
Ogilvy Africa	Kenya	The Loeries	4x Grand Prix	Lesso Lessons	Roto tanks
Ogilvy Africa	Kenya	London International Awards (LIA)	Bronze Statue	Lesso Lessons	Roto tanks
Ogilvy Africa	Kenya	The One Club for Creativity	The One Show's Next Creative Leaders	Lesso Lessons	Roto tanks
Scanad Kenya	Kenya	Marketing Society of Kenya	Winner-B2B Marketing Strategy	Call out campaign	GA insurance
Scanad Kenya	Kenya	Marketing Society of Kenya	Winner-distribution and implementation strategy	L'Oréal East Africa campus tour	L'Oréal East Africa
Scanad Kenya	Kenya	Marketing Society of Kenya	1st runners up-Digital campaign of the year	Maybelline and Garnier 10 Year Challenge	L'Oréal East Africa
Scanad Kenya	Kenya	Marketing Society of Kenya	1st runners up-media innovation- Agency only	Call out campaign	GA insurance
Scanad Kenya	Kenya	Marketing Society of Kenya	1st runners up-Experiential marketing	L'Oréal East Africa campus tour	L'Oréal East Africa
Scanad Kenya	Kenya	Marketing Society of Kenya	1st runners up-Not for Profit Marketing	Paint A Brighter Tomorrow	Basco Paints
Scanad Kenya	Kenya	Marketing Society of Kenya	1st runners up-Judge's choice award	Call out campaign	GA insurance



Agency	Country	Awarding Body	Award	Work	Client
Mediacompete	Kenya	Marketing Society of Kenya	Winner-Influencer Marketing Campaign of the Year	Fanta #ColourEveryMoment (Fruit)	The Coca Cola Company
Mediacompete	Kenya	Marketing Society of Kenya	2nd runners up- Judge's choice award	Fanta #ColourEveryMoment (Fruit)	The Coca Cola Company
Ogilvy Africa Zambia	Zambia	Zambia Institute of Marketing	Agency of the year	N/A	Internal

### Fair treatment of our suppliers

The wide range of services we offer and our organisational structure means we have a complex and dynamic supply chain ecosystem to manage. Our suppliers fall into two main categories: those providing goods and services used to run our agencies, such as IT and telecommunications, travel, facilities management, people services and real estate; and those used in client work, such as advertising and marketing services, production and media.

### Vendor risk assessment

We continually assess supply chain risk based on country, industry sector, categories of goods and services and individual suppliers. This is combined with a pre-engagement supplier due diligence questionnaire covering governance, compliance, sustainability, human rights and labour standards.

### Supplier selection

We have established due diligence processes to help us select suppliers that meet our responsible sourcing standards, and we work with them to positively influence the wider supply chain. This reduces risks to our business and clients and enables us to respond to the growing number of client tender processes that include supply chain management criteria. Contracted suppliers are required to sign our Business Code of Conduct – Supplier Version, confirming they will comply with our standards or adequately demonstrate to WPP Scangroup that they have the equivalent standards in place within their own business. These standards include requirements relating to labour practices (such as anti-harassment and discrimination, and health and safety), human rights (including modern slavery issues such as child, forced or bonded labour), governance, social impacts (such as anti-bribery and corruption) and other sustainability issues.

Our Supplier Code of Conduct requires suppliers to apply similar standards to companies within their own supply chains, including evidencing diversity and social responsibility in their cultures, behaviours and attitudes.

	2021	2022
Vendors who have completed vendor due diligence in 2022	99%	100%
Vendors who have signed the vendor code of conduct in 2022	99%	99% <sup>a</sup>

<sup>a</sup> The remaining 1% of vendors provided their own mandatory policy standards with principles equivalent to our Supplier Code of Conduct.

### SDG goal







# GOVERNANCE

Our governance framework is hinged on our board charter and our board of directors. Our board of directors meets at least four times a year to ensure compliance with governance procedures set out in the board charter.

## Material topics under governance

### Regulatory compliance and tax obligations in our different operational geographies

As a multinational, WPP Scangroup Plc faces complex regulatory and tax requirements. We maintain a regulatory register and track our tax compliance across markets. During the year, in recognition of the importance of tax compliance across multiple jurisdictions, we enhanced our tax function by increasing resourcing and hiring a full-time tax manager.

Our board audit and risk committee is regularly updated on regulatory compliance issues including tax compliance.

	2021	2022
Compliance with laws and/or regulations in the social and economic area	100%	100%

#### SDG goal



### Business integrity, anti-bribery and corruption

Our work has the power to bring about change – it regularly changes attitudes, opinions and the way people behave. As it is critical that these changes are for the better, we are committed to acting ethically in all aspects of our business, and to maintaining the highest standards of honesty and integrity.

We will not undertake work that is intended or designed to mislead or deceive.

We require that all the work our agencies produce for clients complies with all relevant legal requirements, codes of practice and marketing standards.

We work hard to maintain strong compliance in areas such as ethics, human rights, privacy and data security. All of this is covered in our Code of Business Conduct and in our mandatory online ethics training, which all employees (including freelancers working for more than four weeks) are required to complete annually.

#### SDG goal





# PLANET

## Climate crisis and carbon footprint reduction

### Our climate strategy

We support urgent action to tackle the climate crisis through the Paris Climate Agreement. WPP, the major shareholder of the Company, is a proud signatory to the UN Global Compact's Business Ambition for 1.5°C, the purpose of which is to galvanise business support for strong climate action, and for the UNFCCC's Race to Zero campaign.

We are in the process of developing targets to reduce Scope 1, 2 and 3 emissions which we shall publish in 2024. Some of the considerations for that roadmap will be for collaboration with our partners as well as through the Science Based Targets initiative (SBTi). In 2022, WPP launched a new Green Claims Guide to help equip our people with principles and practical tips for making effective environmental claims and avoiding misleading the public.

### A formula for effective green claims

Consumer behaviour change could drive down global carbon emissions by 40–70% by 2050<sup>b</sup>. Effective green claims can help shift opinion and change behaviour at the scale needed to transition to a low-carbon economy. But more than 60% of consumers are cynical about the motivations behind brands' sustainability actions<sup>c</sup>.

The green claims guide provides principles and practical tips for account managers, strategists, creatives, and media planners to use from brief to behaviour change. Training sessions share a formula for effective green claims and give people the chance to explore real case studies and rulings to help them identify and avoid greenwashing. The guide is complemented by a legal toolkit, which has been incorporated into our legal clearance process.

 <b>BE TRUTHFUL &amp; ACCURATE</b>	 <b>DO NOT OMIT OR HIDE IMPORTANT INFORMATION</b>	 <b>ONLY MAKE FAIR &amp; MEANINGFUL COMPARISONS</b>	 <b>CONSIDER THE FULL LIFECYCLE OF THE PRODUCT</b>	 <b>SUBSTANTIATE THE CLAIMS</b>	 <b>BE SPECIFIC</b>
 <b>BE CLEAR &amp; UNAMBIGUOUS</b>	 <b>USE PLAIN LANGUAGE</b>	 <b>DO NOT OVERSTATE THE BENEFIT</b>	 <b>AVOID SWEEPING OR UNQUALIFIED CLAIMS</b>	 <b>CAREFULLY CONSIDER IMAGERY</b>	 <b>BE SOCIALLY RESPONSIBLE</b>

<sup>b</sup> Climate Change 2022: Impacts, Adaptation and Vulnerability, Sixth IPCC Report

<sup>c</sup> Sustainability Communications Need to Get Real, Ogilvy Consulting



# SOLAR POWER PROJECT

**SERVICE**  
**CSR**

**AGENCY**  
**SCANAD**  
KENYA

**CLIENT**  
**VIVO ENERGY KENYA**

Supported with branding material used to market their solar installation offering to their clients

**IMPACT**  
Commercial solar installations made by Vivo



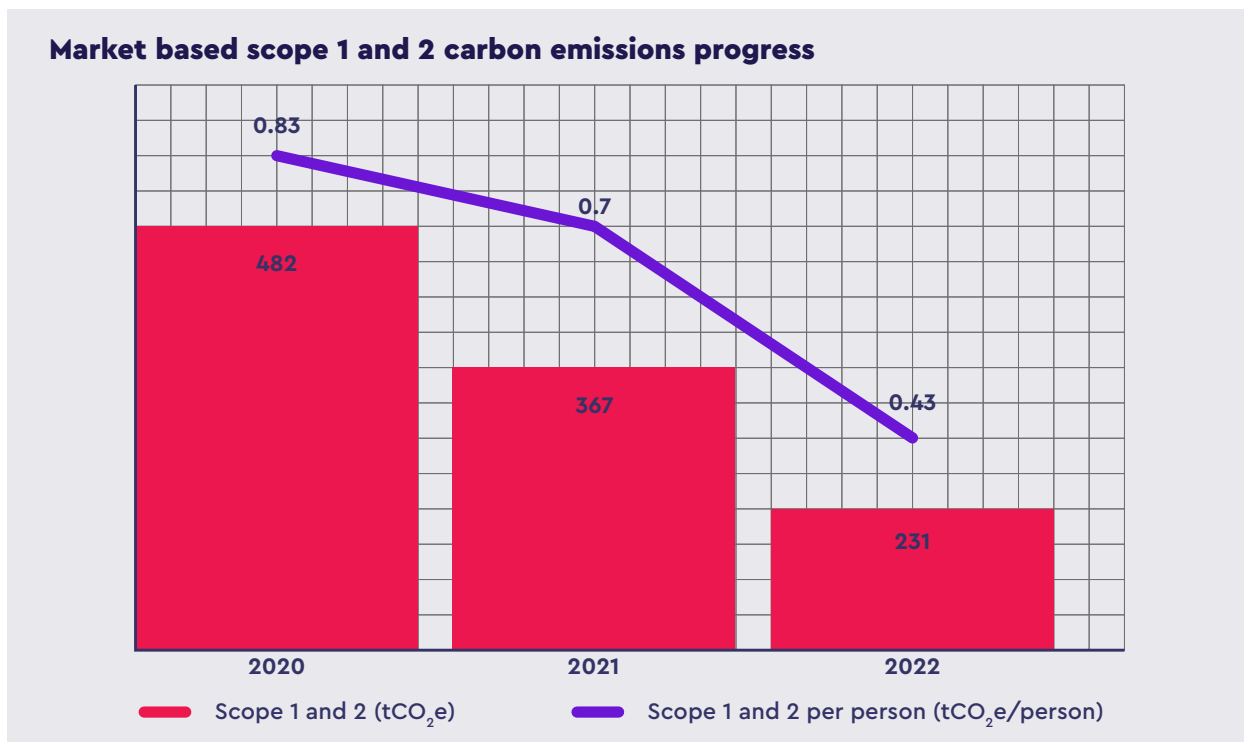
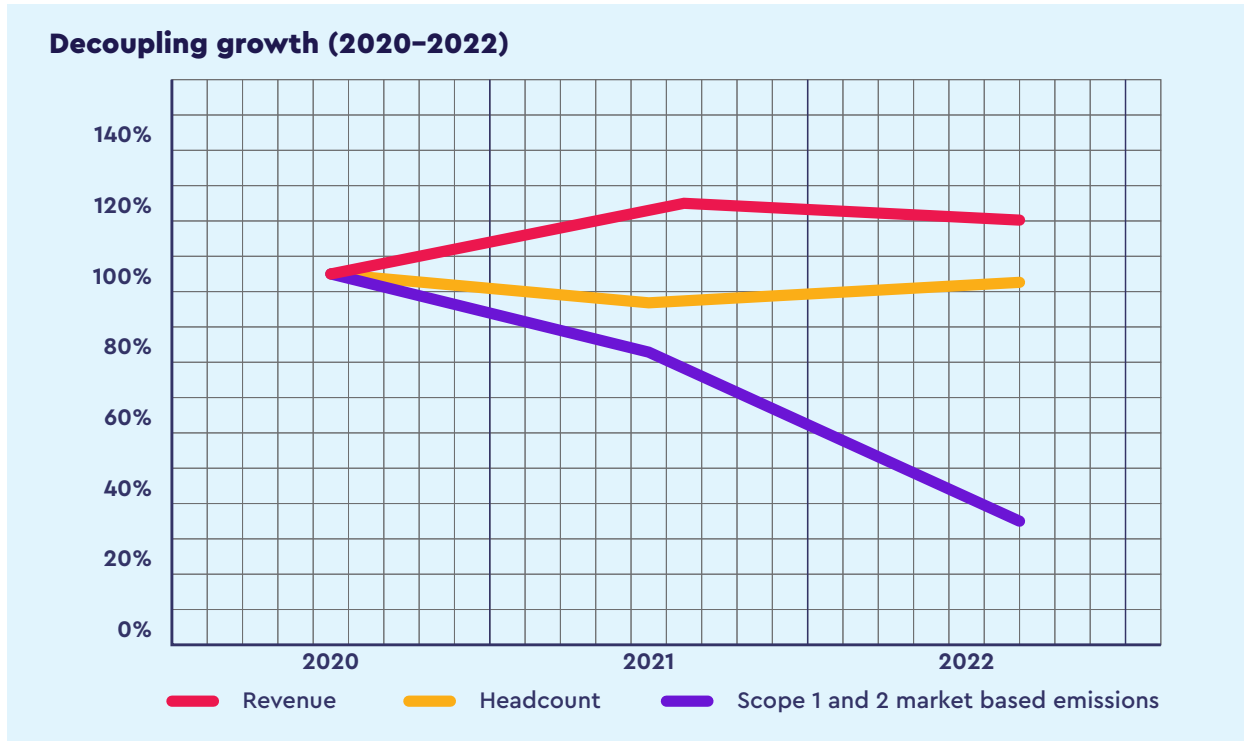


# PLANET

## Emissions data

As part of our reporting process, we have been collecting carbon emission data from 2020.

In our analysis with 2020 as the base year, we demonstrated the correlation between revenue growth and the increase in headcount, as well as Scope 1 and 2 market-based emissions. Additionally, we have charted our per capita Scope 1 and 2 market-based emissions in relation to both total market-based emissions and location-based emissions.

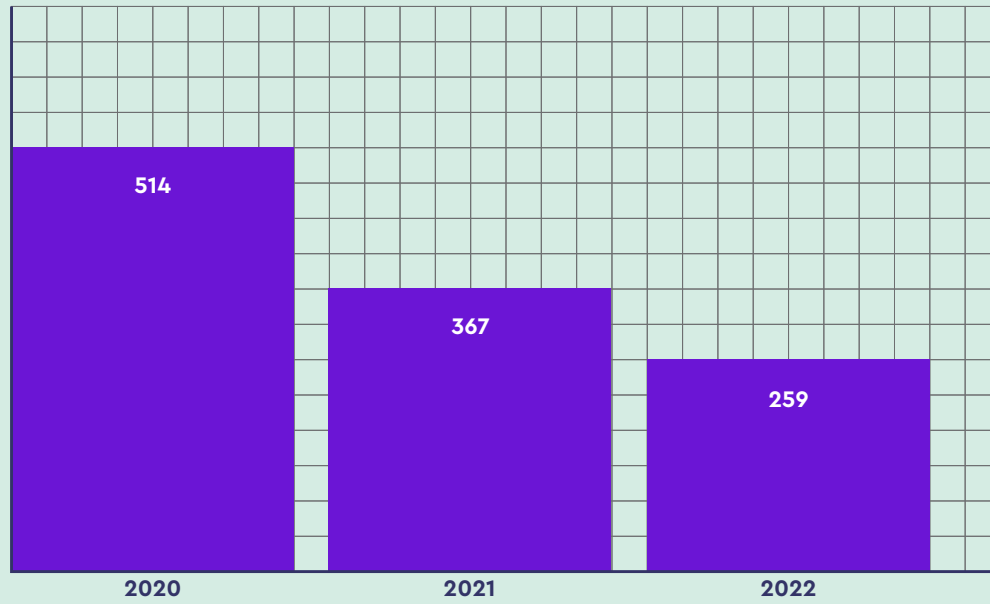




# PLANET

## Location based Scope 1 and 2 CO<sub>2</sub>e emissions

Tonnes CO<sub>2</sub>e emissions





# COMMUNITIES

## Our Ambition

We aim to use the power of our creativity and voice to support healthy and vibrant communities.

## Creativity for social change

Most of our charitable giving and Pro-bono work is managed within our agencies, based on their values and their employees' passions. The work we do with our clients and partners has the power to inspire widespread social change. Good communications are essential to bring about the shift in attitudes and behaviour needed to end extreme poverty, inequality, and climate change, and contribute towards the UN Sustainable Development Goals (SDGs).

We can help amplify the impact of charities and non-governmental organisations (NGOs) by providing marketing and creative services, often on a Pro-bono basis (for little or no fee) by providing marketing and creative services, enabling them to raise awareness and funds, recruit members, and achieve campaign objectives.

## Action in our local communities

We encourage our people to use their creativity and expertise to support the local causes they are passionate about, and we have a long tradition of Pro-bono work covering a range of issues from the arts to conservation, health, and human right.

Some examples of how we engage with our communities are shown in this report.



# WOMEN IN SUCCESSFUL CAREERS (WISCAR)

**SERVICE**  
**PRO-BONO**

**AGENCY**  
**HILL+KNOWLTON STRATEGIES**  
NIGERIA

**PARTNER**  
**WOMEN IN SUCCESSFUL CAREERS (WISCAR)**

Women in Successful Careers (WISCAR) is a leading not-for-profit and non-governmental organization focused on women empowerment and strategic mentoring for professional women. In December, it hosted the 12th edition of its annual leadership and mentoring conference. As a media agency, our team partnered with them to drive conversations about the conference, highlight the importance of role modeling and mentorship by successful women leaders, and position WISCAR as a socially responsible organization that addresses issues of gender inequality and encourages female empowerment in society.

To achieve these objectives, we executed a strategic campaign that included the hosting of a press conference with top-tier media platforms, the development and publishing of three press releases and two blog posts, and the

facilitation of a radio interview and two print/online interviews. At the end of the campaign, which has spanned three months, we have been able to achieve significant media coverage for the NGO, enhancing its visibility amongst target audiences

**IMPACT**

54 media mentions (87% increase in reach from FY21), of which 46% were on tier-1 platforms, 22% on tier-2 platforms, and 32% on tier-3 platforms distributed as:



The campaign was able to reach an estimated **101,558,839** people across Nigeria and West Africa, with an approximate PR Value of Value of **\$647,229.39**

Work equivalent to **N2,550,000** in agency fees.



# THE CRUCIBLE

**SERVICE**  
**PRO-BONO**

**AGENCY**  
**SCANAD**  
KENYA

**PARTNER**  
**STRATHMORE UNIVERSITY**

Scanad in collaboration with Strathmore Business School and KCB Bank launched the Crucible Marketing Roundtable in 2021. This project aims to provide a platform for young student marketers to learn, network, and incubate talent with established professionals in the industry. Crucible provides students an opportunity to provide real-life marketing solutions, win cash prizes, get mentorship coaching from top marketers and top companies.



**IMPACT**

3 students trained through an internship model with **(FY21- 3 students trained)**. Investment of **Kes 300,000 (FY21- Kes 300,000)**.





# TERRA ACADEMY FOR THE ARTS (TAFTA)

**SERVICE**  
**PRO-BONO**

**AGENCY**  
**HILL+KNOWLTON STRATEGIES**  
NIGERIA

**PARTNER**  
**TERRA ACADEMY FOR THE ARTS (TAFTA)**

Terra Academy for the Arts (TAFTA) is an institution based in Nigeria, with a vision to harness Africa's passion for entertainment as a catalyst for economic growth. By nurturing a new generation of talent through world-class training in arts and entertainment, TAFTA aims to drive economic revitalization. Hill and Knowlton Strategies Nigeria supports TAFTA by offering pro-bono public relations services, thereby enhancing TAFTA's reputation as a provider of top-tier creative education, career assistance, and entrepreneurial opportunities for young Nigerians. The Creative Academy, established by Terra Kulture – Nigeria's premier culture and art center, in partnership with the Mastercard Foundation, aims to develop and empower a community of young Nigerians. The objective is to influence the economy and society by revolutionizing the creative industry.

**IMPACT**

We designed a three-pronged approach to build engagement and drive awareness for TAFTA's brand among key audience segments. This approach



L-R: Programme Lead, MCOM Finance, Mastercard Foundation, Choma Nwagboke, Country Head - Nigeria, Mastercard Foundation, Chidreba Lawson, Founder, Terra Kulture and IAP Productions, Bidisha Austin-Peters and Programmes Lead, Agriculture, Mastercard Foundation, Lolu Sankey during the signing of a 5-year training partnership programme agreement between Terra Kulture and the Mastercard Foundation to equip 15,000 young people with relevant skills across key sub-sectors in theatre and business in Lagos



involves us strategically positioning its corporate brand, strengthening mobilization efforts for the academy, and spotlighting its various partnerships. In achieving this, we are utilizing press releases, blog posts, articles and opinion editorials, interviews (radio, print, and online), radio hypes, and influencer engagement. For their 1st cohort which resumed in October 2022, we were able to secure **OVER 10,000** applications.

**21 MEDIA MENTIONS**, of which **34%** were on tier-1 platforms, **33%** on tier-2 platforms, and **33%** on tier-3 platforms distributed as:



The campaign was able to reach an estimated **52,882,780 PEOPLE** across Nigeria with an approximate PR Value of **\$344,565.60**. Conducted executed radio hypes and jingles on radio stations across three states in Nigeria (Lagos, Ogun, and Kano). b. Due to the target demographics for the campaign, we relied heavily on radio as that is their main platform for engagement. Manhours spent on the project from planning to execution was approximately 40 hours – N1.3m. Our work contributed to TAFTA receiving **OVER 10,000 APPLICATIONS** for their 1st cohort in October 2022.



# Towers of strength

## IHS BEHAVIORAL CHANGE

**SERVICE**  
**CSR**

**AGENCY**  
**HILL+KNOWLTON**  
**STRATEGIES**  
NIGERIA

**CLIENT**  
**EKITI STATE**

The campaign was launched across 5 radio stations to sensitise the residents on the risk of open defecation and handwashing while encouraging them to adopt measures to curb the spread of the disease.

We developed radio jingles script in 3 languages – English, Yoruba and Pidgin to ensure the effective communication of the key messages to the target audience

**IMPACT**

**975 JINGLE SPOTS** were leveraged across five top-tier radio stations in Ekiti State in three months.

The campaign was able to reach an estimated **4,522,195 LISTENERS**, with an approximate PR Value of **N1,356,658.58 OR \$29,438.82**.



# CURIOSITY LIBRARY

SERVICE  
**CSR**

AGENCY  
**SCANAD**  
KENYA

PARTNER  
**SUKUMA TWENDE TRUST**

Scanad in collaboration with Sukuma Twende Trust in 2021 kicked off the START A LIBRARY – CURIOCITY Library. This to support the Trust's education pillar in raising libraries across Kenya.

**IMPACT**  
**6000 BOOKS** bought for 6 schools (FY21 – 2000  
**BOOKS** bought for 2 schools) . Investment of  
**KES 1.539M (FY21 – KES 513,000)**

WPP | SCANGROUP