

## **ASX Release**

### Response to press speculation regarding potential sale of Kantar

Sydney, Australia – 2 July 2019

WPP AUNZ Limited ("WPP AUNZ" ASX: WPP) provides an update to the market in relation to the potential sale of the Kantar business.

WPP AUNZ owns the Kantar business in Australia and New Zealand, a data investment management company.

WPP AUNZ's majority shareholder, WPP plc has previously announced its intention to develop the global Kantar business through a strategic or financial partner, with WPP plc retaining a significant minority interest and strategic links with Kantar.

Attached is an announcement which WPP AUNZ's majority shareholder, WPP plc, issued overnight relating to the potential sale of a majority stake in its global Kantar business.

As previously advised to the market, WPP AUNZ is exploring its strategic options in respect of Kantar and is in discussions with WPP plc to sell all of its equity interests in the Kantar business in Australia and New Zealand, should a global transaction occur.

While discussions are ongoing, there is no certainty that a global transaction will occur or that WPP AUNZ's discussions with WPP will result in WPP AUNZ participating in the global transaction.

The Data Investment Management segment for 31 December 2018 contributed net sales of \$105 million and earnings before interest and tax of \$20 million for WPP AUNZ. The Kantar business accounts for the significant majority of this segment.

Attachment:

1. WPP plc Announcement

Contact:

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# ATTACHMENT:

For Immediate Release

1 July 2019

### WPP PLC ("WPP")

#### **Response to Press Speculation: Kantar**

WPP notes the recent press speculation and confirms that, as part of the previously announced process for the sale of a majority of Kantar, WPP has entered into exclusive discussions with Bain Capital for the sale of a majority shareholding in Kantar, with a headline enterprise value (for 100%) of c.\$4bn.

Bain Capital's proposal is subject to negotiation. There is no certainty that these discussions will result in a transaction involving Kantar.

Any further announcement will be made as appropriate.

Ends

This announcement contains inside information.

The person responsible for arranging the release of this announcement on behalf of WPP is Marie Capes, Company Secretary.

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