

# WPP Plc (New) (WPP:LN)



**London**  
Stock Exchange

Consumer Discretionary/Media Agencies

Price: 739.80

Report Date: March 27, 2024

## Business Description and Key Statistics

WPP plc is a United Kingdom-based creative transformation company. The Company provides marketing communications services that help brands grow their businesses. Its segments include Global Integrated Agencies, Public Relations and Specialist Agencies. The Global Integrated Agencies segment includes creative agencies and media agencies. Its creative agencies provide advertising campaigns, experiences, e-commerce strategies and platforms, technology services such as CRM implementation, and more. The Company's media agencies connect brands with consumers - planning, buying and activating the distribution of creative content across the full range of media channels including digital display, search, social, television, print and billboards. The Public Relations segment helps clients communicate with their stakeholders, build reputation and manage risk. The Company operates in various countries, including United States, United Kingdom, Germany, Greater China, India, Brazil and Australia.

**Website:** <https://www.wpp.com/>

**ICB Industry:** Consumer Discretionary

**ICB Subsector:** Media Agencies

**Address:** Sea Containers, 18 Upper Ground  
LONDON SE1 9GL  
GBR

**Employees:** 114,173

	Current	YTY % Chg
<b>Revenue LFY (M)</b>	14,845	2.9
<b>EPS Diluted LFY</b>	0.10	-83.5
<b>Market Value (M)</b>	7,952	
<b>Shares Outstanding LFY (000)</b>	1,074,838	
<b>Book Value Per Share</b>	3.14	
<b>EBITDA Margin %</b>	7.50	
<b>Net Margin %</b>	0.8	
<b>Long-Term Debt / Capital %</b>	59.5	
<b>Dividends and Yield TTM</b>	0.39 - 5.33%	
<b>Payout Ratio TTM %</b>	100.0	
<b>60-Day Average Volume (000)</b>	2,911	
<b>52-Week High &amp; Low</b>	967.20 - 681.20	
<b>Price / 52-Week High &amp; Low</b>	0.76 - 1.09	

## Price, Moving Averages & Volume



WPP Plc (New) is currently trading at 739.80 which is 0.4% below its 50 day moving average price of 742.98 and 2.2% below its 200 day moving average price of 756.57.

WPP:LN is currently 23.5% below its 52-week high price of 967.20 and is 8.6% above its 52-week low price of 681.20. Over the past 52-weeks, WPP:LN is down 19.5% while on a calendar year-to-date basis it is down 1.8%.

The Relative Strength Index (RSI) indicator for WPP:LN is currently 56.92. An RSI value of 70 and above is considered overbought and 30 and below oversold.

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## Price Performance, Technical Indicators & Risk Metrics

Price Performance	% Change	Difference vs FTSE 350	Technical Indicators	
1-Day %	-0.19	-0.22	50-Day Average Price	742.98
1-Week %	5.35	2.95	Price / 50-Day Average	1.00
4-Week %	3.64	-0.41	200-Day Average Price	756.57
52-Week %	-19.50	-25.72	Price / 200-Day Average	0.98
Quarter-to-Date %	-1.75	-4.04	RSI - Relative Strength Index	56.92
Year-to-Date %	-1.75	-4.04	<b>Risk Metrics</b>	
Last Month %	-8.32	-8.09	Price Volatility	13.75
Last Quarter %	2.73	0.25	Sharpe Ratio	0.01
Last Calendar Year %	-8.19	-12.07	Sortino Ratio	0.01

## 5-Year Price Performance vs. FTSE 350

**WPP Plc (New)**  
**FTSE 350 Index**

Current: 0.91 CAGR: -1.8%  
Current: 1.08 CAGR: 1.6%



Over the past five years, WPP Plc (New)'s stock price is down 8.8% which is 17.1% below the FTSE 350 Index performance of 8.4% over the same period. WPP Plc (New)'s cumulative annualized growth rate (CAGR) over the five year period has been -1.8% while that of the FTSE 350 Index has been 1.6%.

Over the past year, WPP Plc (New)'s stock price performance of -19.5% has underperformed that of the FTSE 350 Index by 25.7%. On a year-to-date basis, WPP Plc (New)'s stock price performance of -1.7% has underperformed the FTSE 350 Index by 4.0%.

Over the past week, WPP Plc (New)'s stock price performance of 5.4% has outperformed that of the FTSE 350 Index by 2.9%.

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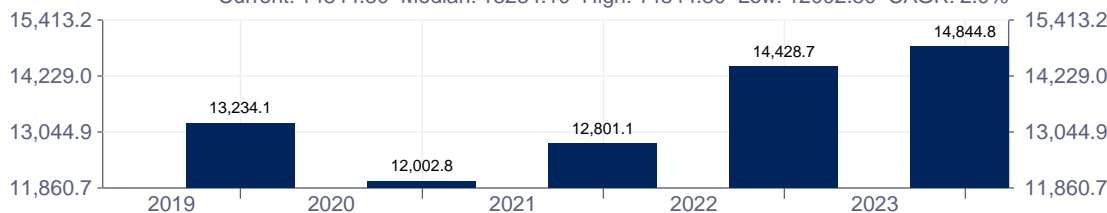
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## Growth and Profitability Metrics

Historical Growth	3-Year	5-Year	10-Year	Profitability	Current	5-Year Average	10-Year Average
Revenues %	7.3	-1.0	3.0	Gross Margin %	17.0	17.5	41.4
Revenues Per Share %	11.9	2.0	5.3	EBITDA Margin %	7.5	5.8	10.4
EBITDA %	999.9	-8.1	-3.8	Pre-Tax Margin %	2.3	0.6	6.6
EPS Diluted %	999.9	-34.4	-17.6	Net Margin %	0.8	-1.8	4.0
Free Cash Flow %	-8.5	-2.4	1.4	Return on Equity %	3.1	0.0	7.8
Cash from Operations %	-11.5	-6.3	-1.2	Return on Capital %	1.1	-0.4	4.6
Book Value %	-7.4	-15.8	-5.7	Return on Assets %	0.4	-0.4	2.0

### Revenue (M)

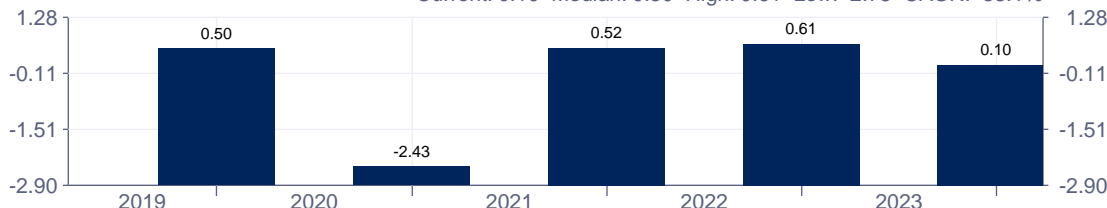
Current: 14844.80 Median: 13234.10 High: 14844.80 Low: 12002.80 CAGR: 2.9%



WPP Plc (New)'s cumulative annualized revenue growth rate over the charted period is 2.9%. This compares to cumulative annualized growth of 7.3% over the past 3 years.

### EPS Diluted

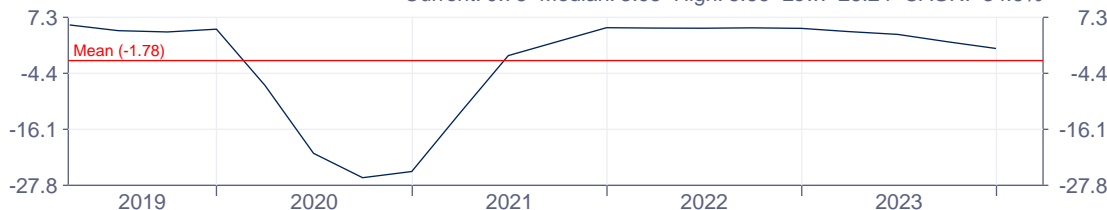
Current: 0.10 Median: 0.50 High: 0.61 Low: -2.73 CAGR: -33.1%



WPP Plc (New)'s cumulative annualized EPS growth rate over the charted period is -33.1%. This compares to cumulative annualized growth of 999.9% over the past 3 years.

### Net Profit Margin %

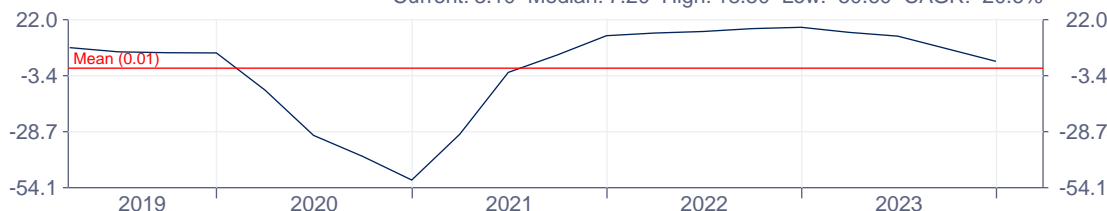
Current: 0.75 Median: 3.95 High: 5.66 Low: -26.24 CAGR: -34.6%



WPP Plc (New)'s net profit margin of 0.8% is 2.5% above the period's mean net margin of -1.8%. During the charted period, the observed net profit margin high and low were 5.7% and -26.2% respectively.

### Return on Equity %

Current: 3.10 Median: 7.20 High: 18.50 Low: -50.60 CAGR: -20.6%



WPP Plc (New)'s return on equity of 3.1% is 3.1% above the period's mean return on equity of 0.0%. During the charted period, the observed ROE high and low were 18.5% and -50.6% respectively.

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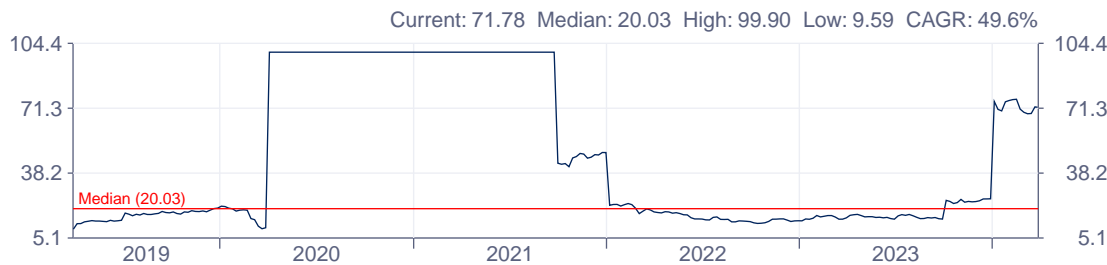
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## Valuation Metrics

	Current	5-Year Median	10-Year Median		Current	5-Year Median	10-Year Median
Price / EPS TTM	71.8	20.0	16.8	Earnings Yield %	1.39	4.99	5.95
Price / Sales	0.5	0.8	1.0	Free Cash Flow Yield %	6.24	6.18	3.79
Price / Operating Cash Flow	11.5	12.2	12.7	Dividend Yield %	5.33	3.83	3.41
Price / Book Value	2.4	2.3	2.3	Enterprise Value / EBITDA	11.0	10.8	11.2

### Price / EPS TTM



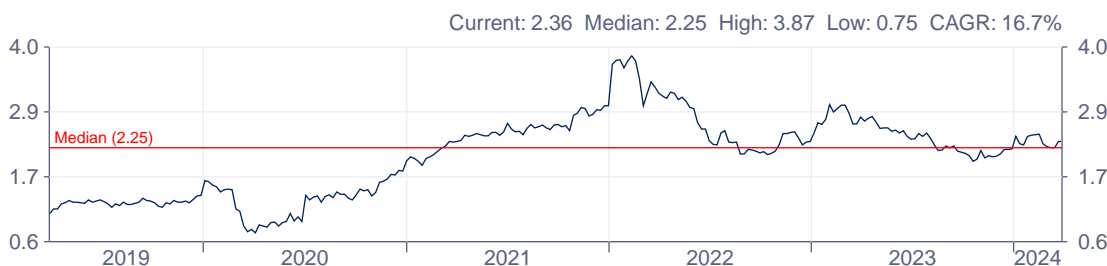
WPP Plc (New) is trading at 71.78 times its EPS generated during the latest fiscal year. This multiple is above the historically observed median of 20.03, while high and low observations have been 99.90 and 9.59.

### Price / Sales



WPP Plc (New) is trading at a Price to Sales ratio of 0.54 based on sales generated during the latest fiscal year. This ratio is below the historically observed median ratio of 0.77, while high and low observations have been 1.15 and 0.47.

### Price / Book Value



WPP Plc (New) is trading at a Price to Book ratio of 2.36 based on book value at the latest fiscal year end. This ratio is above the historically observed median of 2.25, while high and low observations have been 3.87 and 0.75.

### Free Cash Flow Yield %



WPP Plc (New) has a Free Cash Flow Yield of 6.24% based on free cash flow generated during the latest fiscal year. This value is above the historically observed median yield of 6.18%, while high and low observations have been 11.74 and 1.81.

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## Dividends Data

Dividends Per Share TTM	0.39	Payout Ratio TTM %	100.00%	Dividend Yield TTM %	5.33%
Rate	Ex Date	Record Date	Payment Date	Currency	Note
0.244	06-06-2024	07-06-2024	05-07-2024	GBP	
0.150	12-10-2023	13-10-2023	03-11-2023	GBP	
0.244	08-06-2023	09-06-2023	07-07-2023	GBP	
0.150	13-10-2022	14-10-2022	01-11-2022	GBP	
0.187	09-06-2022	10-06-2022	08-07-2022	GBP	
0.125	14-10-2021	15-10-2021	01-11-2021	GBP	
0.140	10-06-2021	11-06-2021	09-07-2021	GBP	
0.100	08-10-2020	09-10-2020	06-11-2020	GBP	
0.227	03-10-2019	04-10-2019	04-11-2019	GBP	
0.373	13-06-2019	14-06-2019	08-07-2019	GBP	
0.227	04-10-2018	05-10-2018	05-11-2018	GBP	
0.373	14-06-2018	15-06-2018	09-07-2018	GBP	

## Dividend Growth and Yield

### Dividends Per Share TTM

Current: 0.39 Median: 0.31 High: 0.60 Low: 0.10 CAGR: -9.6%



WPP Plc (New)'s trailing 12-month dividend per share is 0.39 and its dividend has grown at a cumulative annualized rate of -9.6% over the charted period. This compares to dividend growth of 0.00% over the past year and cumulative annualized growth of 18.00% over the past 3 years.

### Dividend Yield TTM %

Current: 5.33 Median: 3.83 High: 12.40 Low: 1.00 CAGR: -6.4%



WPP Plc (New)'s current dividend yield is 5.33% based on trailing 12 month dividends. The current yield is above the historically observed median of 3.83% and, over the charted time period, the observed high yield has been 12.40% and the observed low yield has been 1.00%.

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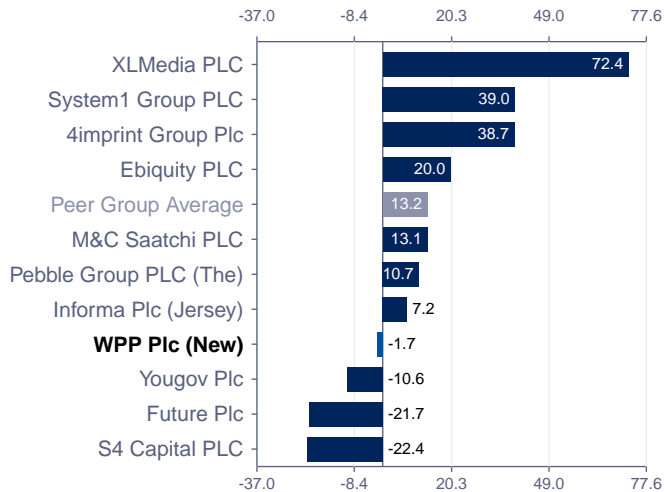
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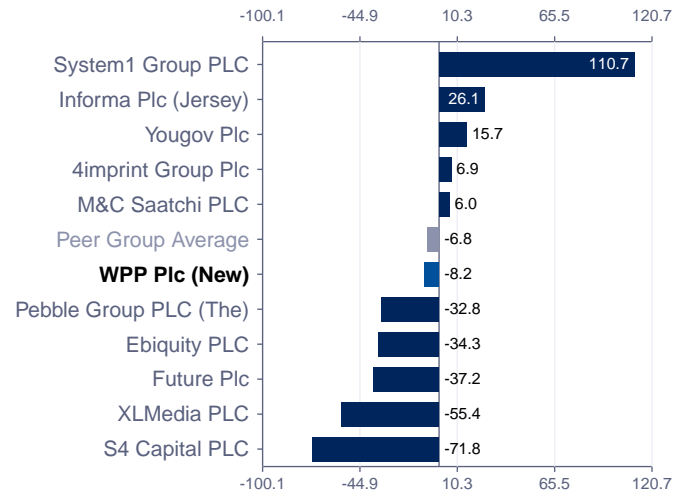
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## ICB Subsector Peer Comparisons

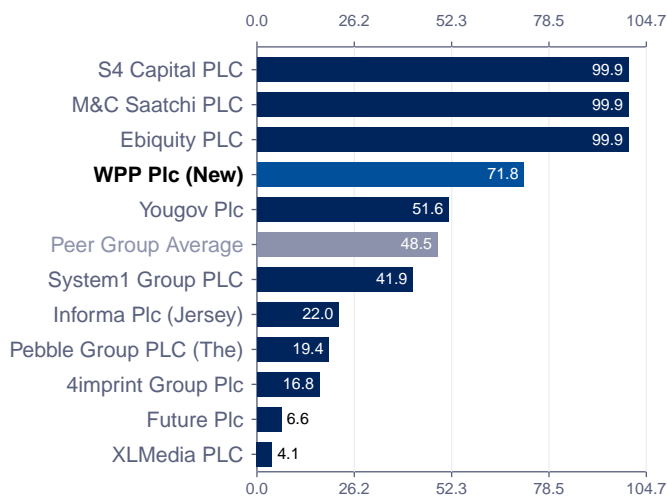
**Price Change Year to Date %**



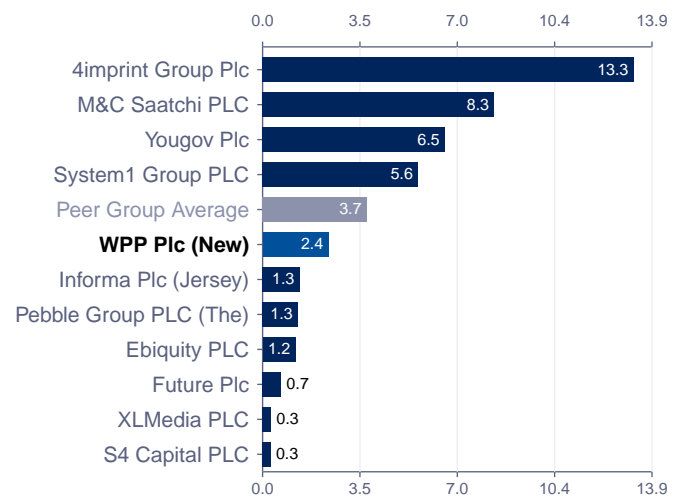
**Price Change Last Calendar Year %**



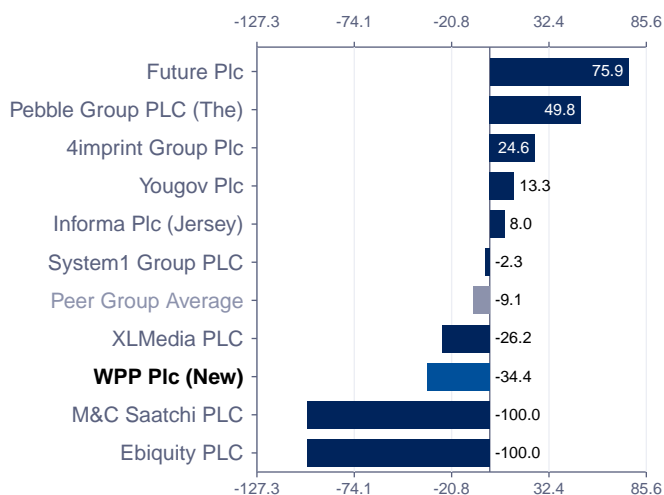
**Price / EPS TTM**



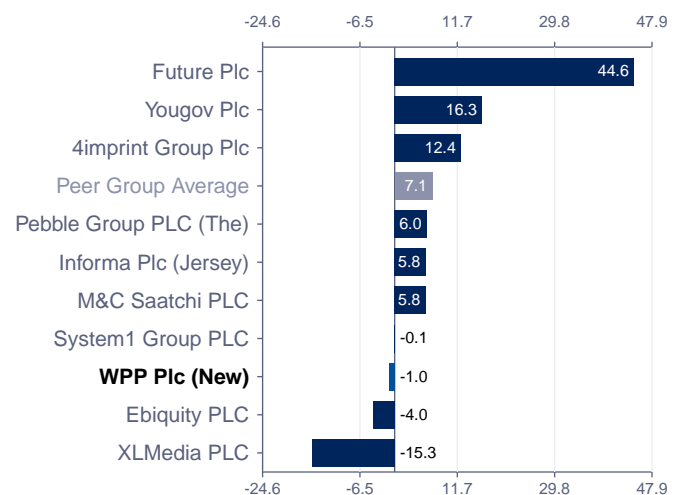
**Price / Book Value**



**EPS 5-Year Growth Rate %**



**Revenue 5-Year Growth Rate %**



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## Abbreviations:

<b>CAGR</b>	- Cumulative annual growth rate.
<b>EBIT</b>	- Earnings before interest and taxes.
<b>EBITDA</b>	- Earnings before interest, taxes, depreciation & amortization.
<b>LFY</b>	- Last fiscal year
<b>M</b>	- Million
<b>LON</b>	- London Stock Exchange

## Definitions:

**Market Value** - Weekly Price times latest Shares Outstanding times any applicable ADR factor.

**Revenue** - Sum of the last four quarters of Revenues.

**Revenue Per Share** - Sum of the last four quarters of Total Revenue divided by Weighted Average Shares Outstanding.

**Operating EPS LFY** - EPS excluding non-recurring, non-operating items, fiscal year aligned TTM value.

**60-Day Average Volume (000)** - The average of the last 60 daily volume values in thousands of shares.

**Price 52-Week High** - The high closing price from the last 52 weeks of daily closing prices.

**Price 52-Week Low** - The low closing price from the last 52 weeks of daily closing prices.

**Price / 52-Week High** - Latest price divided by the high price from the past 52 weeks of daily closing prices.

**Price / 52-Week Low** - Latest price divided by the low price from the past 52 weeks of daily closing prices.

**50-Day Average Price** - Mean of last 50 daily closing prices.

**200-Day Average Price** - Mean of last 200 daily closing prices.

**Price / 50-Day Average Price** - Latest closing price divided by mean of last 50 daily closing prices, as a percentage.

**Price / 200-Day Average Price** - Latest closing price divided by mean of last 200 daily closing prices, as a percentage.

**Relative Strength Index** - Relative Strength Index or RSI measures the magnitude of gains over a given time period against the magnitude of losses over that period. The equation is  $RSI = 100 - 100 / (1 + RS)$  where  $RS = (\text{total gains} / n) / (\text{total losses} / n)$  and  $n$  = number of RSI periods. In this item, 14 days is used and one year of daily prices are considered. A value of 30 or below may imply oversold and 70 or above may imply overbought.

**Price Volatility** - The standard deviation of the last 20 days of daily closing prices.

**Sharpe Ratio** - The 5 year average of the excess monthly return over the risk - free rate(1 - month T - bill) over the 5 year standard deviation of the same series.

**Sortino Ratio** - The same calculation as the Sharpe Ratio but with positive excess returns set to zero for the standard deviation denominator, so only negative volatility weighs in.

**Dividends Per Share TTM** - Sum of the last four quarters of Dividends Per Share.

**Payout Ratio** - Dividends Per Share TTM divided by Operating EPS TTM.

**Dividend Yield TTM %** - Sum of the last four quarter of Dividends Per Share divided by Weekly Price.

**EBITDA** - Sum of the last four quarters of EBITDA (Operating Income + Depreciation & Amortization).

**Free Cash Flow** - Sum of the last four quarters Net Cash from Operations minus Capital Expenditures (Purchase of Property, Plant & Equipment), from the Cash Flow Statement.

**Book Value Per Share** - Total Common Equity last quarter divided by Shares Outstanding last quarter.

**Gross Margin %** - Sum of the last four quarters Gross Profit divided by the sum of the last four quarters Revenues.

**EBITDA Margin %** - Sum of the last four quarters EBITDA divided by the sum of the last four quarters Revenues.

**Pre-Tax Margin %** - Sum of the last four quarters of Earnings Before Taxes divided by sum of the last four quarters Revenues.

**Net Profit Margin %** - Sum of the last four quarters of Operating EPS divided by sum of the last four quarters Revenues Per Share.

**Return on Equity %** - Sum of the last four quarters of Operating EPS divided by the average of the last four quarters Book Value.

**Return on Capital %** - Sum of the last four quarters of Operating EPS divided by the average of the last four quarters Total Capital Per Share.

**Return on Assets %** - Sum of the last four quarters of Operating EPS divided by the average of the last four quarters Total Assets Per Share.

**Price / EPS TTM** - Weekly Price divided by the sum of the last four quarters of Operating EPS (capped at 99.9).

**Price / Sales** - Weekly Price divided by Revenues Per Share TTM.

**Price / Book Value** - Weekly Price divided by Book Value Per Share last quarter. Book Value Per Share is Total Common Equity last quarter divided by Shares Outstanding last quarter (capped at 49.9).

**Free Cash Flow Yield %** - Free Cash Flow Per Share TTM divided by Weekly Price.

**Enterprise Value** - Market Value plus Total Debt last year plus Preferred Equity last year minus Cash & Cash Equivalents last year.

**Enterprise Value / Sales** - Enterprise Value divided by the sum of the last four quarters of Revenue.

**Enterprise Value / EBITDA** - Enterprise Value divided by EBITDA TTM.

**Enterprise Value / EBIT** - Enterprise Value divided by trailing four quarters of Operating Income.

**Enterprise Value / Free Cash Flow** - Enterprise Value divided by the sum of the last four quarters of Free Cash Flow.

**Russell 1000 Index** - The largest 1,000 stocks by market cap, the index comprehensively covers the US large cap universe.

EPS 5-Year Growth Rate % is capped at 999.9%.

Revenue 5-Year Growth Rate % is capped at 999.9%.



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