

## Appendix 1: Revenue and revenue growth by region and communications services sector

### 3 months ended 31 March 2010

| <u>Region</u>  | 2010<br>£m     | %<br>Total   | 2009<br>£m     | %<br>Total   | Revenue<br>Growth<br>Reported<br>2010/2009<br>% | Constant<br>Currency<br>Growth <sup>1</sup><br>2010/2009<br>% |
|--|----------------|--------------|----------------|--------------|---|---|
| North America  | 754.4          | 36.3         | 784.9          | 37.1         | -3.9  | 3.2   |
| United Kingdom   | 251.6          | 12.1         | 251.1          | 11.8         | 0.2   | 0.2   |
| Western Continental<br>Europe  | 535.9          | 25.8         | 549.6          | 26.0         | -2.5  | -1.1  |
| Asia Pacific, Latin<br>America, Africa<br>& Middle East and<br>Central & Eastern<br>Europe | 536.2          | 25.8         | 531.0          | 25.1         | 1.0   | -1.5  |
| <b>Total Group</b>   | <b>2,078.1</b> | <b>100.0</b> | <b>2,116.6</b> | <b>100.0</b> | <b>-1.8</b>                                     | <b>0.5</b>  |

| <u>Communications<br/>Services Sector</u>                              | 2010<br>£m     | %<br>Total   | 2009<br>£m         | %<br>Total   | Revenue<br>Growth<br>Reported<br>2010/2009<br>% | Constant<br>Currency<br>Growth <sup>1</sup><br>2010/2009<br>% |
|--|----------------|--------------|--------------------|--------------|---|---|
| Advertising, Media<br>Investment<br>Management                         | 805.9          | 38.8         | 819.0 <sup>2</sup> | 38.7         | -1.6  | -0.1  |
| Consumer Insight   | 542.5          | 26.1         | 552.0              | 26.1         | -1.7  | -0.2  |
| Public Relations<br>& Public Affairs                                   | 199.7          | 9.6          | 201.6              | 9.5          | -0.9  | 2.8   |
| Branding & Identity,<br>Healthcare and<br>Specialist<br>Communications | 530.0          | 25.5         | 544.0 <sup>2</sup> | 25.7         | -2.6  | 1.2   |
| <b>Total Group</b>   | <b>2,078.1</b> | <b>100.0</b> | <b>2,116.6</b>     | <b>100.0</b> | <b>-1.8</b>                                     | <b>0.5</b>  |

<sup>1</sup>Constant currency growth excludes the effects of currency movements.

<sup>2</sup>In 2010 some rmg revenues have been included within JWT's advertising business and so 2009 comparatives have been restated accordingly.

## Appendix 2: Revenue and revenue growth by region and communications services sector in Reportable US Dollars

### 3 months ended 31 March 2010

| <u>Region</u>  | 2010<br>\$m    | 2009<br>\$m          | Revenue<br>Growth<br>Reported<br>2010/2009<br>% |
|--|----------------|----------------------|---|
| North America  | 1,174.5        | 1,125.5              | 4.4   |
| United Kingdom   | 391.8          | 360.1                | 8.8   |
| Western Continental<br>Europe  | 833.4          | 788.0                | 5.8   |
| Asia Pacific, Latin<br>America, Africa &<br>Middle East and<br>Central & Eastern<br>Europe | 834.2          | 761.3                | 9.6   |
| <b>Total Group</b>   | <b>3,233.9</b> | <b>3,034.9</b>       | <b>6.6</b>                                      |
| <u>Communications<br/>Services Sector</u>  | 2010<br>\$m    | 2009<br>\$m          | Revenue<br>Growth<br>Reported<br>2010/2009<br>% |
| Advertising, Media<br>Investment<br>Management   | 1,253.7        | 1,174.1 <sup>1</sup> | 6.8   |
| Consumer Insight   | 843.8          | 791.4                | 6.6   |
| Public Relations &<br>Public Affairs   | 311.1          | 289.2                | 7.6   |
| Branding & Identity,<br>Healthcare and<br>Specialist<br>Communications                     | 825.3          | 780.2 <sup>1</sup>   | 5.8   |
| <b>Total Group</b>   | <b>3,233.9</b> | <b>3,034.9</b>       | <b>6.6</b>                                      |

<sup>1</sup> In 2010 some rmg revenues have been included within JWT's advertising business and so 2009 comparatives have been restated accordingly.