

June 30, 2020

Summer (BC) Holdco B S.à r.l.
€1,000.0 million 5.750% Senior Secured Notes due 2026 (the “Senior Secured Notes”)
(144A Note: ISIN: XS2067265129, Common Code: 206726512
Regulation S Note: ISIN: XS2067263850, Common Code: 206726385)

Summer (BC) Holdco A S.à r.l.
€428.0 million 9.250% Senior Notes due 2027 (the “Senior Notes”)
(144A Note: ISIN: XS2067265475, Common Code: 206726547
Regulation S Note: ISIN: XS2067265392, Common Code: 206726539)

Announcement regarding completion of the fourth acquisition of the Kantar Business

Summer (BC) Holdco B S.à r.l. (“**Holdco B**”), as issuer of its Senior Secured Notes, and Summer (BC) Holdco A S.à r.l. (“**Holdco A**”), as issuer of its Senior Notes, are pleased to announce the completion today of the fourth acquisition by their affiliates from WPP plc of certain of the entities comprising the Kantar business (the “**Kantar Group**”), representing in aggregate approximately 1.1% of the 2018 EBITDA of the Kantar Group. Following this fourth acquisition, entities representing approximately 99.5% of the 2018 EBITDA of the Kantar Group have been acquired by affiliates of Holdco B and Holdco A. It is intended that the remaining portion of the Kantar Group will be acquired during the third quarter of 2020.

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This announcement contains certain forward-looking statements with respect to certain of our current expectations and projections about future events. These statements reflect management's beliefs and expectations and involve a number of risks, uncertainties and assumptions that could cause actual outcomes to differ materially from any expected future outcomes expressed or implied by the forward-looking statement. The information contained in this announcement is subject to change without notice and, except as required by applicable law, we do not assume any responsibility or obligation to update publicly or review any of the forward-looking statements contained in it. Readers should not place undue reliance on forward-looking statements, which speak only as at the date of this announcement.