

feet on the ground.

Last year we showed how our future focus led to better business performance. This year we continue to look ahead, pausing briefly to review the past 12 months.

We show how we're shaping the future of marketing communications. How we're growing faster than our competitors. And how our past predictions are now the present reality. In other words, we explain how we're capturing the future.

At the same time, we accept that creativity and innovation need to be underpinned by sound

commercial principles. Just as everything we do must make business sense for our clients, it must also deliver superior financial performance for our owners.

That's why, as pioneers, our eyes are on the future. And, as a plc, our feet are on the ground.