

27 April 1999

QUARTERLY TRADING UPDATE

FIRST QUARTER REVENUES UP 10% IN CONSTANT CURRENCIES

OPERATING MARGINS ON TARGET TO IMPROVE BY 0.6% IN 1999

Appendix: Revenue and revenue growth by region and sector

3 months ending March 31, 1999

Region	1999 £m	1998 £m	Revenue Growth Reported 99/98 %	Constant currency growth ¹ 99/98 %
North America	212.9	186.2	14.3	13.6
United Kingdom	94.5	84.6	11.7	11.7
Continental Europe	91.5	79.5	15.1	10.2
Asia Pacific, Latin America, Africa, Middle East	66.9	68.4	-2.2	-2.5
Total Group	<u>465.8</u>	<u>418.7</u>	<u>11.2</u>	<u>9.9</u>
Sector	1999 £m	1998 £m	Revenue Growth Reported 99/98 %	Constant currency growth ¹ 99/98 %
Advertising, Media Planning, Buying & Research	219.5	206.2	6.5	4.7
Information & Consultancy	89.1	75.1	18.7	18.2
Public Relations & Public Affairs ²	37.4	30.2	23.8	22.8
Specialist Communications	119.8	107.2	11.7	10.6
Total Group	<u>465.8</u>	<u>418.7</u>	<u>11.2</u>	<u>9.9</u>

¹ Constant currency growth excludes the effects of currency movements.

² The revenue figures submitted to the O'Dwyer Report reflect some public relations income which is included here in advertising and specialist communications. Total public relations and public affairs revenues grew by over 26% to \$75m in the three months to March.