

1998 Quarterly Trading Update

19 October 1998

Appendix: Revenue and revenue growth by region and sector

3 months ended September 30, 1998

Region	Revenue 1998 £m	Revenue 1997 £m	Growth reported 98/97 %	Constant currency growth (1) 98/97 %
North America	203.4	181.4	12.1	14.5
United Kingdom	98.3	83.9	17.2	17.2
Continental Europe	88.2	70.6	24.9	25.1
Asia Pacific, Latin America, Africa, Middle East	81.1	88	-7.8	5.1
Total Group	471	423.9	11.1	15

Services Sector	Revenue 1998 £m	Revenue 1997 £m	Growth reported 98/97 %	Constant currency growth (1) 98/97 %
Advertising, Media Planning, Buying & Research	225.2	209.1	7.7	12.8
Information & Consultancy	97.5	76.6	27.3	31.1
Public Relations & Public Affairs (2)	34.2	29.2	17.1	20.6
Specialist Communications	114.1	109	4.7	6.2
Total Group				

1 - Constant currency revenue growth excludes the effect 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 23% to \$74m in the third quarter.

Appendix: Revenue and revenue growth by region and sector

9 months ended September 30, 1998

	Revenue 1998 £m	Revenue 1997 £m	Growth reported 98/97 %	Constant currency growth (1) 98/97 %
North America	587.9	538.7	9.1	10.8
United Kingdom	285.6	240.7	18.7	18.7
Continental Europe	262.9	229.5	14.6	20.9
Asia Pacific, Latin America, Africa, Middle East	234.5	245.6	-4.5	8.4
Total Group	1,370.90	1,254.50	9.3	13.7

	Revenue 1998	Revenue 1997	Growth reported 98/97 %	Constant currency growth (1) 98/97 %
	£m	£m		
Marketing Services Sector				
Advertising, Media Planning, Buying & Research	675.6	650	3.9	9.8
Information & Consultancy	260.8	215	21.3	25.3
Public Relations & Public Affairs (2)	98.9	83.7	18.2	21.8
Specialist Communications	335.6	305.8	9.7	11.6
Total Group	1,370.90	1,254.50	9.3	13.7

1 - Constant currency revenue growth excludes the effect of currency movements.

2 - The revenue figures submitted to the O'Dwyer Report reflect some public relations income that is included here in advertising and specialist communications. Total public relations and public affairs revenues grew 22% to \$204m in the nine months to September