

WPP leads gender equality efforts in media, finds *Bloomberg's* 2019 GEI

British multinational advertising and public relations company WPP has been acknowledged for its commitment to transparency in gender reporting and advancing women's equality in *Bloomberg's* 2019 Gender-Equality Index (GEI). The index considers companies' efforts in promoting gender equality across four separate areas: company statistics, policies, community engagement, and products and services.

The 2019 GEI includes 230 firms from 10 sectors, headquartered across 36 countries and regions. WPP is the only company in the media industry to be included in the list.

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