



12 June 2019

## **S4 Capital plc (“S<sup>4</sup>Capital” or “the Company”)**

### **Appointments of Chief Growth Officer and Non-Executive Director**

S<sup>4</sup>Capital plc (SFOR.L), the new era digital advertising and marketing services company, announces the appointment of two new directors, as the business continues to grow internationally.

Scott Spirit will join S<sup>4</sup>Capital plc as Chief Growth Officer and a Board Director on 18 July 2019. He will focus on clients, mergers and acquisitions and investor relations, and will be based out of the newly opened Singapore office.

Scott joins from Artificial Intelligence company, Eureka AI, where he will continue to be a board member and advisor. Previously he worked at WPP plc for 15 years, latterly as Chief Strategy and Digital Officer. Scott was also a director of Nairobi-listed WPP-Scangroup PLC. Prior to his time at WPP he worked at Deloitte and Associated Newspapers.

Elizabeth Buchanan will join the board as a Non-Executive Director on 12 July 2019. She has previously sat on the boards of Because Brand Experience and The Luke Batty Foundation in Australia and is currently a Non-Executive Director at Vital Voices Global Partnership.

Elizabeth has 25 years’ experience in technology, marketing and advertising including founding her own full-service digital ad agency, The White Agency, and holding senior roles at WPP, OMD Worldwide and most recently mar-tech innovator Rokt.

Scott holds 135,292 ordinary shares in S4 Capital plc.

No further details remain which would be required to be disclosed under LR 9.6.13 if it were applicable to the Company.

Sir Martin Sorrell, Executive Chairman of S<sup>4</sup>Capital, said: “I’m delighted to re-unite with Scott and to welcome him and Elizabeth to the team. I know that Scott’s proven knowledge of global markets will be invaluable as we continue to expand the business technologically and internationally. Elizabeth has rare global experience at the forefront of innovation in the industry and that makes her an obvious choice for a disruptive, purely digital business like S<sup>4</sup>Capital.”

Scott Spirit said: “I’m looking forward to working with the teams at MediaMonks and MightyHive and building on their impressive early success. It’s a time of great change in the advertising industry and I’m excited to join a company which is so well-positioned, ambitious and optimistic about the future and the solutions we can deliver for our clients.”



Elizabeth Buchanan said: “The pace of disruption is only increasing, causing a seismic shift in businesses models and go-to-market strategies. Significant competitive advantage is being found in data and smarter customer interactions. To thrive in this environment, clients need a new kind of partner, one that has been designed from the core to be agile, diverse and focused. Ultimately this delivers better services, faster and cheaper. S4 Capital is building this new era marketing services company and I’m thrilled to be part of it.”

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### **About S<sup>4</sup>Capital**

S<sup>4</sup>Capital plc (SFOR.L) is a new age/new era digital advertising and marketing services company established by Sir Martin Sorrell in May 2018.

Its strategy is to build a purely digital advertising and marketing services business for global, multi-national, regional, local clients and millennial-driven influencer brands. This will be achieved initially by integrating leading businesses in three areas: first party data, digital content, digital media planning and buying, along with an emphasis on "faster, better, cheaper" executions in an always-on consumer-led environment, with a unitary structure.

Digital is by far the fastest-growing segment of the advertising market. S<sup>4</sup>Capital estimates that in 2017 digital accounted for approximately 40 per cent. or \$200 billion of total global advertising spend of \$500 billion (excluding about \$400 billion of trade support, the primary target of the Amazon advertising platform), and projects that by 2022 this share will grow to approximately 55 per cent.

S<sup>4</sup>Capital integrated with MediaMonks, the leading, Advertising Age A-listed creative digital content production company, led by Victor Knaap and Wesley ter Haar, in July 2018, and with MightyHive, the market-leading programmatic solutions provider for future thinking marketers and agencies, led by Peter Kim and Christopher S. Martin, in December 2018.

Victor, Wesley, Pete, Christopher and Peter Rademaker (formerly Chief Financial Officer of MediaMonks, now Chief Financial Officer of S<sup>4</sup>Capital), all joined the S<sup>4</sup>Capital Board as Directors. The S<sup>4</sup>Capital Board also includes Scott Spirit, Elizabeth Buchanan, Rupert Faure Walker, Daniel Pinto, Sue Prevezer and Paul Roy.



**CAPITAL**

The company has a market capitalization of approximately £600 million (\$750 million) and approximately 1,300 people in 18 countries, across the Americas, Europe, the Middle-East and Africa and Asia-Pacific.

Sir Martin was CEO of WPP for 33 years, building it from a £1 million "shell" company in 1985 into the world's largest advertising and marketing services company with a market capitalization of over £16 billion on the day he left. Prior to that he was Group Financial Director of Saatchi & Saatchi Company plc for 9 years.