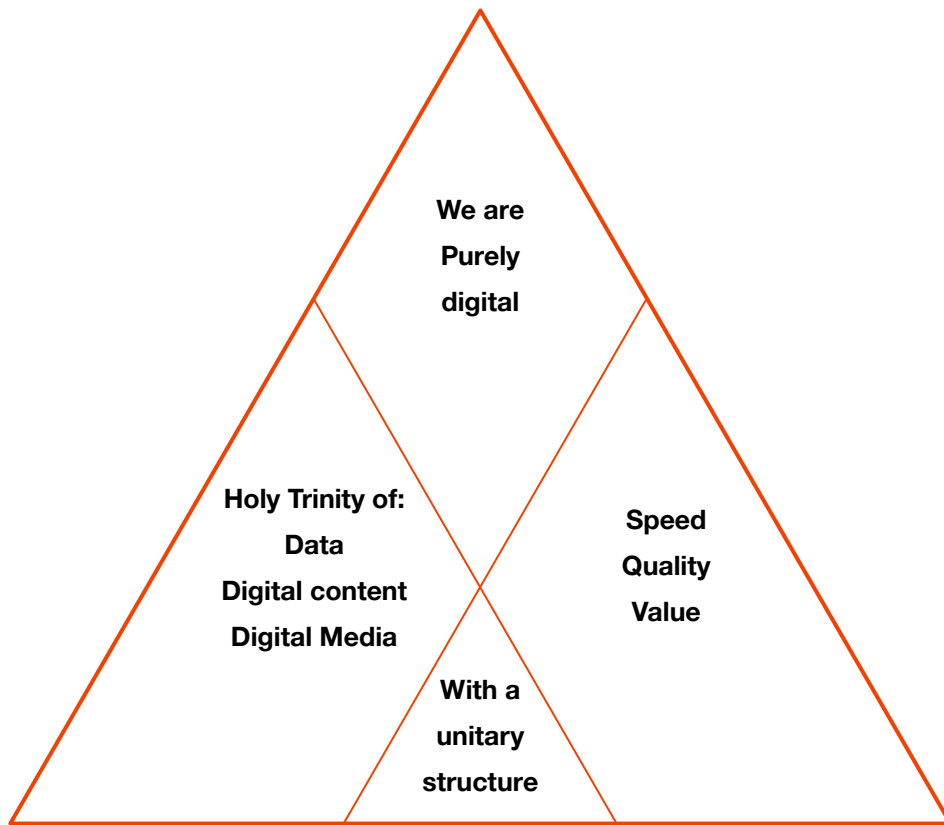


# Capital Markets Day

Investing in a New Era

# Our Four Core Principles



# Our Expanding Global Presence

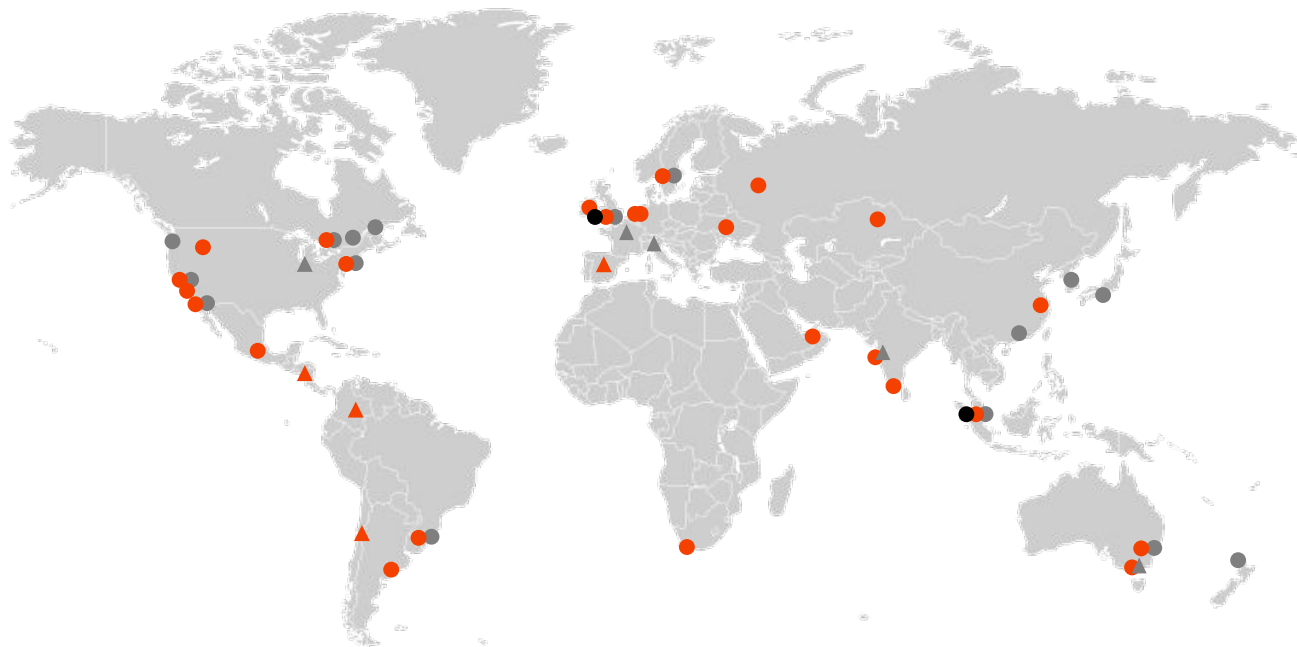
2,660

PEOPLE

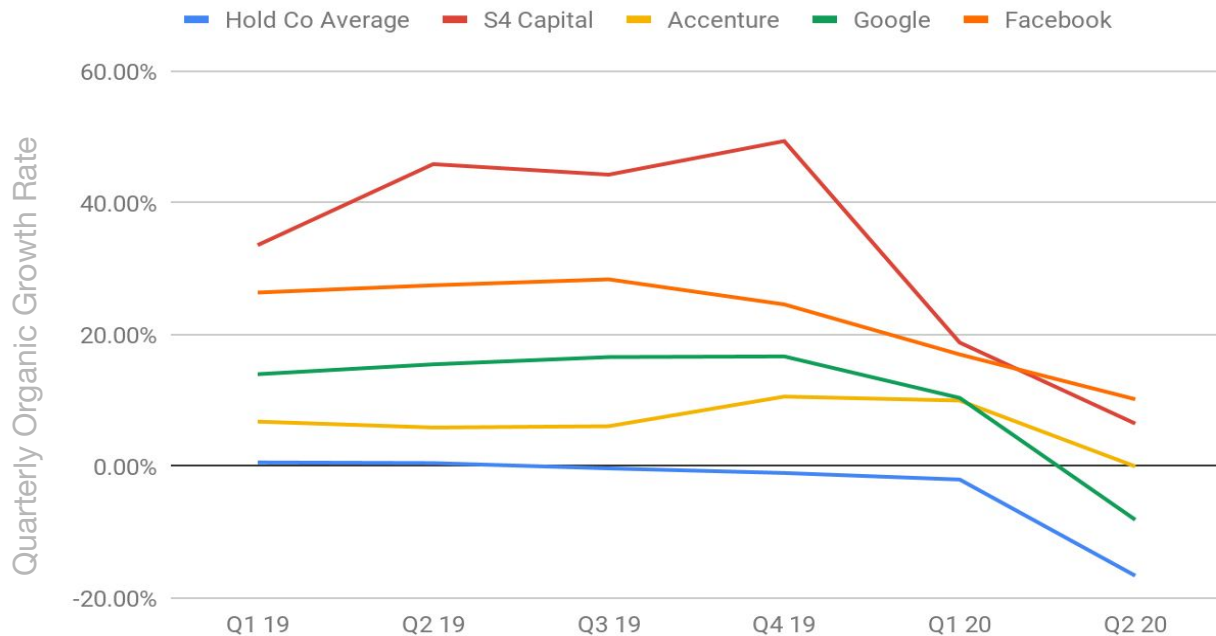
30

COUNTRIES

- Content
- ▲ New offices
- Programmatic
- ▲ New offices
- S4 Capital offices



# Our Organic Growth



Source: Company Filings. Hold Co Average = Average of Omnicom, WPP, Publicis, Havas, DAN and IPG. Google and Facebook is Advertising Revenue



# Growth Driver: Purely Digital



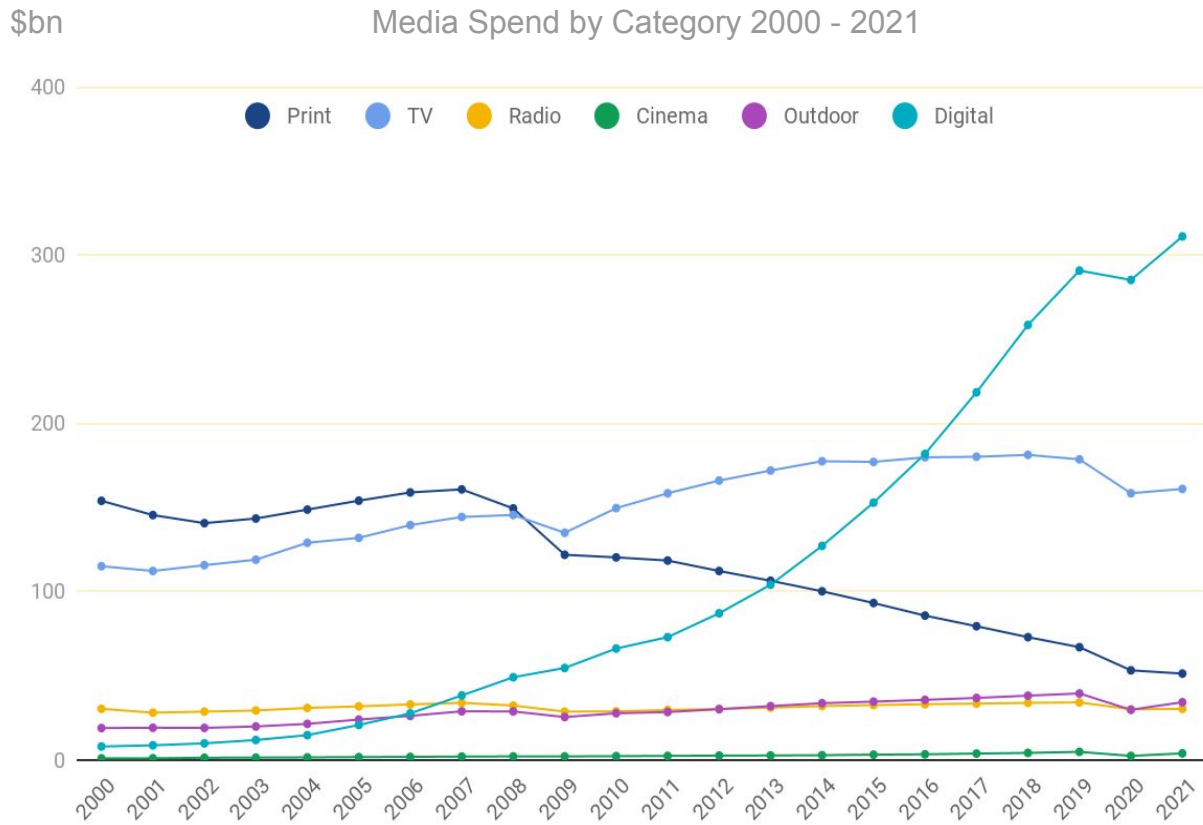
# Growth Driver: Total Addressable Market. Digital growth Continues apace

Total Media Spend \$559bn<sup>1</sup>

Digital Media Spend \$285bn<sup>1</sup>

Total Marketing Spend \$1.9trn<sup>2</sup>

Trade Marketing Spend \$518bn<sup>3</sup>



<sup>1</sup>Zenith Optimedia 2020, <sup>2</sup>Groupm TNYN 2019, <sup>3</sup>Alix Partners 2019

# Growth Driver: Contemporary Service Offering



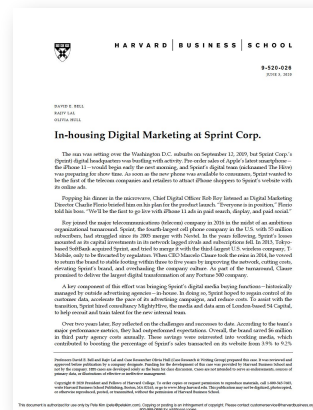
## Data

**65%** of respondents plan to increase their analytics investments in the next year.



## Digital Creative

“MediaMonks combines a crafted approach to content with technology, data, and production scale that results in volumes of creative communication, experiences, and social content customized for the channel format. MediaMonks’ capacity to scale across programmatic, retail, and owned channels comes from the agency’s efficient approach that **focuses on cost per asset, rather than cost per project.**”



## Digital Media

We calculate that during 2020, digital advertising will have a **52% share**... up from 48% in 2019 and 44% in 2018.





# Growth Driver: A new agile & flexible model for client engagement

Managed Service “Agency” Offering

Hybrid/Embedded Model

In-Housing Model

Control Relinquished

Control Taken



Data & Digital Media Practice



Content Practice



“57% of multinationals now have in-house creative teams. Three-quarters of these in-house units have been set up in the last five years, and in-house teams are absorbing more work, with 82% saying workloads are increasing in the last year.”

— WFA Global Trends in Creative In-Housing

“the global pandemic has enhanced the in-house environment for many marketers. Whatever creative that you need to develop has come, in a great part, from in-house capabilities. So I think it’s actually been a boom to be able to lean on that infrastructure that has, in many cases, developed quite significantly over the course of time.”

— Bob Liodice, CEO ANA

“It would take blood sweat and tears to get this from **CENSORED** while S<sup>4</sup> has been “plug in and play.”

— Fortune 500 Client

# Growth Driver: Our Partnerships S<sup>4</sup>Capital as the service layer

Goal is to be the partner of choice for brands across these platforms. Establishing deep, symbiotic partnerships, preferential access to data and product roadmaps and client referrals. An integrated service offering comprising data, content and media.

FACEBOOK

Google

amazon

Adobe

Tencent  
腾讯

Alibaba.com

salesforce

ByteDance  
字节跳动

ORACLE

Microsoft

LinkedIn

IBM

NETFLIX



Spotify

xandr

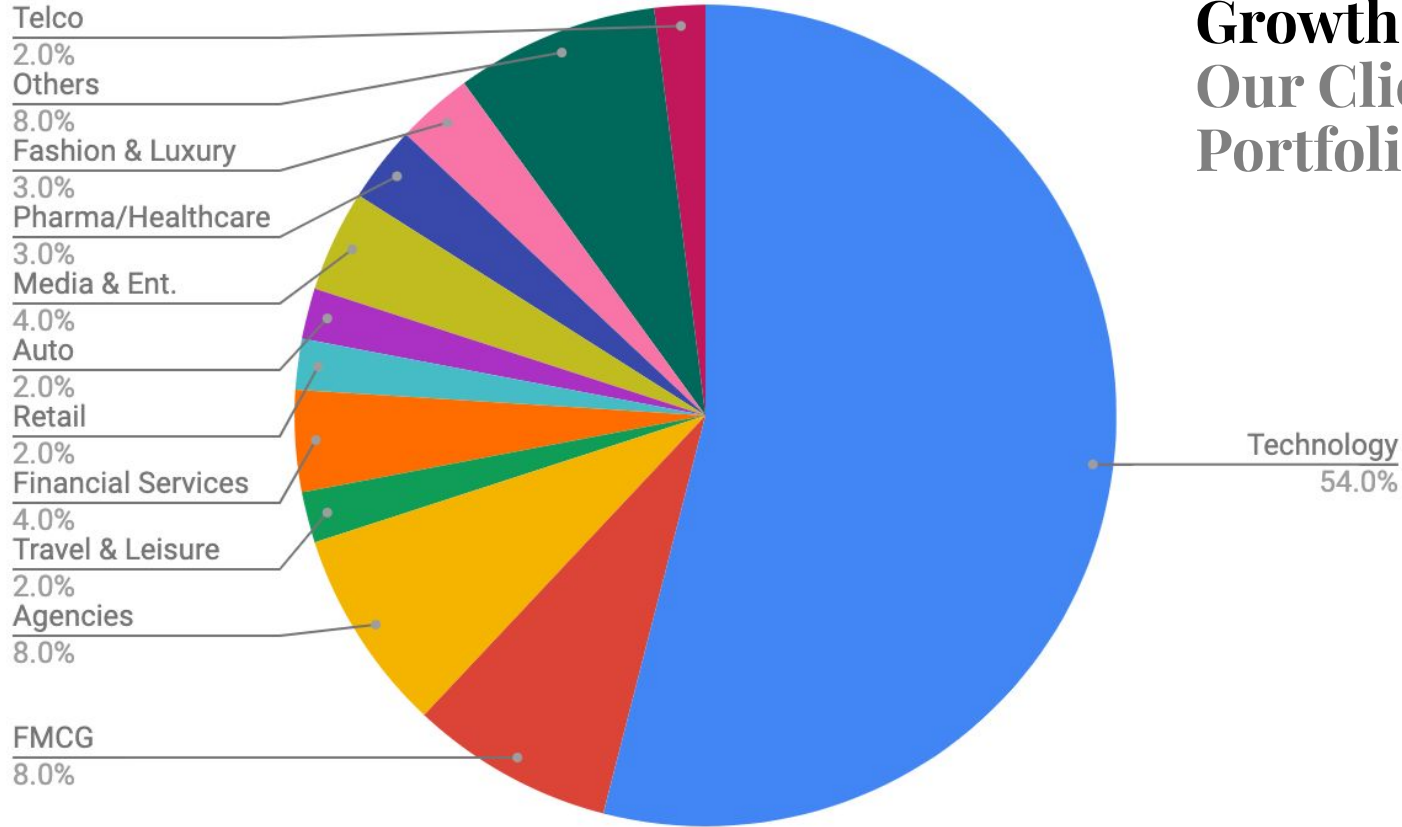
theTradeDesk

Baidu  
百度

SAP

S<sup>4</sup>  
CAPITAL

# Growth Driver: Our Client Portfolio



# Growth Driver: Our New Business Approach



# Growth Driver: Our Hub Strategy



# Growth Driver: Our Unitary Structure



## Tooling

HRM  
ERP  
Payroll  
Project planning  
ATS  
CRM  
Marketing  
Chat  
Travel booking  
Expense reporting



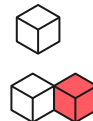
## HR

Tools & Platforms  
Benefits  
Titles & Compensation  
Recruiting  
Administration  
Onboarding  
Culture  
Talent & Development  
Diversity & Inclusion



## Finance

Reporting  
Interco & transfer pricing  
Payroll  
Payable/Receivable  
Analysis  
Controlling



## Client Services

Ratecard  
Reporting  
Growth  
Account & PM  
Creative  
Events  
Media  
Tech/Dev  
Insights/Biz Intelligence  
Resourcing



## Internal Ops

Office/Facilities  
Real Estate  
Systems/Platforms  
IT  
Marketing, PR, Comms  
Onboarding  
Cost Control  
Legal  
Travel management

Single Platform and integrated team

# Growth Driver: Our M&A Strategy

**MEDIA  
MONKS**



**JUL 2018**  
Victor Knaap  
Wesley ter Haar



**OCT 2018**  
S4Capital Listing



**DEC 2018**  
Pete Kim  
Chris Martin



**APR 2019**  
Will Van Der Vlugt



Bruno Reboucas  
Natalia Fernandes



**JUN 2019**  
Tim Goodman  
Michael Patishman



**AUG 2019**  
Maddie Raeds  
Emilie Tabor  
Anneke Schogt



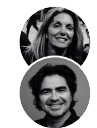
Russell Sutton



**OCT 2019**  
Sun Young Kim



**OCT 2019**  
Lanya Zambrano  
Juan Zambrano



**NOV 2019**  
Robert Godinho  
Gayatri Sethi  
John Paitte  
Mansi Mehta



**JAN 2020**  
Bruno Lambertini  
Ignacio Liaudat  
Luis Alonso



**May 2020**  
Alan Datch  
Mauro Giordano



**June 2020**  
Michelle McGrath  
Dean Gingell  
Robin Jowett



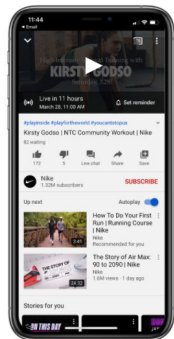
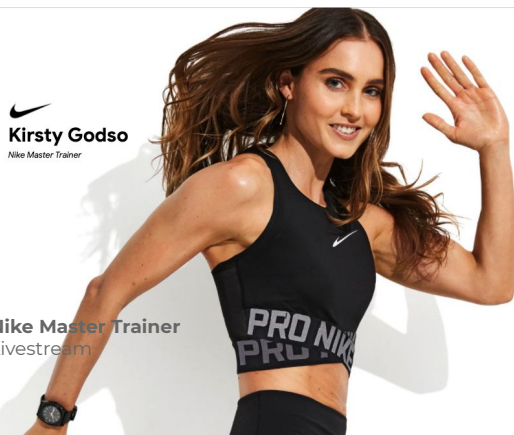
**July 2020**  
John Ghiorso



**August 2020**  
Mike Cross



# Growth Driver: Our Work





# Growth Driver: Our Talent



## Our commitment to diversity, equity and inclusion

LONDON 13 July 2020: Our Diversity & Inclusion work started a while back and has led to a growing diversity across all our teams and talent, with 38% people of colour in the US, 29% in the UK. Our female population is a creditable 54% of all US people, women making up 46% of our leadership positions. And we have 31% people of colour in the most senior levels of our US company.

While we are happy to report these numbers, that in some instances are better than national or industry averages, we are particularly aware of the areas where significant work is still needed, specifically in our black population and the composition of our Board and Executive Committee. Our current Board is 29% female, 71% male, 21% Asian, 79% white.

As we reflect on recent events, not just in the US, but in the world at large, we are now committing to do our part to make sure the Black Lives Matter movement leads to systemic, long-lasting change. We have chosen to answer the [Six Hundred & Rising's Call for Change](#) to make our diversity data public. In line with this initiative's guidelines, S4's combined data for the US and UK is as follows:



# **"Transformation has not moved the needle. Companies have been transforming digitally for the past decade, but to what end?"**

Digital transformation was never optional. But most firms treated it that way, applying digital technology in dribs and drabs - until COVID-19 shuttered economies and forever altered the patterns of life and work and commerce."

— Forrester

# Thank You

Any questions please get in touch

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