

2020 Preliminary Results

March 2021

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Results



01

Financial performance

- / Billings* £653.4 million and pro-forma** billings £768.4 million
- / Revenue £342.7 million up 59% from £215.1 million, like-for-like*** revenue up 15%, pro-forma up 20%
- / Gross profit £295.2 million up 72% from £171.3 million, like-for-like up 19%, pro-forma up 24%
- / Operational EBITDA**** £62.2 million up 86%, like-for-like up 18%, pro-forma up 31%
- / Operational EBITDA margin 21.1%, up 1.6 margin points on 2019, like-for-like 21.2%, pro-forma 23.1%
- / Operating profit £8.1million versus an operating loss of £3.8 million in 2019. Operating profit is after charging £49.9 million of Adjusting Items relating to acquisitions, amortisation and share based payments (including £7.4 million in deferred, contingent combination payments tied to continued employment). Pro-forma operating profit of £16.9 million versus an operating loss of £1.2 million in 2019
- / Result before income tax £3.1 million , which includes adjusting items, versus a loss of £9.2 million in 2019 and pro-forma result before income tax of £12.1 million
- / Result for the period £3.9 million (loss) which includes adjusting items after taxation versus £10.0 million (loss) in 2019 and pro-forma result for the period £1.2 million (loss)
- / Basic and diluted net result per share 0.8p (loss) versus 2.7p (loss) in 2019 and pro-forma adjusted basic net result per share 0.2p (loss)
- / Adjusted Basic net result per share 7.9p versus 5.2p in 2019
- / Year-end net cash***** £51.6million, despite significant combination payments since £113 million net fundraising in July 2020
- / Good start to 2021 with January gross profit up well ahead of budget

*Billings is gross billings to client including pass through costs

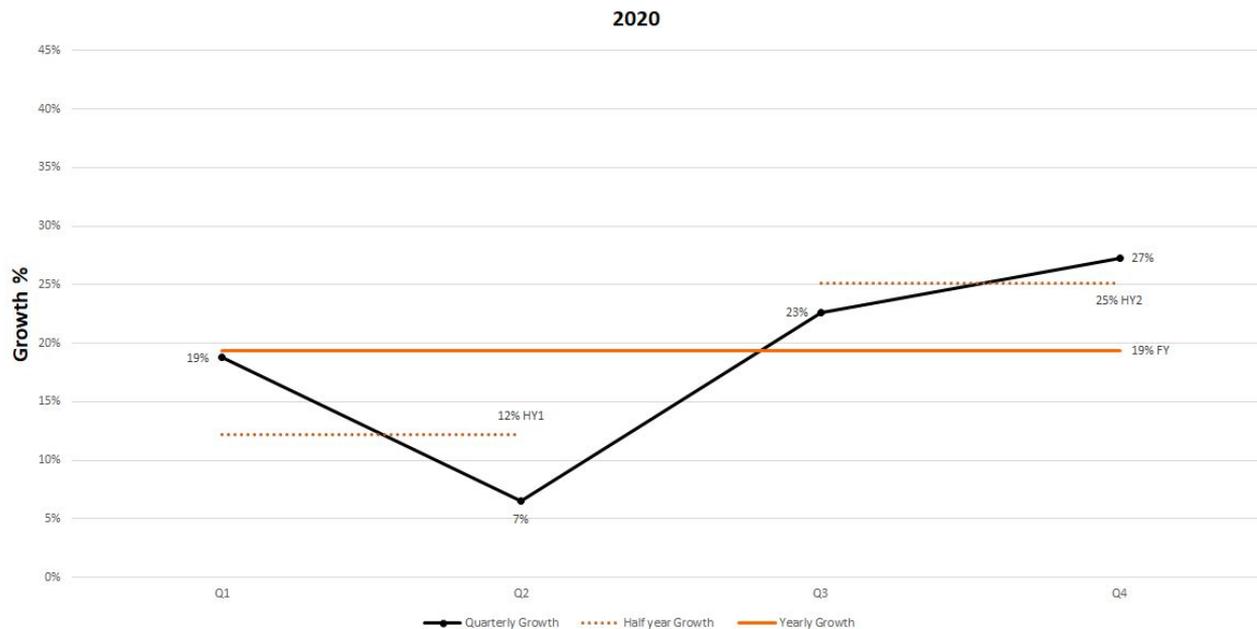
**Pro-forma numbers relate to unaudited full year non-statutory and non-GAAP consolidated results in constant currency as if the group had existed in full for the year and have been prepared under comparable GAAP with no consolidation eliminations

***like-for-like relates to 2019 being restated to show the unaudited numbers for the previous year of the existing and acquired businesses consolidated for the same months as in 2020 applying currency rates as used in 2020

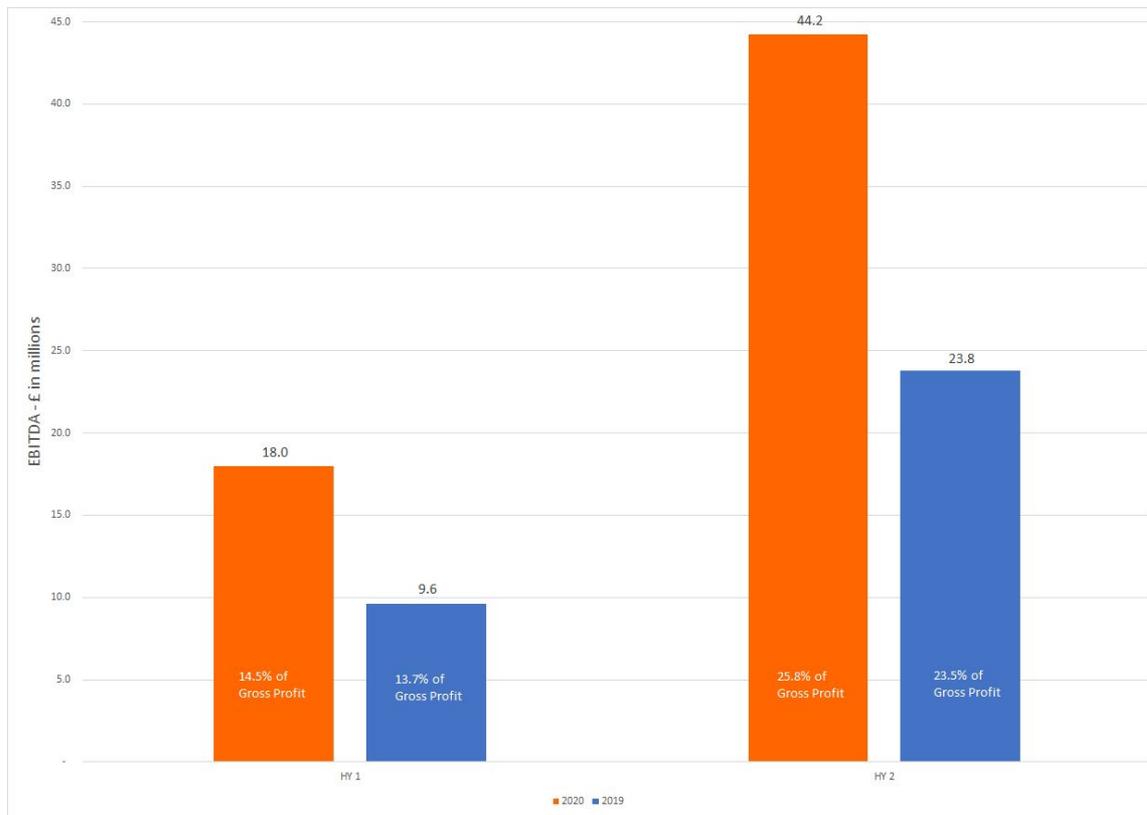
****Operational EBITDA is EBITDA adjusted for non-recurring items and recurring share-based payments and is a non-GAAP measure management uses to assess the underlying business performance

*****Net cash including bank loans

Gross profit growth per quarter like-for-like



Reported EBITDA by half year



Unaudited condensed consolidated income statement

For the period ended 31 December	Year ended 31 Dec 2020 £'000	Year ended 31 Dec 2019 £'000	YoY%	Like for like cc Year ended 31 Dec 2019 £'000	YoY%	Proforma Year ended 31 Dec 2020 £'000	Proforma Year ended 30 Dec 2019 £'000	YoY%
Revenue	342,687	215,132	59%	297,410	15%	421,092	350,576	20%
Cost of sales	47,505	43,814	8%	50,129	-5%	52,137	52,324	0%
Gross profit	295,182	171,318	72%	247,281	19%	368,955	298,252	24%
Net operating expenses	287,049	175,153	64%	247,079	16%	352,008	299,422	18%
Operating profit/ (loss)	8,133	(3,835)	-	202	3919%	16,948	(1,170)	-
Adjusted operating profit	57,950	31,148	86%	50,019	16%	80,453	62,335	29%
Adjusting items	(49,817)	(34,983)	-	(49,817)	-	(63,505)	(63,505)	-
Operating profit/ (loss)	8,133	(3,835)	-	202	3919%	16,948	(1,170)	-
Net finance expense	(5,037)	(5,360)	-	(5,672)	-	(4,821)	(5,530)	-
Profit / (loss) before income tax	3,096	(9,195)	-	(5,469)	-	12,126	(6,700)	-
Income tax expense	(7,025)	(845)	-	(3,436)	-	(13,323)	(6,543)	-
Loss for the period	(3,929)	(10,040)	-	(8,905)	-	(1,197)	(13,243)	-

Unaudited condensed consolidated income statement

For the period ended 31 December	Year ended 31 Dec 2020 £'000	Year ended 31 Dec 2019 £'000	YoY%	Like for like cc Year ended 31 Dec 2019 £'000	YoY%	Proforma Year ended 31 Dec 2020 £'000	Proforma Year ended 30 Dec 2019 £'000	YoY%
Reconciliation to operational EBITDA								
Operating profit / (loss)	8,133	(3,835)		202		16,948	(1,170)	
Adjusting items	49,817	34,983		49,817		63,505	63,505	
Depreciation (excluding right-of-use asset depreciation)	4,228	2,260		2,520		4,679	2,829	
Operational EBITDA	62,178	33,408	86%	52,539	18%	85,132	65,164	31%
Central costs	6,112	5,817		5,859		6,112	5,859	
Operational EBITDA before central costs	68,290	39,225	74%	58,398	17%	91,244	71,023	28%
Reconciliation to adjusted operating profit								
Operating profit / (loss)	8,133	(3,835)		202		16,948	(1,170)	
Adjusting items	49,817	34,983		49,817		63,505	63,505	
Adjusted operating profit	57,950	31,148	86%	50,019	16%	80,453	62,335	29%
Reconciliation to adjusted result before income tax								
Result before income tax	3,096	(9,195)		(5,469)		12,126	(6,700)	
Adjusting items	49,817	34,983		49,817		63,505	63,505	
Adjusted result before income tax	52,913	25,788	105%	44,348	19%	75,631	56,805	33%

Unaudited condensed consolidated income statement

	Year ended 31 Dec 2020 £'000	Year ended 31 Dec 2019 £'000	YoY%	Like for like cc Year ended 31 Dec 2019 £'000	YoY%	Proforma Year ended 31 Dec 2020 £'000	Proforma Year ended 30 Dec 2019 £'000	YoY%
For the period ended 31 December								
Reconciliation to adjusted result for the period								
Result for the period	(3,929)	(10,040)		(8,905)		(1,197)	(13,243)	
Adjusting items	49,817	34,983		49,817		63,505	63,505	
Tax on adjusting items	(6,996)	(5,957)		(6,996)		(10,401)	(10,401)	
Adjusted result for the period	38,892	18,986	105%	33,916	15%	51,907	39,861	30%
Earnings per share								
Weighted average number of shares in issue for the purpose of basic and adjusted net result per share	493,290,974	368,067,662		493,290,974		529,788,744	529,788,744	
Net result attributable to equity owners of the Company (£'000)	(3,929)	(10,040)		(8,905)		(1,197)	(13,243)	
Basic net result per share (pence)	-0.8	-2.7		-1.8		-0.2	-2.5	
Diluted net result per share (pence)	-0.8	-2.7		-1.8		-0.2	-2.5	
Adjusted non-recurring expenses and acquisition related expenses	15,768	12,806		15,768		15,768	15,768	
Share based compensation	12,331	7,177		12,331		12,331	12,331	
Revaluation contingent considerations	(1,430)	0		(1,430)		(1,430)	(1,430)	
Adjusted amortisation of intangible assets related to acquisitions	23,148	15,000		23,148		36,836	36,836	
Adjusted tax on adjustments	(6,996)	(5,957)		(6,996)		(10,401)	(10,401)	
Adjusted net result	38,892	18,986		33,916		51,907	39,861	
Adjusted Basic net result per share (pence)	7.9	5.2	53%	6.9	15%	9.8	7.5	30%

Unaudited consolidated balance sheet per 31 December 2020

/ Increase in intangibles driven by combinations

/ Net cash position of £51.6 million, including the £44.8 million term loan drawn and drawdown revolving facilities of £45.6million

/ Increase in contingent considerations as a result of 2020 M&A transactions

	2020 Unaudited £'000	2019 Unaudited £'000
Assets		
Non-current assets		
Intangible assets	799,129	540,129
Right-of-use assets	21,653	25,779
Property, plant and equipment	14,537	9,730
Deferred tax assets	2,068	1,086
Other receivables	2,125	2,731
	839,512	579,455
Current assets		
Trade and other receivables	181,391	126,353
Cash and cash equivalents	142,052	66,106
	323,443	192,459
Total assets	1,162,955	771,914
Liabilities		
Non-current liabilities		
Deferred tax liabilities	62,100	54,834
Loans and borrowings	44,819	42,374
Lease liabilities	15,942	18,787
Contingent consideration	32,593	3,669
Other payables	1,941	2,007
	157,395	121,671
Current liabilities		
Trade and other payables	191,125	118,014
Contingent consideration and holdback	35,742	51,202
Loans and borrowings	45,623	-
Lease liabilities	7,047	7,975
Tax liabilities	12,480	6,751
	292,017	183,942
Total liabilities	449,412	305,613
Net assets	713,543	466,301
Equity		
Attributable to owners of the Company		
Share capital	135,516	117,307
Reserves	577,927	348,894
	713,443	466,201
Non-controlling interests	100	100
Total equity	713,543	466,301

¹ Restated, restatement of the initial accounting for the business combination of MightyHive Inc.

Unaudited cash flow statement

/ Strong cash flow: £61.7million cash flow from operations which is 99% EBITDA conversion

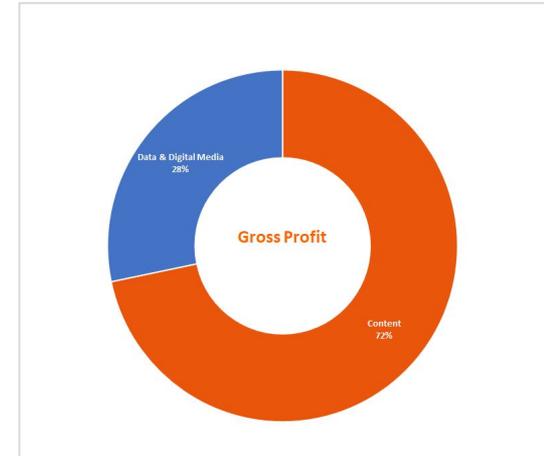
/ Cash flow from investing activities mainly relate to 2020 combinations and settling prior year contingent considerations

/ Cash flow from financing activities mainly relate to the equity placing in July 2020 and drawdown of revolving facilities

	2020 Unaudited £'000	2019 Unaudited £'000
Cash flows from operating activities		
Profit (loss) before income tax	3,096	(9,195)
Financial income and expenses	5,037	5,360
Depreciation and amortisation	37,015	24,972
Share based compensation	12,331	7,177
Acquisition and set-up related expenses	14,338	12,806
Increase in trade and other receivables	(29,282)	(31,288)
Increase in trade and other payables	29,893	22,310
Cash flows from operations	72,428	32,142
Income taxes paid	(10,758)	(7,571)
Net cash flows from operating activities	61,670	24,571
Cash flows from investing activities		
Investments in intangible assets	(34)	(1,578)
Investments in property, plant and equipment	(7,396)	(7,865)
Acquisition of subsidiaries, net of cash acquired	(124,155)	(56,954)
Financial fixed assets	871	(779)
Cash flows from investing activities	(130,714)	(67,176)
Cash flows from financing activities		
Proceeds from issuance of shares	113,386	97,451
Amount drawdown during the year	45,378	22,418
Payment of lease liabilities and interest	(12,175)	(6,687)
Repayments of loans and borrowings		(24,119)
Interest paid	(742)	(4,744)
Cash flows from financing activities	145,847	84,319
Net movement in cash and cash equivalents	76,803	41,714
Cash and cash equivalents beginning of the year	66,106	25,005
Exchange gain/(loss) on cash and cash equivalents	(857)	(613)
Cash and cash equivalents at 31 December	142,052	66,106

Pro Forma gross profit, operational EBITDA by practice

- / Content practice gross profit 72% of total against 70% in 2019
- / Data & digital media practice gross profit 28% of total against 30% in 2019
- / Content practice Operational EBITDA before central company costs GBP 59.6 million
- / Content practice Operational EBITDA margin 22.5%
- / Data & digital media practice Operational EBITDA before central company costs GBP 31.6 million
- / Data & digital media practice Operational EBITDA margin 30.3%

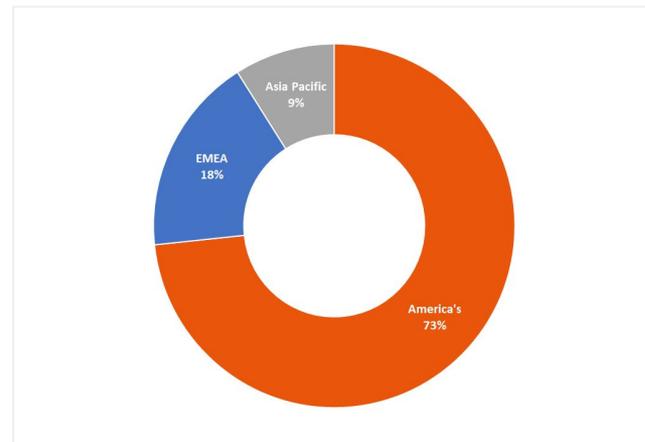


Pro Forma Gross profit by Geography

/ Americas (73% of total) £270.5 million (+25%)

/ EMEA (18% of total) £65.2million (+11%)

/ Asia Pacific (9% of total) £33.2million (+44%)



The Market



02

\$123bn

Data & Analytics Services Market - \$123bn in 2020, forecast to reach \$232bn in 2024 (14.6% CAGR)¹

23.2%

Virtual Events market size was \$94bn in 2020 and is predicted to grow to \$405bn in 2027 (CAGR 23.2%)³

15%

Augmented Reality: 15% of companies over \$1bn will use AR to monetise the physical world through new interactions and business models.⁷

17.4%

Global Marketing Technology Software market size of \$49.4bn with a 7 year projected CAGR of 17.4%²

\$6.8trn

Digital Transformation: 65% of the world's GDP set to be digitalized by 2022 and direct digital transformation (DX) investments to total \$6.8 trillion between 2020 and 2023.⁵

122%

Global OTT/CTV programmatic advertising grew 122% in 2020⁶

\$98.6bn

World's 10 biggest agency companies had combined revenues of \$98.6bn in 2019.⁴

58%

Digital Advertising spend takes a 58% share in 2021, worth \$340bn and growing at 17%⁸

27.6%

Global eCommerce sales rose 27.6% to \$4.28trn in 2020.⁹

¹Gartner Magic Quadrant for Data & Analytics Service Providers, Feb 2021

²Gartner Emerging Technologies AR Cloud Nov 2020

³DC FutureScape: Worldwide IT Industry 2021 Predictions

⁴Gartner Emerging Technologies: AR Cloud Nov 2020

⁵eMarketer Global eCommerce Update Jan 21

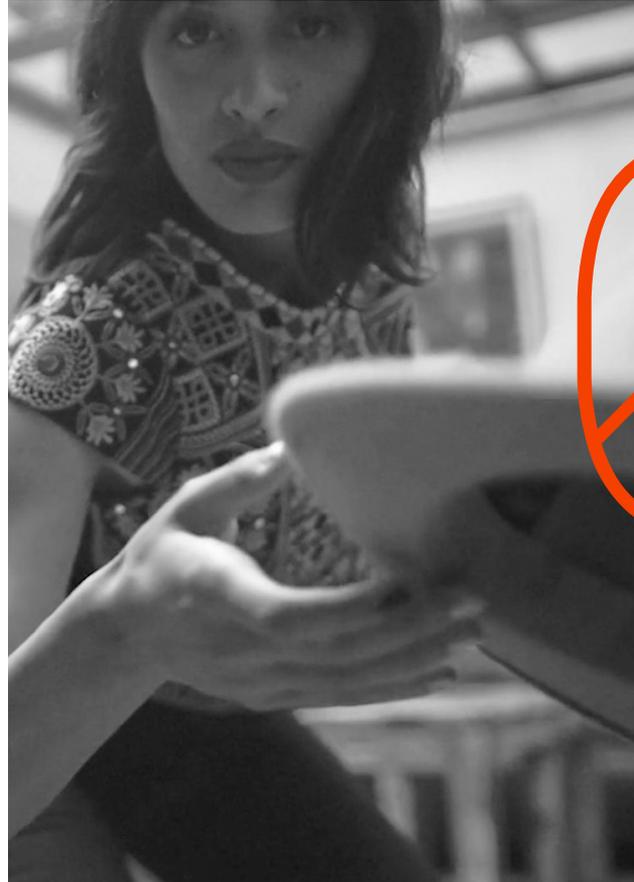
⁶GrandView Research, Digital Marketing Software Market Size 2020-27 Apr 2020

⁷AdAge May 2020

⁸Pixalate State of CTV: Ad Supply Mar 2021

⁹Moffett Nathanson Advertising Spend Model Mar 2021

Clients



03

We help our clients grow

Growth clients



Enterprise clients



Whoppers

2020

Google



2021 Projected

Google



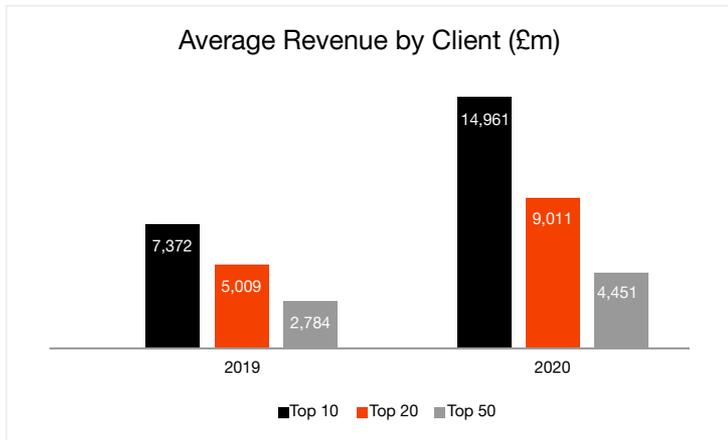
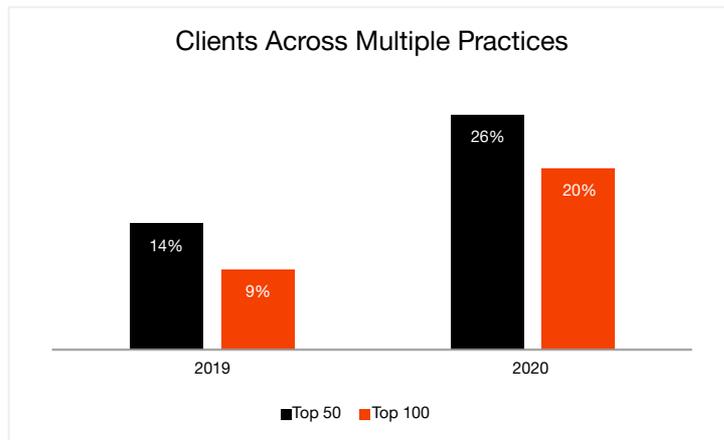
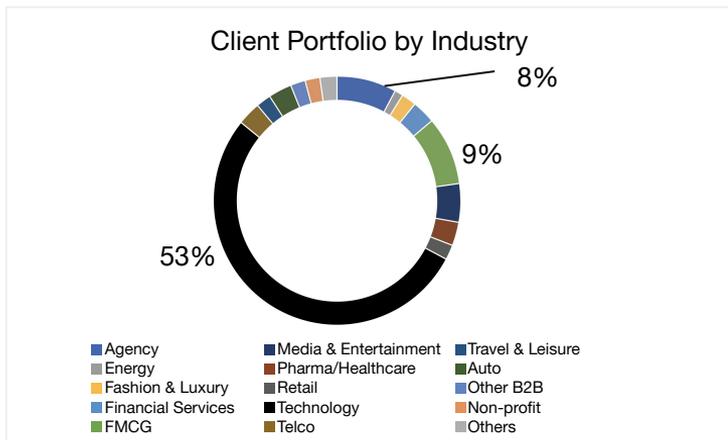
Mondelēz
International

FACEBOOK

Next 10



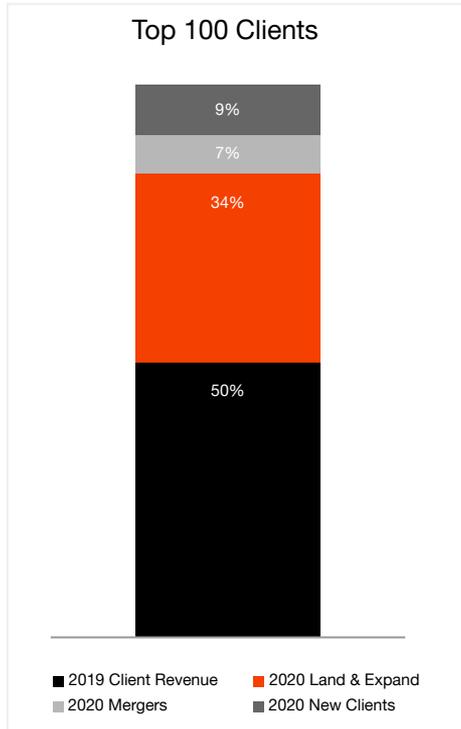
An attractive and expanding client base



	2019			2020		
	No of Clients	% of Revenue	Cumulative % Revenue	No of Clients	% of Revenue	Cumulative % Revenue
Above £10m	2	16%	16%	5	36%	36%
£5-£10m	2	7%	23%	3	6%	42%
£1-£5m	38	38%	61%	34	22%	64%
£0.1-1m	223	29%	91%	325	28%	91%

Source: Based on FY19 and FY20 S4 Capital reported revenues

A strong year for new business



New Clients



Mergers



Land & Expand



Mergers



4

Mergers in 2020

	2019	2020 (p)	Growth (p)
Gross Profit ¹	£70m	£95m	36%
EBITDA ¹	£20m	£32m	55%

Total Potential EV of Mergers² £295m

CIRCUS.

digodat

LENS 10

ORCAPACIFIC
£113m

bright blue

DARE · WIN

MetricTheory
Data Driven Marketing

DECODED

S4
CAPITAL

JAN 2020
Circus

May 2020
Digodat

JUN 2020
Lens 10

JUL 2020
Orca Pacific
£113m Raise

AUG 2020
Bright Blue

OCT 2020
Dare.Win

DEC 2020
Decoded
Metric Theory

¹Unaudited figures taken from Investment Memorandum.
²Includes completion and any performance-based deferred payments.

Integration is key



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



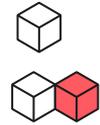
Finance

- Reporting
- Interco & transfer pricing
- Payroll
- Payable/Receivable
- Analysis
- Controlling



Internal Ops

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



Client Services

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

Single Platform and integrated team

Expanding global presence

4,400

People

31

Countries



Content Practice

tnw LATEST HARDFORK PLUGGED README GROWTH QUARTERS

Connect with high-level marketing leaders. Join Boost online event --

In-game advertising is on the up — here's how it can support your brand

Brand placement has leveled up, here's what it means for you



Polestar
Let's get clean about electric cars [Discover more →](#)

71 SHARES

STORY BY
Lewis Smithingham
Director of Creative Solutions, MediaMonks — A problem-solver who identifies innovative digital opportunities. Smithingham specializes in large-scale, live experiential projects for brands like Old Spice, Amazon, and Facebook. [Whether designing...](#) (show all)

MediaMonks

Video games have become an important stage for players to keep in touch, interact, and celebrate creativity. While games have always had a social element, today's leading AAA titles are emerging as the "third place," the social environment that people turn to outside of home and work. Since the start of the pandemic, I've barely set foot outside my apartment, giving this third place a whole new meaning for me. Meetings in Animal Crossing became an essential element to my suddenly socially-

~~5~~

Intro

In 2020, we proved a point – by growing our scale, strategic role and remit with key clients – and meanwhile, we won new whoppers in highly competitive pitches and grew our team during trying times.



Wrapping Up 2020

Throughout a year that put things in perspective, our strategy came into focus. We're here to win a decade, by helping our clients win theirs. Our role and responsibility in our client success has also been instrumental to our own growth, and the growth of our team & talent.



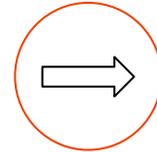
Better Than Others, Better Together

2020 marked the year in which we doubled down on our unitary promise, integrating our diverse expertise across content, data and media like no one is able or willing to at our scale—a model that uniquely positions us to be a change agent in our industry and for our clients.



Leaving Our Mark in Q4

The market is hungry for consolidation—and as we sink our teeth into our newest whopper Mondelez it's becoming clear that our model and message is resonating. Consolidation is more than just an efficiency & effectiveness play, it's an engine to innovate.



What's Next

As we build out our content capabilities and integrate fully with our data & media teams we become a partner of record for brands and businesses that want to turn up seamlessly for their customers.

“While much of adland is licking its wounds, Sir Martin Sorrell’s S4 Capital has seen **sales, profits and headcount soar**.”

— The Drum
New Year Honors

S4 Capital... for its soaring headcount: The Drum editorial team's best of 2020

By The Drum Reporters - 31 December 2020 11:00am

Twitter LinkedIn Email Facebook Messenger Reddit Print

Twitter Facebook Pinterest

NYH 21
The Drum New Year Honors

© Sir Martin Sorrell's S4 Capital has seen sales, profits and headcount soar

It's that time again, when we look back at the agencies, the brands, the organizations, movements and trends that have shaped the past year. In 2020 - a year so many of us would like to forget - our industry of problem solvers proved time and again that they have what it takes to muck in, help out, ask questions, shape cultures and change the world. It is them that we celebrate in our **New Year Honors**.

From “Hold Co” to Innovation Partner to production Grand Prix



YEAR IN REVIEW

10 Takeaways From Brand Activations That Adapted to Crisis in 2020

Marketers can apply these lessons to future experiences, even post-pandemic



S4Capital Named 2020’s Holding Company of the Year

We may not be a holding company, but nonetheless, it’s still remarkable to be recognized in such a way after only two years in the game. Closing out a year of unprecedented digital disruption, this win reinforces that the time has come for a new age/new era model.

In addition, MediaMonks won –

Eurobest Grand Prix Awards

- / Creative Data & Design
- / Digital Craft
- / Brand Experience

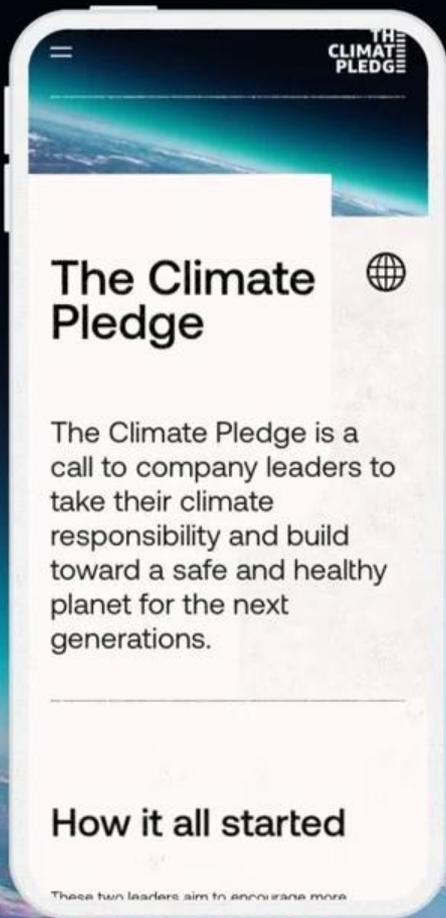
Awwwards

- / Site of the Year – People’s Choice

Campaign Agency of the Year Awards

- / EMEA Digital Innovation Agency of the Year - Gold
- / UK Digital Innovation Agency of the Year - Bronze
- / Southeast Asia Specialist Agency of the Year - Gold
- / Southeast Asia Production Company - Silver
- / Greater China Specialist Agency of the Year - Bronze
- / Greater China Production Company of the Year - Bronze





THE
CLIMATE
PLEDGE

The Climate Pledge



The Climate Pledge is a call to company leaders to take their climate responsibility and build toward a safe and healthy planet for the next generations.

How it all started

These two leaders aim to encourage more

It's Game On with Mondelēz

Transforming marketing production with the Unreal engine

We got a delicious start with our next whopper – Mondelēz. Freshly awarded with an Epic MegaGrant, we supercharged automated production and transcreation using the Unreal Engine to help milk's favorite cookie, the Oreo, become the world's favorite snack for audiences everywhere, transforming lengthy and repetitive shoots into a few simple clicks.

The marketing production landscape is on the verge of disruption and we're leading the charge.



With Epic MegaGrant, MediaMonks Takes Automated Production to the Next Level

By joining the Epic MegaGrant community, we're supercharging production for brands at speed and scale.

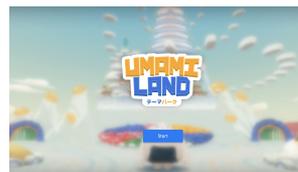
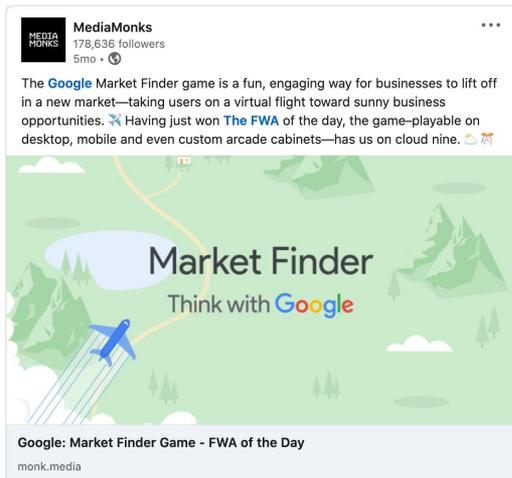


Expanding Our Horizon with Google

Innovating the ways people connect

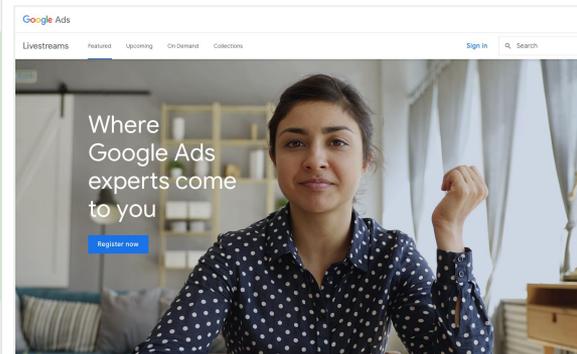
Whether helping businesses develop key insights in an arcade game, treating foodies to Japan's cuisine in a virtual theme park or enabling everyday people understand the important work of the Frontier Development Lab, we've partnered with Google to apply immersive technology in ways that help people make sense of their world.

We've helped Google adapt their go to market approach and ensure business continuity for their own clients during the pandemic. Our embedded teams helped Google launch its first global (and virtual) back-to-school event, delivered communications that prepared agency partners to better manage change, and built a multichannel COVID-19 awareness campaign to help people around the world stay safe during the pandemic.



Umami Land

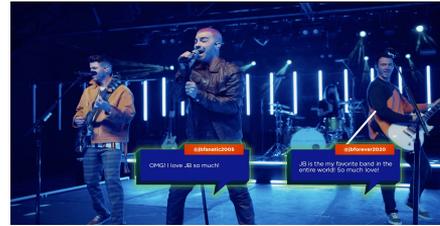
- / CSS Awards Site of the Day
- / FWA of the Day
- / Awwwards Site of the Month



Inspiring Audiences Through Out-of-this-World Original Content

These films show you don't have to be a rocket scientist to be dazzled by NASA's Frontier Development Lab.

Today's Solutions for After the Masks Come Off



Jonas Brothers x Lenovo

Viewers no longer played the role of a passive but passionate audience and instead transformed into setlist directors, poster designers, band promoters, and more.

Going live with COVID-Safe experiences

Virtualization isn't about translating an in-person experience to digital; it's about rebuilding the experience from the ground up, centered on the ways people connect with one another today.

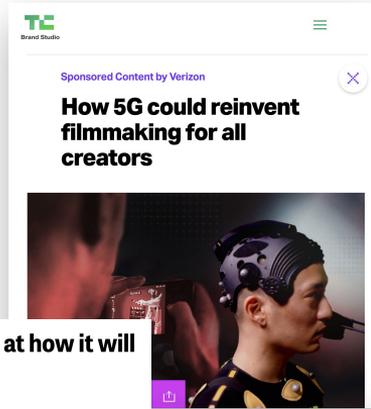
We call this digital as a destination, and it delivers on the original intent of online marketing and messaging. It's personal, tactile, experiential and emotive. And on the hook for conversion.

We helped define, design, develop and deliver the Virtual Event industry, launching some of the worlds biggest brands onto virtual stages powered by our bespoke teams, tools and technology.



Cable Detective at AWS re:Invent

Amazon Web Service connects the world to the cloud through its data centers. To celebrate this year's AWS re:Invent virtual conference, we built a retro-inspired point-and-click adventure game that tests attendees' knowledge of AWS



5G: A realistic look at how it will impact marketing

by Ron Lee and James Zhang
November 06, 2020



Though it has been hyped prematurely, the 5G wave is starting to arrive, especially in China. MediaMonks Shanghai's business director and technical director offer a clear-eyed view of the ways it will change digital experiences.

A close-up, high-speed photograph of a drumstick striking a drum head. The drumstick is positioned diagonally from the upper right towards the center. The drum head is dark and textured, and a dense spray of small, dark particles is captured in mid-air, radiating from the point of impact. The lighting is dramatic, highlighting the texture of the drum head and the motion of the particles. The text "It's time" is overlaid in the center of the image.

It's time

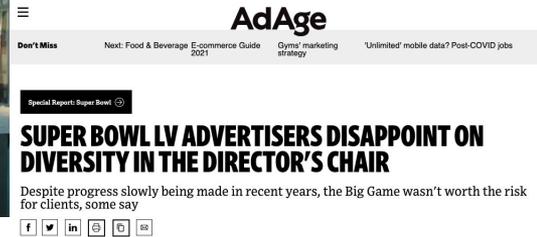
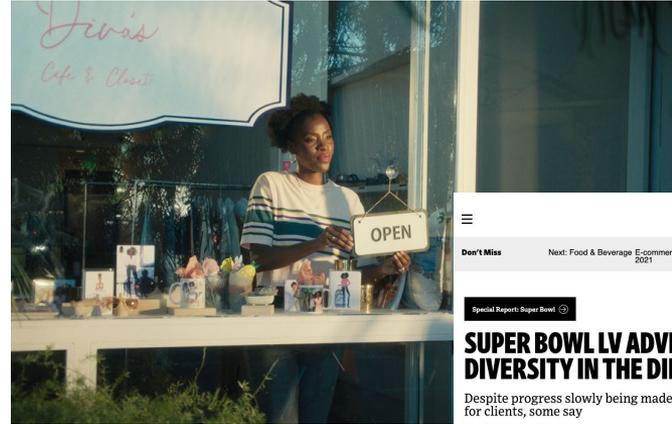
Shining & Shedding Light on Female-Led Filmmakers

“Many people might be surprised to see MediaMonks creating a Super Bowl ad, as it’s not one of the “traditional” agencies that we typically see in the game, like Goodby, FCB and Wieden. What would you say to that?”

–Minda Smiley, Adweek editor

Whether it’s a first for us or a first for our clients and partners, it’s always exciting to be part of firsts. And while we are a digital-first partner, in this case, traditional TV advertising raised an exciting opportunity for an integrated campaign, presenting the rare, and special opportunity for our female-led Film team to work on a Super Bowl spot for Robinhood.

Diversity is a key component to MediaMonks’ approach to film production. In an industry that has been historically slow to focus on DE&I, our creative approach and team behind the Super Bowl spot truly exemplifies where we want to take the future of diversity in film. We showed up with one of only three female-directed spots at the Superbowl amongst 60+ commercials.



Owning Uncharted Territory: Everywhere Commerce

“Everywhere Commerce is something we’ve been thinking about a lot. COVID has created a perfect storm for nascent behavior that has been bubbling up and found the use case it needed to take off.” – John Fundingsland, Head of Global Brand Business Unit Marketing Partnerships, Google

Social posts have become shoppable, content creators have become presenters and brands have moved from product placement to building original content on the creative level. These changes usher in an age that MediaMonks coined Everywhere Commerce, in which commerce and content are closely woven together across the customer decision journey.

Through events like Adweek’s Commerce Week and the Brand Innovators Everywhere Commerce Summit, we’ve connected with world-leading brands and tech partners to pinpoint opportunities to connect with consumers through commerce.

Mercado Libre is Latin America’s biggest ecommerce platform

56.3M customers

US\$ 55bn market value



L'Oréal Beauty Click

As part of our BrandLab partnership with Mercado Libre, the largest online retailer in LatAm, we built a platform where influencer-led content and commerce come together



AW Adweek
1,215,710 followers
3d · 🌐

Everywhere commerce: The idea that covid has compressed timelines and behavior. Ecommerce was a channel-specific time set, while everywhere commerce is all about mindset. There is meaningful, sizeable, human impact that is changing consumer behavior, and there's risk and reward in that behavior, which is something to think about at scale."

Here are [MediaMonks's Wesley Haar, ter's](#) key takeaways on [#CommerceWeek](#):

What's next?



The Second Reawakening of Digital

A New Era of Insight-Driven, Tactile and Meaningful DX

2020 was only the start of the wider transformations brands must make in their marketing. A new creative culture must now strike a balance between data and creativity to better serve distinct audiences in meaningful ways.



Changing the Work by Changing the Industry

Giving Power to Purpose

We've realized our role in helping brands accurately represent audiences, nurture diverse talent and give back to communities. We demonstrate that change through the stories we tell and our featured client cases.



Living Up to a New Reputation

Expanded Reach with PR 2.0

Every brand needs to promote themselves and their products, but they also need to protect themselves when faced with reputational challenges. Building out a PR 2.0 and Advisory practice will be a significant competitive advantage as we marry it with the S4 holy trinity of data, content and media.



Satiating the Market's Appetite for Culturally Resonant Work at Scale

We'll Soon Welcome Another Addition on the Content Side

Both founded at the dawn of the internet, and from humble beginnings, we'll continue to scale the ebbs and flows of digital innovation, technology, creativity and the ever-shifting landscape together.

Data & Digital Media Practice



06

2020

Executed against our strategic plans, integrated new capabilities and expanded globally during turbulent times.



Leaving 2020 Stronger

In what was a challenging year in so many ways, we took the opportunity to redefine and accelerate our vision. We're changing as the landscape for media and data changes, and we're excited to help our clients do the same.



Revolutionizing Data Services

2020 was the year we launched our data practice in full. With key client wins like Mondelez and new offerings in Analytics, Data Science, and Measurement - we are excited to continue to change data's impact on marketing.



Expanding our Media Services

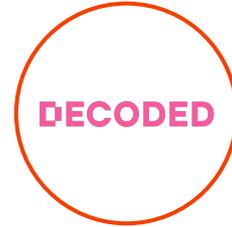
As the Media landscape continues to evolve, more quickly in some areas due to COVID-19, our offering continues to grow and change. In 2020 we integrated new capabilities and Go-to-Market propositions to service new parts of the customer journey.



More Change is Coming

Regarding the recent industry changes in Privacy, our data and media teams will continue to assist clients in meeting technical challenges.

Linear Consumption to Digital Experiences



Expanding Media Capabilities to Meet Changing Needs

We recognize the Shift to Digital has turned linear moments into digital experiences. Brands need to be able to adapt to the shift to digital in all facets of their marketing plan - and our services have expanded to reflect this change. By bringing onboard Orca Pacific, Metric Theory, and Decoded, we're able to help all brands - from Challengers to Whoppers - take control and interact more effectively with consumers.

Metric Theory Awards

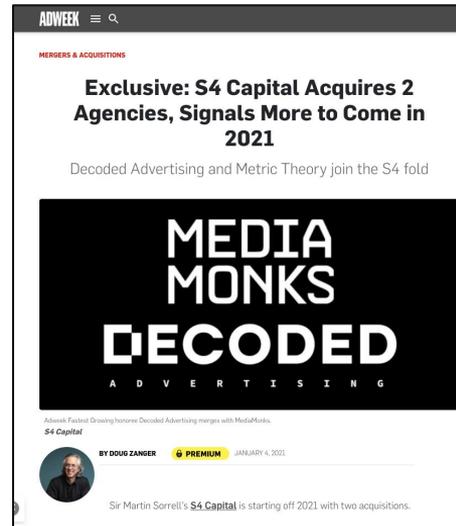
- / The Drum Digital Advertising Awards US
- / Adweek Fastest Growing Agencies
- / Search Engine Land SEM Agency of the Year
- / US Search Awards Winner

Decoded Awards

- / Adweek 100: Fastest Growing Agencies

MightyHive Awards

- / AdExchanger 2020 Programmatic Power Players



Continuing to Grow in 2020

“In the post-coronavirus world, all bets are off when it comes to how advertisers structure and align themselves and it’s just as likely that more advertisers will bring parts of media in-house as it is there will be more pitches.”

Creating Stronger Customer Connections with Data

Redefining how marketers use Data.

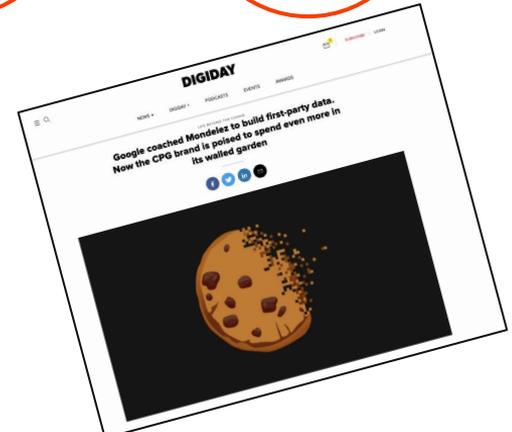
2020 was the year we officially launched our global data practice, to help brands take control of their data. As consumers increasingly expect an integrated experience, it is vital that marketers prioritize data management.

We've been able to empower our clients like Mondelez, Ace Hardware, and Bayer to be able to take back control of their first party data, show a single view of the customer, and activate their data against insights.



Changing the Data Approach for Brands

"Brands have begun to accept that an all-or-nothing approach to marketing services and in-housing is a losing proposition. Now they must embrace a similar approach for data, as increasing consumer privacy controls drive a seismic shift in targeting and attribution"



Helping Brands Take Action on First Party Data

"Along with its head of marketing consumer data and its IT team, Mondelez works with data management firm MightyHive to generate, analyze and take action on its first-party data. Google's decisions could have less impact on Mondelez than other types of companies, such as direct-response advertisers that buy ads intended to directly lead to product purchases, said Tyler Pietz, evp of global data at MightyHive."



Cookies



07

The Death of the Cookie

The tectonic shifts of policies of the tech titans around consumer privacy -- who owns consumers data, how is it consented to collect & use, how is it shared between businesses and what laws will protect consumers -- have massive implications for the Marketing Industry.

The real changes have just started, it is the tip of the iceberg and we have been preparing for a long time. Our current & future clients will need to rip and replace decades of legacy partnerships, practices & technology centered around freely flowing 3P data ecosystems powered by cookies and device ids.

What Google Is – And Isn't Saying – When It Says It Won't Build Alternative IDs After The Death Of Third-Party Cookies

by Allison Schiff // Thursday, March 4th, 2021 – 11:56 am
Share:



Sorrell on cookies: 'We thrive on disruption and what Google did is highly disruptive'

By John McCarthy - 09 March 2021 08:00am

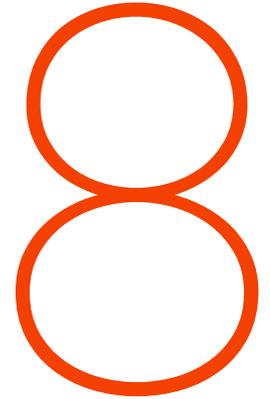


Sir Martin Sorrell, founder of S4 Capital



BY MYLES YOUNGER
MARCH 3, 2021

ESG



OUR APPROACH IS SIMPLE:

**We have divided our
CSR ambition and
connecting SDGs over
three pillars**

**Zero Impact
Workspaces**



**Sustainable
Production**



**Diversity,
Equity &
Inclusion**





Zero Impact Workspaces

Taking care of our home and household.

A climate neutral and environmentally conscious household, with tangible efforts in our daily operations.

Operate carbon neutral before EOY 2024.

SDG 7, 8, 12, 13: climate change, environment, energy efficiency



Sustainable Production

Taking care of our work and clients.

A catalyst for change, by leveraging our expertise to innovate with technology and creativity for good, for and with our clients.

At least 50% of our client work aligns with our Sustainable production Manifesto before EOY 2025

SDG 3, 4, 5, 9, 10, 12, and 13: Sustainable technology, employee training, business ethics



Diversity, Equity & Inclusion

Taking care of ourselves and each other.

Recognise individuality, foster a respectful culture and emphasise the value of ideas.

Increase diversity to at least match population levels where we work, sooner, rather than later.

SDG 5, 8, 10: diversity & inclusion, employee development



2020 Results



1,24 ton CO2
emission, versus
4,2 ton CO2 in 2019



41 for Good
projects, versus
12 projects in 2019

28.000 HOURS

£356.568 donated
versus
£32.211 in 2019



**45% Women &
55% Men**
Versus
**32 % Women &
68% Men**
In 2019

41 For Good Projects

LifeMoves

Digital Marketing Services



LifeMoves provides interim housing and supportive services for homeless families and individuals.

havaianas®

#AllLovesWelcome



A campaign to celebrate the LGBTQIA+ community and celebrate pride at home.

WILDAID

Sea Turtle Protection Campaign



Design and develop a public-awareness campaign to help protect sea turtles.

ONE MILLION TRUTHS

Content platform



Creating social scalable proof of racism in the fabric of American life, by the testimony of black Americans

Our 2020 activities

European
Green Deal



Signed

Amazon Climate
Pledge



S4 Fellowship
TechGrounds



First Fellows & Hires



Short term ambitions beyond 2020

B Corps certified BEOY 2021

Pre Assessment is submitted.



Join EcoVadis BEOY 2021

A first step to sustainable procurement and performance sharing.



Sustainable Production & Procurement Manifesto

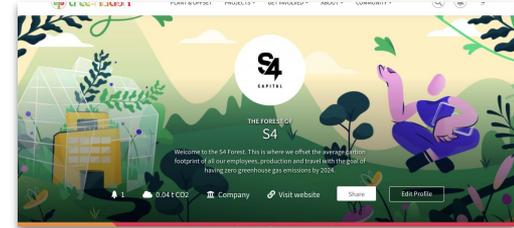
With a production emission calculator.



Long term ambitions

Carbon neutral by 2024

By planting trees in the S4Capital forest on tree-nation.



S4 orgs UN global compact

MediaMonks is already a member



Join 1% pledge

Increase our for good work, with - and for clients



Diversity, Equity & Inclusion

DE&I specific focus

Diversity

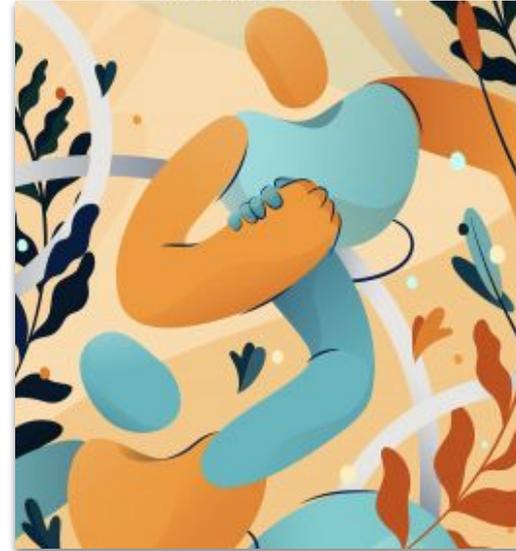
Recruitment, S4 Women leadership program, Scale ERG's, Inclusive content (client).

Wage Equity:

Measure pay equity.

Internal Training:

DE&I foundations, anti-bias, ally-ship, cultural sensitivity. Global code of conduct.



Summary & Outlook

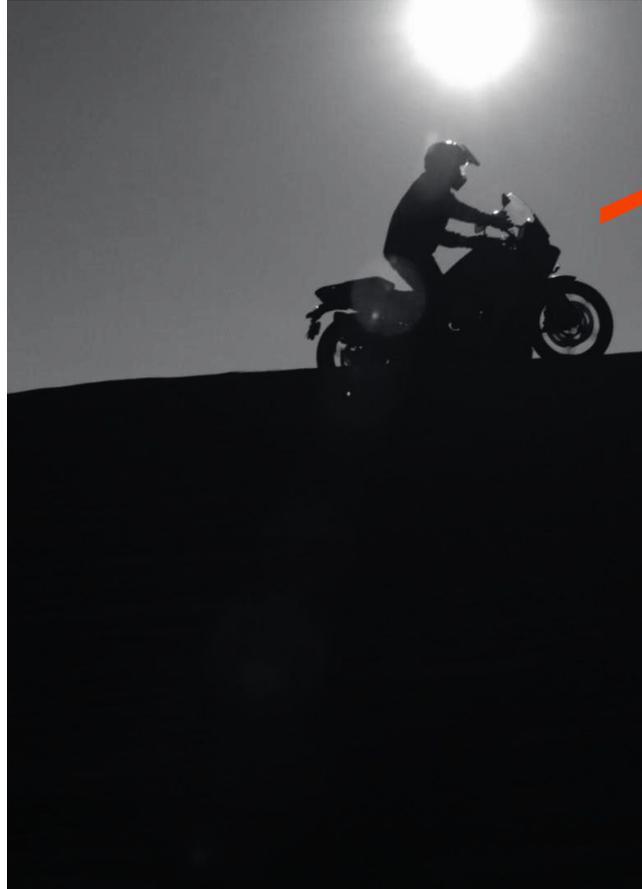


09

Summary & Outlook

- / Very strong gross profit and bottom line organic growth in 2020
- / Strong cash flow, cash conversion and Balance Sheet
- / Targeting to double organically in three years 2021-2023
- / Good start to 2021 with like-for-like January gross profit well ahead of budget
- / Healthy merger pipeline in data & analytics, content and digital media
- / We achieved “Brand Awareness” and “Brand Trial” in 2019, “Conversion at Scale” strengthened in 2020
- / Strong progress against ESG objectives
- / 2021 focus is to bed down the “whoppers” and develop the “whopper” pipeline, to roll out the unitary brand and to broaden and deepen our service capabilities through mergers

Q&A



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