



S⁴Capital launches Media.Monks —
a single, unitary brand that integrates MediaMonks and the MightyHive hexagon
*API operating model provides seamless access to talent across
content, data&digital media and technology services*

August 3, 2021 - S⁴Capital launches its unitary brand by merging MediaMonks and MightyHive into Media.Monks, represented by a dynamic logo mark that features MightyHive's iconic hexagon. The single brand emphasizes a shared heritage in creative content and roots in data&digital, while unifying a team of nearly 6,000 digital-first experts working as a single P&L across 57 talent hubs in 33 countries.

As the operational brand, Media.Monks underpins S⁴Capital's agility, digital knowledge and efficiency and is the next step in delivering on its foundational promise to unify content, data&digital media and technology services. S⁴Capital plc (SFOR.L) will remain the financial brand, publicly listed on the London Stock Exchange and deployed amongst investor, financial and banking stakeholders and in reports.

"The traditional, analogue holding company model is over 70 years old, dating back to Marion Harper and IPG in the 1950s and cries out for disruptive change. Digital has altered the landscape permanently and brands need a different type of organization to execute and show up for their customers at every moment in the journey—purely digital, with data-driven creative and content, faster, better, cheaper, and with a single P&L," says Sir Martin Sorrell, S⁴Capital Executive Chairman. "So far, S⁴Capital has brought together 24 companies that have each disrupted their industry in complementary ways, buying into our mission to create a new age/new era advertising and marketing services model and disrupting the old."

Earlier this year, the company launched its API-inspired organizational structure, designed to ignite collaboration and fuel innovation by connecting its different types of teams: countries, core, client, categories, capabilities and corporate. The hexagon, previously representative of MightyHive, has been adapted to symbolize this structure and the six components it connects. A system for scale, the API combines disciplines globally to provide Media.Monks clients seamless access to subject matter experts, while creating ownable space for S⁴Capital's ambitious merger model and the entrepreneurs that join.

"The single brand was not a boardroom decision. It involved input from a broad range of teams and talent, and many of our founders," explains Media.Monks Co-Founder Wesley ter Haar. "For our people, this means they're all colleagues and can build amazing careers across the globe and keep going and growing. For our clients, it means they keep the same team and the day-to-day they love—but now have even simpler access to an amazingly deep pool of specialist talent. Consolidation is an engine to innovate and this makes it easier to help our clients show up better for theirs."



The API is reflected in the new dynamic logo mark that activates a flexible brand framework in which "media" becomes a variable. Teams within the six operational components can personalize and express themselves within the framework using a new internal tool, Brand.Lab. The addition of the dot represents a point of connection between diverse talent with different experiences and expertise, and encourages freedom of expression through a malleable framework.

“Integrating the MightyHive hexagon into Media.Monks is a great representation of our unitary team, but even more so it reflects our operational model,” says Media.Monks Co-Founder Chris Martin. “We’ve built a structure where our people have clear, ownable space, to represent themselves and the work they do, but without the traditional fights and frictions that are built into more traditional models. Hexagons are one of nature’s ways of maximizing the properties of strength and space efficiently, and that’s exactly what we’re offering clients: the most efficient model to help them consolidate their efforts in content, data&digital media and technology services.”

About Media.Monks

Media.Monks is a digital-first marketing and advertising services company that connects content, data&digital media and technology services across one global team built from the bottom up. Inspired by the connectivity and flexibility of technology APIs, a single-P&L model offers clients seamless access to a nearly 6,000-strong team of multidisciplinary digital talent organized across 57 talent hubs in 33 countries. Media.Monks partners with 8 out of the 10 most innovative companies in the world and many up-and-coming DTC and B2B brands, helping them own their data and build out customer ecosystems to elicit smart, efficient, high-impact engines for growth. In 2021, the Media.Monks brand integrated by merging MediaMonks and MightyHive, bringing together the best entrepreneurial and innovative companies worldwide, named to Adweek’s Fastest Growing lists (2019, 2020, 2021), AdExchanger’s Programmatic Power Players (2020, 2021) and numerous “best places to work” lists. In addition to holding a record number of FWA and other industry awards, Media.Monks has been regularly recognized at the Cannes Lions and Webby Awards, in 2021 as Webby Production Company of the Year. Media.Monks is owned by London-based S4Capital (SFOR.L), the publicly-traded new age/new era advertising and marketing services company established by Executive Chairman Sir Martin Sorrell in 2018.

About S⁴Capital

S⁴Capital plc (SFOR.L) is the tech-led, 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, multinational, regional, local clients and millennial-driven influencer brands. This will be achieved initially by integrating leading businesses in two practice areas: content and data&digital media, 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. S⁴Capital estimates that in 2020 digital accounted for over 50% (for the first time) or \$290 billion of total global advertising spend of \$525 billion (excluding over \$500 billion of trade promotion marketing, the primary target of the Amazon advertising platform), and projects that by 2022 this share will grow to approximately 60% and by 2024 to approximately 70%, accelerated by the impact of covid-19.

S⁴Capital combined with MediaMonks, the leading AdAge A-listed creative digital content production company led by Victor Knaap and Wesley ter Haar, in July 2018 and with MightyHive, the market-leading digital media solutions provider for future thinking marketers and agencies, led by Peter Kim and Christopher S. Martin, in December 2018.

In April 2019, MightyHive combined with ProgMedia to expand operations into Latin America and MediaMonks acquired film studio Caramel Pictures to expand content studio capabilities. In June 2019, MediaMonks announced a planned combination with Australia-based BizTech, a leading marketing transformation and customer experience company. In August 2019, MediaMonks combined with Amsterdam-based digital influencer marketing agency IMA. In October 2019, MediaMonks combined with Firewood Marketing, the largest digital marketing agency based in Silicon Valley, that was recently ranked, along with MediaMonks and Circus (see below), as one of the fastest growing agencies by Adweek, and MightyHive combined with award-winning UK-based digital analytics, biddable media and data science company ConversionWorks and South Korea-based data and analytics consultancy MightyHive Korea. In November 2019, MediaMonks announced its combination with Delhi-based content creation and production company WhiteBalance (completed in August 2020 - the delay due to necessary merger clearance procedures) and then with fully integrated digital agency Circus Marketing in January 2020 (completed in March 2020).

In May 2020, MightyHive announced a combination with Digodat, one of the leading Latin American data and analytics consultancies, and in June 2020, MightyHive announced its combination with Lens10, a leading Australian digital strategy and analytics consultancy. In July 2020, MightyHive announced a combination with Orca Pacific, a market leading full-service Amazon agency and boutique consultancy firm based in Seattle. In August 2020, MightyHive announced a combination with London-based Brightblue, an econometric and media optimisation consultancy. In September 2020, MediaMonks announced its combination with Dare.Win, expanding its geographical presence to France. In January 2021, MediaMonks announced its combination with integrated creative, technology and media agency Decoded Advertising, Shanghai based creative agency TOMORROW and Stuttgart based automotive specialist STAUD STUDIOS. MightyHive also announced its combination with integrated digital performance marketing agency Metric Theory. In February 2021, MightyHive acquired the assets of Datalicious Australia, a leading Google Marketing Platform, Google Cloud and Google Analytics partner in Asia Pacific. In March 2021, MediaMonks announced it had entered into a conditional agreement in relation to a combination of MediaMonks with Toronto-based design and experience agency, Jam3. In May 2021, MightyHive announced it had entered into a conditional agreement in relation to a combination of MightyHive with the leading digital



performance agency in Brazil, Raccoon Group. In July 2021, MightyHive announced it had entered into a conditional agreement with Destined, the leading Sydney-based Salesforce Platinum Partner specializing in digital transformation, Salesforce platform implementation, integration strategy and execution.

On 16 July 2020, S⁴Capital announced the successful placing of 36,766,642 new ordinary shares at a price of 315p raising approximately £116 million gross proceeds which has been used for further expansion and combination purposes.

On 19 July 2021, S⁴Capital announced it had engaged Credit Suisse AG, London branch, HSBC Bank plc and Barclays Bank plc as lead arrangers for a seven year €375 million senior secured term loan. In addition, it negotiated a five year £100 million equivalent multicurrency senior secured revolving credit facility with Credit Suisse, HSBC, Barclays, JP Morgan and BNP Paribas. This refinanced its existing €25 million and US\$28.9 million term loans and its €35 million and €43.5 million multicurrency revolving credit facilities and will provide approximately £200 million for general corporate purposes, including funding the cash element of future mergers, which is typically one-half of overall consideration. The Company will maintain its policy of maximum net leverage not exceeding 1.5-2x EBITDA.

Victor Knaap, Wesley ter Haar, Pete Kim, Christopher Martin, Peter Rademaker and Scott Spirit all joined the S⁴Capital Board as Directors. The S⁴Capital Board also includes Rupert Faure Walker, Paul Roy, Daniel Pinto, Sue Prevezer, Elizabeth Buchanan, Naoko Okumoto, Margaret Ma Connolly and Miles Young.

The Company now has nearly 6,000 people in 33 countries across the Americas, Europe, the Middle East and Africa and Asia-Pacific and a current market capitalisation of approximately £3.7 billion (c.\$5 billion), and would rank in the FTSE 150. It achieved Unicorn status in a little over one year, unique in the advertising and marketing services industry. 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 capitalisation of over £16 billion on the day he left. Today its market capitalisation is £11.5 billion, dropping into second place behind Publicis for the first time ever. Prior to that Sir Martin was Group Financial Director of Saatchi & Saatchi Company Plc for nine years.

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