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S4 Capital PLC  
23 November 2020

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**S4 Capital plc**  
**("S<sup>4</sup>Capital" or "the Company")**

The following release was issued by Mondelez International at 2.30pm GMT today.

We're continuing to evolve our marketing approach at Mondelez International. Over the past two years, we have re-engineered our media, creative and data partnership models as part of our transformation, putting a greater emphasis on digital-first approaches and creative effectiveness.

Following announcements in 2018 and 2019 respectively of our media agency partners and our creative partners, we are today announcing a new global content production and management model which is designed to support the growth of our global and local brands.

The new model offers a more agile content model that connects the best in creativity, media and technology to rapidly design, create, and manage personalized experiences across any touchpoint throughout the customer journey. Our partners will enable more efficient & consistent use of assets across touchpoints, more effective digital assets fit for platform with rich taste appeal, and the creation of a higher volume of quality content made for personalization.

With this move, we will concentrate global content production and management with two key agency partners, **MediaMonks (S4 Capital)** and **Team Pop (Publicis)**. These partners will work across our brand portfolio with the following scope:

- **MediaMonks** will manage our global tech infrastructure, global websites and content production for North America, Latin America and AMEA (Asia, Middle-East and Africa).
- **Publicis** will manage content production for our MEU (Europe) region.

Quote from Martin Renaud, Executive Vice President and Chief Marketing Officer, Mondelēz International:

*"Following the selection of our media and creative agencies in 2018 and 2019, we are pleased to announce a new model for our global content production and management agencies. Our production partners will provide a simple and agile new solution that offers the best in terms of creativity, media capabilities and technology for our portfolio of global and local brands. We're excited to be working with them and looking forward to their contribution in accelerating our growth."*

Quote from Meghan Johnson, Agency Ecosystem Leader, Mondelēz International:

*"We have been nothing but impressed by the evolved capabilities agency partners are bringing to the table. The production model we have designed enables key strategic initiatives, while scaling rich taste appeal and delivering content fit for platform and purpose. For Mondelēz International, this is a new way of leveraging data and capabilities at scale, only realized through strong partnerships across our agency ecosystem."*

Appointments will become effective immediately with phased transitions starting in January 2021. We expect to finalize all transitions by the end of 2021.

ENDS

**Enquiries:**

**S<sup>4</sup>Capital plc**

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

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 three practice 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. S4Capital estimates that in 2019 digital accounted for approximately 47.5% or \$275 billion of total global advertising spend of \$550-600 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 55-60% and to 65-70% by 2024. It is anticipated that in 2020, total global advertising spend will shrink to

approximately \$500-550 billion, driven by a fall in traditional media advertising expenditure. However, digital advertising spend is expected to remain constant or increase slightly and exceed 50% of total advertising spend for the first time.

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 data & 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 and then with fully integrated digital agency Circus Marketing in January 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 out of 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.

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

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 has 2,870 people in 31 countries across the Americas, Europe, the Middle East and Africa and Asia-Pacific and a market

capitalisation of approximately £2.3 billion (c.\$3 billion), and would rank well into the FTSE 200. It has 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 £9 billion. Prior to that Sir Martin was Group Financial Director of Saatchi & Saatchi Company plc for nine years.

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