



RNS Number : 0228Z
S4 Capital PLC
20 January 2022

20 January 2022

S⁴ CAPITAL PLC

("S⁴ Capital" or the "Company")

Notification of a transaction by a Person Discharging Managerial Responsibilities ("PDMR")

The Company received notification on 19 January 2022 that Sir Martin Sorrell, a PDMR, had bought 10,000 ordinary shares of £0.25 each at a price of £5.244550 each (for an aggregate price of £52,445.50).

Following this purchase, Sir Martin Sorrell holds 54,229,594 ordinary shares in the Company. Additionally, he has previously donated, in aggregate, 3,910,000 ordinary shares in the Company to the UBS Donor Advised Foundation. Together these represent approximately 10.5% of the entire issued share capital of the Company.

The notification below is made in accordance with the requirements of MAR.

- a) Name Sir Martin Sorrell
2. **Reason for the Notification**
- a) Position/status Executive
- b) Initial notification/ Amendment Initial
3. **Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor**
- a) Name S⁴ Capital plc
- b) LEI LEI: 21380068SP9V65KPQN68
4. **Details of the transaction(s):section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv)each place where transactions have been conducted**
- a) Description of the financial instrument, type of instrument Ordinary shares of 25 pence each
- Identification code GB00BFZZM640
- b) Nature of the transaction Share purchase
- c) Price(s) and volume(s)
- | Price | Volume |
|-----------|--------|
| £5.244550 | 10,000 |
- d) Aggregated information
- | Aggregated volume | Aggregate Price | Aggregate Volume | Aggregate total |
|-------------------|-----------------|------------------|-----------------|
| | £5.244550 | 10,000 | £52,445.50 |

- e) Date of the transaction 19 January 2022
- f) Place of the transaction London Stock Exchange (XLON)

Enquiries:

S4 Capital plc Tel: +44 (0)20 3793 0003

Sir Martin Sorrell (Executive Chairman)

Powerscourt Tel: +44 (0)7970 246 725
(PR Adviser to S4 Capital plc)

Elly Williamson

Jane Glover

About S⁴Capital

S⁴Capital (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 by integrating leading businesses in three practice areas: content, data&digital media and technology services, 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 2021 digital accounted for approximately 60% or \$420-450 billion of total global advertising spend of \$700-750 billion (excluding over \$500 billion of trade promotion marketing, the primary target of the Amazon advertising platform) and projects that by 2022 total global advertising spend will expand to \$770-850 billion and digital's share will grow to approximately 65% and by 2024 to approximately 70%, accelerated by the impact of covid-19.

In 2018, S⁴Capital combined with MediaMonks, the leading AdAge A-listed creative digital content production company led by Victor Knaap and Wesley ter Haar, and then with MightyHive, the market-leading digital media solutions provider for future thinking marketers and agencies, led by Peter Kim and Christopher S. Martin. Since then, MediaMonks and MightyHive have combined with more than 25 companies across content, data&digital media and technology services. For a full list, please see the S⁴Capital [website](#). In August 2021, S⁴Capital launched its unitary brand by merging MediaMonks and MightyHive into Media.Monks, represented by a dynamic logo mark that features MightyHive's iconic hexagon. 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.

Victor Knaap, Wesley ter Haar, Pete Kim, Christopher Martin, Mary Basterfield 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, Peter Rademaker and Miles Young.

The Company now has well over 7,500 people in 33 countries across the Americas, Europe, the Middle East and Africa and Asia-Pacific and a current market capitalisation of approximately £3.0billion (c.\$4.0billion) and would rank inside 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 £16billion on the day he left. Today its market capitalisation is £13.8 billion. Prior to that Sir Martin was Group Financial Director of Saatchi & Saatchi Company Plc for nine years.

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact rns@lseg.com or visit

www.rns.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHBLMBTMTABTMT