



RNS Number : 7134P
S4 Capital PLC
22 June 2022

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S4 Capital plc

("S⁴Capital" or the "Company")

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

The Company was notified on 21 June 2022 that SEF4 Investment SCSp had transferred directly to an investor in SEF4 Investment SCSp 1,218,246 ordinary shares of 0.25p each in the capital of the Company ("Shares") (0.22% of the entire issued share capital of the Company). This transfer to the investor in SEF4 Investment SCSp represents a conversion of its existing indirect interest in the Shares into a direct interest in the Shares rather than a disposal. SEF4 Investment SCSp is deemed to be a PCA of Daniel Pinto, a Non-Executive Director of S⁴Capital, because SEF4 Investment SCSp is managed by Stanhope Capital, of which Daniel Pinto is the Chief Executive. Daniel Pinto was not involved in the conversion process which SEF4 Investment SCSp was contractually committed to undertake.

Following the above transfer, SEF4 Investment SCSp continues to hold 14,711,950 Shares, representing approximately 2.65% of the entire issued share capital of the Company.

The Notification of Dealing Form can be found below. This notification is made in accordance with the requirements of the Market Abuse Regulation.

1 Details of the person discharging managerial responsibilities/person closely associated

a) Name SEF4 Investment SCSp

2 Reason for the Notification

a) Position/status PCA of non-executive director Daniel Pinto

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 sale		
c) Price(s) and volume(s)	Price	Volume	
	£NIL (non-cash consideration)	1,218,246	
d) Aggregated information	Aggregate Price	Aggregate volume	Aggregate total
Aggregated volume	£NIL (non-cash consideration)	1,218,246	£N/A
e) Date of the transaction	21 June 2022		
f) Place of the transaction	London		

Enquiries:

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Sir Martin Sorrell (Executive Chairman)

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(PR Adviser to S⁴ Capital plc)

Robin O'Kelly
Jane Glover

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 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 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, 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 and Miles Young.

The Company now has over 9,000 people in 33 countries across the Americas, Europe, the Middle East and Africa and Asia-Pacific and a current market capitalisation of approximately £1.4 billion (c.\$1.7 billion) and would rank in the FTSE 200. 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 £9.0 billion, dropping into third place behind both Omnicom and 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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