



RNS Number : 4192B  
S4 Capital PLC  
02 June 2023

2 June 2023

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

### **Issue of Shares**

On 4 May 2021, S<sup>4</sup>Capital plc (SFOR.L) announced a merger with Raccoon Group, the leading digital performance agency in Brazil (the "**Raccoon Transaction**"). Pursuant to the terms of the Raccoon Transaction, the Company has agreed to issue 3,002,766 ordinary shares of 25 pence each in the capital of the Company, credited as fully paid, as consideration to the sellers (the "**Raccoon Shares**").

Applications have been made to the FCA and to the London Stock Exchange for the Raccoon Shares to be admitted to the standard segment of the Official List of the FCA and to trading on the London Stock Exchange's Main Market for listed securities respectively ("**Admission**"). It is expected that Admission will become effective at 8.00 a.m. on 5 June 2023.

#### **Enquiries:**

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

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

S<sup>4</sup>Capital plc (SFOR.L) is the tech-led, new age/new era digital advertising, marketing and technology services company, established by Sir Martin Sorrell in May 2018.

Our strategy is to build a purely digital advertising and marketing services business for global, multinational, regional, and local clients, and millennial-driven influencer brands. This will be achieved by integrating leading businesses in three practices: Content, Data&digital media and Technology Services, along with an emphasis on 'faster, better,

cheaper, more' execution in an always-on consumer-led environment, with a unitary structure.

Victor Knaap, Wesley ter Haar, Christopher S. Martin, Scott Spirit and Mary Basterfield all joined the S<sup>4</sup>Capital Board as Executive Directors. The S<sup>4</sup>Capital Board also includes Rupert Faure Walker, Paul Roy, Daniel Pinto, Sue Prevezer, Elizabeth Buchanan, Naoko Okumoto, Margaret Ma Connolly, Miles Young and Colin Day.

The Company now has approximately 8,700 people in 32 countries with approximately 70% of revenue across the Americas, 20% across Europe, the Middle East and Africa and 10% across Asia-Pacific. The longer-term objective is a geographic split of 60%:20%:20%. Content currently accounts for approximately 60% of revenue, Data&digital media 30% and Technology Services 10%. The long-term objective for the practices is a split of 50%:25%:25%.

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. Prior to that Sir Martin was Group Financial Director of Saatchi & Saatchi Company Plc for nine years.

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