



RNS Number : 5052D
S4 Capital PLC
22 June 2023

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S4 Capital plc ("S⁴Capital" or the "Company")

Issue of Shares

On 30 December 2020, S⁴Capital plc (SFOR.L) announced a merger with Decoded Advertising, an integrated creative, technology and media agency (the "**Decoded Transaction**"). Pursuant to the terms of the Decoded Transaction, the Company has agreed to issue 2,817,096 ordinary shares of 25 pence each in the capital of the Company, credited as fully paid, as deferred consideration to the sellers (the "**Decoded Shares**").

Applications have been made to the FCA and to the London Stock Exchange for the Decoded 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 23 June 2023.

Enquiries:

S⁴Capital

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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,

more efficient" executions in an always-on consumer-led environment, with a unitary structure.

Victor Knaap, Wesley ter Haar, Christopher Martin, Scott Spirit and Mary Basterfield all joined the S⁴Capital Board as Executive Directors. The S⁴Capital 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 has approximately 8,700 people in 32 countries with approximately 70% of revenue across the Americas, 20% across Europe and the Middle East and 10% across Africa and Asia-Pacific. The longer term objective is a split of 60%:20%:20%. Content currently accounts for approximately 60% of revenue, Data&digital 30% and Technology services 10%. The long-term objective 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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