



RNS Number : 0156L  
S4 Capital PLC  
01 September 2023

1 September 2023

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

### **Issue of Shares**

On 3 September 2021, S<sup>4</sup>Capital plc (SFOR.L) announced a merger with Cashmere, a premier culture and creative marketing agency (the "**Transaction**"). Pursuant to the terms of the Transaction, the Company has agreed to issue 1,003,273 ordinary shares of 25 pence each in the capital of the Company, credited as fully paid, as deferred consideration to the sellers (the "**Shares**").

Applications have been made to the FCA and to the London Stock Exchange for the 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 4 September 2023.

#### **Enquiries:**

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

Tel: +44 (0)20 3793 0003

Sir Martin Sorrell (Executive Chairman)

**Powerscourt (PR Adviser to S<sup>4</sup>Capital)**

Tel: +44 (0) 7970 246 725

Elly Williamson

Ollie Simmonds

#### **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.

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 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 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 has approximately 8,600 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.

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](mailto:rns@lseg.com) or visit [www.rns.com](http://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

IOEPBMFTMTMJBLJ