



RNS Number : 3174A
S4 Capital PLC
14 August 2024

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S4 Capital plc
("S⁴Capital" or "the Company")
Interim Results to be released on Thursday 19th September

S⁴Capital plc (SFOR.L), the tech-led, new-age/new-era digital advertising, marketing, and technology services company, will announce its interim results on Thursday 19th September. In line with previous reporting, a webcast and conference call will be held at 09:00 BST in London, followed by another webcast and call at 08:00 EDT / 13:00 BST.

09:00 BST webcast (watch only) and conference call (for Q&A):

Webcast: https://brrmedia.news/SFOR_IRUK_24

Conference call:

UK: +44 (0) 33 0551 0200

US: +1 786 697 3501

08:00 EDT / 13:00 BST webcast (watch only) and conference call (for Q&A):

Webcast: https://brrmedia.news/SFOR_IRUS_24

Conference call:

UK: +44 (0) 33 0551 0200

US: +1 786 697 3501

Enquiries to:

S⁴Capital plc

Tel: +44 (0)20 3793 0003

Sir Martin Sorrell, Executive Chairman

Sodali & Co (PR adviser to S⁴Capital plc) Tel: +44 (0) 7970 246 725

Elly Williamson

Pete Lambie

About S⁴Capital

S⁴Capital 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 services business for global, multinational, regional and local clients. This will be achieved by integrating leading businesses across categories including: marketing, data, digital media, and technology, along with an emphasis on 'faster, better, cheaper, more' execution in an always-on consumer-led environment, with a

unitary structure.

The S⁴Capital Board includes Rupert Faure Walker, Daniel Pinto, Sue Prevezer, Elizabeth Buchanan, Margaret Ma Connolly, Miles Young and Colin Day as Non-Executive Directors.

The Company now has approximately 7,600 people in 32 countries with approximately 80% of revenue across the Americas, 15% across Europe, the Middle East and Africa and 5% across Asia-Pacific. The longer-term objective is a geographic split of 60%:20%:20%. Marketing services will account for approximately 75% of net revenue and Technology services 25%. The longer term objective is a practice split of 60%:40%.

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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