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S4 Capital PLC
17 October 2025

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**S4 Capital plc
("S⁴Capital" or "the Company")
Notice of Q3 Trading Update**

S⁴Capital plc (SFOR.L), the tech-led, new age, new era digital advertising, marketing and technology services company, will announce its Q3 trading update on Thursday 6th November 2025.

A webcast and conference call will be held at 09:00 GMT in London.

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

Webcast: https://brrmedia.news/SFOR_Q3_25

Conference call:

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US: +1 786 697 3501

Enquiries to:

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Sir Martin Sorrell, Executive Chairman

Sodali & Co.

(PR adviser to S⁴Capital plc)

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Elly Williamson

Pete Lambie

About S4Capital

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 two synchronised Practices: Marketing services and Technology services, along with an emphasis on 'faster, better, cheaper, more' execution in an always-on consumer-led environment, with a unitary structure.

The Company now has approximately 6,800 people in 33 countries with approximately 80% of net 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%. At the Group's last full year results Content accounted for approximately 60% of net revenue, Data&Digital Media 25% and Technology Services 15%.

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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