RNS Number : 4082Q
S4 Capital PLC
12 August 2026

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S4 Capital plc

("S4Capital" or the "Company")
Update To Record Date Of Interim Dividend

S4 Capital plc (SFOR.L), the tech-led, new age, new era digital advertising, marketing and technology services company, announces that, further to the commitments in the Company's Half Year Results, the record date for the Company's inaugural interim dividend is amended as follows.

The amount and payment date of the inaugural interim dividend remains as previously announced.

Ex-dividend date:	Thursday 10 September 2026
Record date:	Friday 11 September 2026 (replacing the previously announced date of Tuesday 8 September 2026)
Dividend payment date:	Tuesday 6 October 2026

Enquiries to:

S4 Capital plc
Tel: +44 (0)20 3793 0003
Sir Martin Sorrell, Executive Chairman

About S4Capital

S4Capital is a purely digital advertising and marketing services business built for global, multinational, regional, and local clients and millennial-driven influencer brands. The business operates through two data and digital media driven Practices: Marketing Services and Technology Services, emphasising "faster, better efficient and more" execution in an always-on consumer-led environment. Its unitary structure positions the Company as a systems integration partner delivering real-time relevance in the post-agency era.

The Company now has approximately 6,150 people in 34 countries with approximately 82% of net revenue across the Americas, 12% across Europe, the Middle East and Africa and 6% across Asia-Pacific. The longer-term objective is a geographic split of 60%:20%:20%. Marketing Services accounted for approximately 91% of net revenue and Technology Services 9%. The target allocation is a practice split of 75%:25%.

Sir Martin Sorrell 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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