



RNS Number : 4584V
S4 Capital PLC
21 September 2026

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

S4 Capital plc (SFOR.L), the tech-led, new age, new era digital advertising, marketing and technology services company, is pleased to announce that Nirvik Singh, currently a Non-Executive Director of the Company, will be taking up a full-time role as part of our executive leadership.

He will, therefore, step down as a Non-Executive Director of the Company and as Chair of the Company's Nomination and Remuneration Committee, both with effect from 30 September 2026.

Alina Kessel, already a Non-Executive Director of the Company, will take the role of Chair of the Company's Nomination and Remuneration Committee, with effect from 30 September 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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