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**3 December 2018**

**S<sup>4</sup> CAPITAL PLC**  
**("S<sup>4</sup> Capital" or the "Company")**

**Response to press speculation**

The Board of the Company notes the recent press speculation and confirms that it is in advanced discussions in relation to the potential acquisition of MightyHive, Inc. (the "**Potential Transaction**").

The Potential Transaction, if consummated, would be in line with the Company's stated strategy of creating a new era, new media solution embracing data, content and technology in an always-on environment for global, multi-national, regional and local clients and for millennial-driven digital brands.

There can be no certainty as to whether the Potential Transaction will occur. Further announcements will be made as appropriate.

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

Sir Martin Sorrell (Executive Chairman)

*via Powerscourt*

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

Elly Williamson

John Elliott

Tel: +44 (0)20 7250 1446

**HSBC Bank plc (Joint Corporate Broker to S<sup>4</sup> Capital plc)**

Adrian Lewis

Sam Barnett

Tel: +44 (0)20 7991 8888

**Dowgate Capital Limited (Joint Corporate Broker to S<sup>4</sup> Capital plc)**

James Serjeant

David Poutney

Tel: +44 (0)20 3903 7715

This announcement contains inside information.

Sir Martin Sorrell, Executive Chairman  
S<sup>4</sup> Capital plc, 12 St James' Place, London SW1A 1NX  
LEI 21380068SP9V65KPQN68

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