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S⁴ Capital plc

("S⁴ Capital" or the "Company")

Appointment of Michel de Rijk as CEO APAC

S⁴ Capital plc (SFOR.L), the new era digital advertising and marketing services company, today announces the appointment of industry leader Michel de Rijk as CEO APAC.

Starting in early 2019, Michel will be based in Singapore and take operational responsibility for the APAC operations of all S⁴ Capital-owned businesses across the three key areas of digital content, digital media planning and buying, and first party data. His key focus will be the expansion of the businesses in the region, organically and by acquisition.

Michel joins from WPP's media investment management division GroupM, where he led the expansion of the [m]PLATFORM advanced media technology suite as APAC President from 2016-2018, before taking on the role of Global Chief Growth Officer at Performance Media Group earlier this year. He has extensive experience of building and running disruptive advertising and marketing companies in Asia Pacific, including global programmatic platform Xaxis, where he was Managing Director, Asia Pacific from 2012 and CEO, Asia Pacific from 2014 to 2017, Prior to joining Xaxis, he was Vice President for interactive digital technology provider EyeWonder.

S⁴ Capital's first move, MediaMonks, operates in the region from its Singapore and Shanghai offices and plans to expand in China, India, Australia & Japan.

Sir Martin Sorrell, Executive Chairman of S⁴ Capital plc said:

"I'm delighted to welcome Michel to S⁴ Capital. He has the network and the skills to help MediaMonks and all of our future businesses in the region maintain impressive growth, while identifying further opportunities to grow by acquisition. No one could be more qualified to represent the S⁴ Capital difference."

Michel de Rijk said:

"Our industry is in the middle of a revolutionary change, and relationships between brands, agencies, consultancies and media owners will be re-forged. Brands want solutions that give them ownership, but that are of the highest quality and informed by deep experience. S⁴ Capital will be able to operate in exactly the areas to fulfil these needs. I'm looking forward to setting the pace for the industry with Sir Martin, Victor and Wesley, and the rest of the team."

Enquiries

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