

**9 July 2018**

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

**Merger with MediaMonks**

The Company announces that S<sup>4</sup>Capital Limited has merged with MediaMonks Multimedia Holdings B.V. ("MediaMonks"), a transaction that seeks to create the digital platform of the future.

MediaMonks has revenues of approximately €110 million and operates through 11 offices in 10 countries spanning the United States, the United Kingdom, Continental Europe, Asia, Latin America and the Middle East. The combined group has over 750 people and clients including adidas, Amazon, GE, Google, Hyundai, JAB, Johnson & Johnson, Netflix, 3G and Weber. MediaMonks services include digital experiences, product, content and ecommerce.

The objective behind the merger is to provide clients with digital services, which are agile, efficient and of premium creative quality. This was reflected in MediaMonks' success last month at the Cannes Lions International Festival of Creativity with 18 Lions, including one Grand Prix for Entertainment. In addition, the agency provides a global and locally relevant approach, co-locates resources at both agency and client, and serves multi-national, regional and local clients, along with millennial-driven influencer brands.



The merger represents the first move by S<sup>4</sup>Capital to create a new era, new media solution embracing data, content and technology, which meets clients' needs in an always-on environment. Upon completion of this acquisition, and in turn the acquisition of S<sup>4</sup>Capital by Derriston, the combined company will be a unitary one. Particularly as MediaMonks' shareowners will receive shares in S<sup>4</sup>Capital (which will become shares in the company), as well as cash and will not include an earnout.

Subsequent emphasis will be placed on further platform development, data analytics and digital media buying, run on a single P&L basis, as clients are increasingly demanding.