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9 November 2018

S⁴ CAPITAL PLC
("S⁴Capital" or the "Company")

Response in light of speculative press comment

The Board of the Company notes the recent media speculation and confirms that, as it often is, it is in discussions with the owners of several digital marketing services businesses about a possible acquisition (the "**Possible Transaction**").

The Possible 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 any transaction will occur nor as to the terms of any Possible Transaction. Further announcements will be made as appropriate.

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LEI 21380068SP9V65KPQN68