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S4 Capital PLC
27 October 2023

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S⁴Capital plc

("S⁴Capital" or "the Company" or "the Group")

Third Quarter Trading Update to be released on Thursday 9th November

S⁴Capital plc (SFOR.L), the tech-led, new age/new era digital advertising, marketing and technology services company, today confirms that it will publish the announcement of its 2023 Third Quarter Trading Update on Thursday 9th November.

In line with previous results, a webcast and conference call covering the results will be held at 09:00 BST in London, followed by another webcast and call at 08:00 EDT / 13:00 BST.

Both webcasts of the presentation will be available at www.s4capital.com during the event.

Those wishing to ask questions as part of the Q&A should use the conference call facility.

09:00 BST webcast (watch only):

Webcast: https://brrmedia.news/SFOR_Q323

Conference call:

UK: +44 (0) 33 0551 0200

US: +1 786 697 3501

Confirmation code: Quote 'S⁴Capital Results' when prompted by operator

08:00 EDT / 13:00 BST webcast (watch only):

Webcast: https://brrmedia.news/SFOR_Q323US

Conference call:

UK: +44 (0) 33 0551 0200

US: +1 786 697 3501

Confirmation code: Quote 'S⁴Capital Results US' when prompted by operator

Enquiries:

S⁴Capital

Tel: +44 (0)20 3793 0003

Sir Martin Sorrell (Executive Chairman)

Powerscourt (PR Adviser to S⁴Capital) Tel: +44 (0) 7970 246 725

Elly Williamson

Pete Lambie

About S⁴Capital

S⁴Capital plc (SFOR.L) is the tech-led, new age/new era digital advertising, marketing and technology services company, established by Sir Martin Sorrell in May 2018.

Our strategy is to build a purely digital advertising and marketing services business for global, multinational, regional, and local clients, and millennial-driven influencer brands. This will be achieved by integrating leading businesses in three practices: Content, Data&Digital Media and Technology Services, along with an emphasis on 'faster, better, cheaper, more' execution in an always-on consumer-led environment, with a unitary structure.

Victor Knaap, Wesley ter Haar, Christopher S. Martin, Scott Spirit and Mary Basterfield all joined the S⁴Capital Board as Executive Directors. The S⁴Capital Board also includes Rupert Faure Walker, Paul Roy, Daniel Pinto, Sue Prevezer, Elizabeth Buchanan, Naoko Okumoto, Margaret Ma Connolly, Miles Young and Colin Day.

The Company now has approximately 8,600 people in 32 countries with approximately 80% of net revenue across the Americas, 15% across Europe, the Middle East and Africa and 5% across Asia-Pacific. The longer-term objective is a geographic split of 60%:20%:20%. Content currently accounts for approximately 60% of net revenue, Data&Digital Media 25% and Technology Services 15%. The long-term objective for the practices is a split of 50%:25%:25%.

Sir Martin 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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