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S4 Capital PLC
09 May 2024

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S4 Capital plc
("S4 Capital" or the "Company")
Publication of Notice of Annual General Meeting 2024

The Company has today published on its website www.s4capital.com/investors the Notice of Annual General Meeting ('AGM') 2024 (the '2024 AGM Notice'), which will be distributed to shareholders shortly.

The Company's AGM will be held on Thursday 6 June 2024 at midday at Media.Monks, 15 Bonhill Street, London EC2A 4DN and will also be broadcast live for shareholders to join electronically. Full details of how to join the meeting either in person or electronically are contained in the 2024 AGM Notice.

In compliance with Listing Rule 9.6.1R of the UK Financial Conduct Authority's ('FCA') Listing Rules, the 2024 AGM Notice and Proxy Form for the AGM will be submitted to the FCA and will, in due course, be available for inspection at <https://data.fca.org.uk/#/nsm/nationalstoragemechanism>.

Enquiries:

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About S4 Capital

S4 Capital 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 S4 Capital Board as Executive Directors. The S4 Capital 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 7,700 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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