



**C A P I T A L**



RNS Number : 7427K  
S4 Capital PLC  
04 November 2024

**4 November 2024**

**S4 Capital plc  
("S<sup>4</sup>Capital" or "the Company")  
Notice of Q3 Trading Update**

S<sup>4</sup>Capital plc (SFOR.L), the tech-led, new-age/new-era digital advertising, marketing, and technology services company, will announce its third quarter trading update on Thursday 7th November.

In line with previous reporting, a webcast and conference call will be held at 09:00 GMT in London, followed by another webcast and call at 08:00 EST / 13:00 GMT.

09:00 GMT webcast (watch only) and conference call (for Q&A):

Webcast: [https://brrmedia.news/SFOR\\_Q3UK\\_24](https://brrmedia.news/SFOR_Q3UK_24)

Conference call:

UK: +44 (0) 33 0551 0200

US: +1 786 697 3501

08:00 EST / 13:00 GMT webcast (watch only) and conference call (for Q&A):

Webcast: [https://brrmedia.news/SFOR\\_Q3US\\_24](https://brrmedia.news/SFOR_Q3US_24)

Conference call:

UK: +44 (0) 33 0551 0200

US: +1 786 697 3501

Enquiries to:

**S<sup>4</sup>Capital plc**

Tel: +44 (0)20 3793 0003

Sir Martin Sorrell, Executive Chairman

**Sodali & Co (PR adviser to S<sup>4</sup>Capital plc)** Tel: +44 (0) 7970 246 725

Elly Williamson

Pete Lambie

**About S<sup>4</sup>Capital**

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 two synchronised practices: Marketing services and Technology services, along with an emphasis on 'faster, better,

cheaper, more' execution in an always-on consumer-led environment, with a unitary structure.

The Company now has approximately 7,550 people in 33 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%. At the Group's last full year results, Content accounted for approximately 60% of net revenue, Data&Digital Media 24% and Technology Services 16%. 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.

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact [rns@lseg.com](mailto:rns@lseg.com) or visit [www.rns.com](http://www.rns.com).

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

NORUOSBRSBUARAA