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S4 Capital PLC  
30 April 2024

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**S4 Capital plc  
("S<sup>4</sup>Capital" or "the Company")  
Notice of Q1 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 Q1 trading update on Friday 10th May. In line with previous reporting, a webcast and conference call will be held at 09:00 BST in London, followed by another webcast and call at 08:00 EDT / 13:00 BST.

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

Webcast: [https://brrmedia.news/S4\\_Q1\\_24](https://brrmedia.news/S4_Q1_24)

Conference call:

UK: +44 (0) 33 0551 0200

US: +1 786 697 3501

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

Webcast: [https://brrmedia.news/S4\\_Q1\\_24\\_US](https://brrmedia.news/S4_Q1_24_US)

Conference call:

UK: +44 (0) 33 0551 0200

US: +1 786 697 3501

Enquiries to:

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Sir Martin Sorrell, Executive Chairman

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Elly Williamson

Pete Lambie

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

S<sup>4</sup>Capital 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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