

29 April 2024

S⁴Capital plc
("S⁴Capital" or "the Company")

Board Change

S⁴Capital plc (SFOR.L), today announces that in addition to the executive board changes announced on 27 March 2024, Paul Roy has informed the Company that he will not be standing for re-election as a Non-Executive Director at the Company's forthcoming Annual General Meeting. He has served on the Board for nearly 6 years including chairing the Nomination and Remuneration Committee. As part of reducing his commitments to commercial and corporate interests, Paul will retire from the Board at the AGM to be held on 6 June 2024.

Following Paul's retirement, Sue Prevezer KC will assume the Chair of the Nomination and Remuneration Committee and both Miles Young and Colin Day will join the committee. It will, therefore, now comprise Sue Prevezer KC (Chair), Rupert Faure-Walker, Miles Young and Colin Day.

Sue Prevezer KC's tenure on the Board of S⁴Capital and her experience at both the Nomination and Remuneration Committee and the Audit and Risk Committee, as well as her extensive experience in leadership roles made her a clear choice to be Paul Roy's successor.

Sir Martin Sorrell, Executive Chairman said: "Paul has been a strong advocate for S⁴ Capital since its beginnings six years ago. He has made a major contribution to the Board and the Nomination and Remuneration Committee as its Chairman. We are sorry to see him retire from the Board as he reduces his corporate commitments and workload. Sue, however, will be a strong successor and we are pleased to welcome both Miles Young and Colin Day to the committee, as well as continuing to benefit from Rupert Faure-Walker's experience."

Paul Roy said: "I am pleased and proud to have been able to join Sir Martin at the start-up/inception of S⁴ Capital. We have had our challenges, not least some very difficult and volatile markets, but Sir Martin and team have a business model, the talent and motivation to continue building a very successful business."

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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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