

4 November 2024

**S4 Capital plc
("S⁴Capital" or "the Company")**

Notice of Q3 Trading Update

S⁴Capital 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

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

Conference call:

UK: +44 (0) 33 0551 0200

US: +1 786 697 3501

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Sir Martin Sorrell, Executive Chairman

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Elly Williamson

Pete Lambie

About S⁴Capital

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.

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