

9 January 2025

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

Management Change

S⁴Capital plc (SFOR.L), the tech-led, new-age/new-era digital advertising, marketing and technology services company, today announces that Mary Basterfield has decided to step down from her position as Chief Financial Officer (CFO). Mary has been with the Company for over three years. She has a twelve month notice period and will continue working in her current position, participate in the search for her successor over the coming months and assist in a smooth and orderly handover.

Sir Martin Sorrell, Executive Chairman of S⁴Capital said, "The Board wants to take this opportunity to thank Mary wholeheartedly for her hard work and commitment over the past three years and for her participation in the transition to a new financial leader. Mary has been instrumental in improving our finance team, processes and systems, as well as a collaborative business partner."

Mary Basterfield, CFO of S⁴Capital, comments, "I've enjoyed my time working with Sir Martin, the Board and the wider team and am proud of the work done by the finance team to strengthen the function. I wish the Group every success in the future."

In line with its typical reporting timetable, the Group will publish a 2024 trading statement on 28 January 2025 ahead of full year results on 24 March 2025.

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This announcement contains inside information for the purposes of Article 7 of the Market Abuse Regulation (EU) 596/2014 of 16 April 2014 as it forms part of English law by virtue of the European Union (Withdrawal) Act 2018.

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 7,500 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 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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