

9 May 2025

**S4 Capital plc**

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

**Publication of Notice of Annual General Meeting 2025**

The Company has today published on its website [www.s4capital.com/investors](http://www.s4capital.com/investors) the Notice of Annual General Meeting ('AGM') 2025 (the '2025 AGM Notice'), which will be distributed to shareholders shortly.

The Company's AGM will be held on Wednesday 4 June 2025 at midday at Monks, 15 Bonhill Street, London EC2A 4DN and will also be broadcast live for shareholders to join electronically. Full details of how to join the meeting either in person or electronically are contained in the 2025 AGM Notice.

In compliance with UK Listing Rule 22.2.6R of the UK Financial Conduct Authority's ('FCA') UK Listing Rules, the 2025 AGM Notice and Proxy Form for the AGM will be submitted to the FCA and will, in due course, be available for inspection at <https://data.fca.org.uk/#/nsm/nationalstoragemechanism>.

**Enquiries:**

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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 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 7,000 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%. Marketing Services accounted for approximately 90% of net revenue, and Technology Services 10%. The longer term objective is a practice split of 75%: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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