

25 July 2025

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

Issue of Shares

On 16 May 2022, S⁴Capital plc (SFOR.L) announced a merger between TheoremOne and Media.Monks, which significantly expanded the capabilities of Media.Monks' Technology Services practice (the "**Transaction**"). Pursuant to the terms of the Transaction, the Company has agreed to issue 1,628,567 ordinary shares of 25 pence each in the capital of the Company, credited as fully paid, as a deferred consideration payment (the "**Shares**").

Applications have been made to the FCA and to the London Stock Exchange for the Shares to be admitted to the equity shares (transition) category of the Official List of the FCA and to trading on the London Stock Exchange's Main Market for listed securities respectively ("**Admission**"). It is expected that Admission will become effective at 8.00 a.m. on 28 July 2025.

Enquiries

S⁴Capital plc

Tel: +44 (0)20 3793 0003
Sir Martin Sorrell, Executive Chairman

Sodali & Co (PR Advisor)

Tel: +44 (0) 7970 246 725
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 7,000 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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