RNS Number : 4391V
S4 Capital PLC
15 August 2025

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S^{4}Capital plc

("S^{4}Capital" or the "Company")

Issue of Shares

On 4 May 2021, S4Capital plc (SFOR.L) announced a combination with Raccoon Group, expanding its data and digital media practice in Latin America (the "**Transaction**"). Pursuant to the terms of the Transaction, the Company has agreed to issue 18,322,338 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 18 August 2025.

Enquiries

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About S^{4}Capital

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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