

1 September 2025

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

Total Voting Rights and Capital

In line with the Disclosure Guidance and Transparency Rule 5.6.1, the Company hereby notifies the market of the following:

The Company's issued share capital as at 29 August 2025 consisted of 639,587,561 ordinary shares of £0.25 each with voting rights ('Ordinary Shares') and 1 B ordinary share of £1.00 with voting rights (the 'B Share').

The total number of voting rights attributable to the Ordinary Shares is therefore 639,587,561.

The above figure (639,587,561) may be used by shareowners as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, the Ordinary Shares under the FCA's Disclosure Guidance and Transparency Rules.

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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 6,800 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%.

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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