

25 September 2025

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

Issue of Shares

On 1 July 2022, S⁴ Capital plc (SFOR.L) announced a combination with social media marketing agency XX Artists, expanding its capabilities and client base in the core US market (the "**Transaction**"). Pursuant to the terms of the Transaction, the Company has agreed to issue 17,203,609 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 26 September 2025.

Enquiries

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About S⁴ 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 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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