RNS Number : 5540A
S4 Capital PLC
15 April 2026

S4Capital plc
("S4Capital" or "the Company" or "the Group")
Notice of Q1 Trading Update

15th April 2026

S4Capital plc (SFOR.L), the tech-led, new-age/new-era digital advertising, marketing, and technology services company, will announce its Q1 trading update on Thursday 7th May 2026.

In line with previous reporting, a webcast and conference call will be held at 09:00 BST in London.

09:00 BST webcast (watch only) and conference call (for Q&A):
Webcast: https://brrmedia.news/SFOR_Q1_26

Conference call:

UK: +44 (0) 33 0551 0200
US: +1 786 697 3501
Quote 'S4 Capital Q1 Results' when prompted by the operator. "

Enquiries to:

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

About S4Capital

S4 Capital is a purely digital advertising and marketing services business built for global, multinational, regional, and local clients and millennial-driven influencer brands. The business operates through two data and digital media driven Practices: Marketing Services and Technology Services, emphasising 'faster, better, cheaper, more' execution in an always-on consumer-led environment. Its unitary structure positions the Company as a systems integration partner delivering real-time relevance in the post-agency era.

The Company now has approximately 6,350 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 target allocation is a practice split of 75%:25%.

Sir Martin Sorrell 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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