

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

Annual Report and Accounts

S⁴Capital plc (SFOR.L), announces that it has today published its Annual Report and Accounts for the year ended 31 December 2025 (the "Annual Report").

The Annual Report is available to view on the Company's website at:
<https://www.s4capital.com/annualreport25>

A copy of the Annual Report has been submitted to the National Storage Mechanism and will shortly be available for inspection at:
<https://data.fca.org.uk/#/nsm/nationalstoragemechanism>

Enquiries to:

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Sir Martin Sorrell, Executive Chairman

About S⁴Capital

Our strategy is a purely digital advertising and marketing services business 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 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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