RNS Number : 7069M
S4 Capital PLC
16 July 2026

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**THIS ANNOUNCEMENT CONTAINS INSIDE INFORMATION FOR THE PURPOSES OF ARTICLE 7 OF THE UK VERSION OF REGULATION (EU) NO. 596/2014 ON MARKET ABUSE ("UK MAR"), AS IT FORMS PART OF UK DOMESTIC LAW BY VIRTUE OF THE EUROPEAN UNION (WITHDRAWAL) ACT 2018**

**S4 Capital plc**
**("S⁴Capital" or the "Company")**
**Board Changes**

Further to the AGM Statement released on 4 June 2026, in which the Company indicated its intention to appoint Christian Juhl, the Company is pleased to announce his formal appointment as an independent Non-Executive Director of S4Capital with effect from 15 July 2026.

Christian served as Global CEO of GroupM from 2019 to 2024 before moving into the role of President, Corporate Development at WPP. He previously served as CEO of Essence and a longtime Razorfish leader. He is known for driving digital transformation, data-led media and AI innovation across WPP's global media business.

Sir Martin Sorrell, Executive Chairman of S4Capital, said: "We are delighted to welcome Christian to the S4 Board. He has extensive media investment management knowledge and experience, rooted in digital marketing. He is a meaningful addition for our clients, our Monks and our partners."

Christian Juhl said: "I'm pleased to be joining Sir Martin and the talented team at Monks. It will be a pleasure to work together and continue the evolution of marketing and advertising."

There are no other details which would be required to be disclosed in accordance with paragraph 6.4.8R of the UK Listing Rules were those to apply to the Company.

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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, efficient and 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 6,200 people in 34 countries with approximately 82% of net revenue across the Americas, 12% across Europe, the Middle East and Africa and 6% across Asia-Pacific. The longer-term objective is a geographic split of 60%:20%:20%. Marketing Services accounted for approximately 91% of net revenue and Technology Services 9%. 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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