

# S4 Capital PLC (SFOR:LN)



**London**  
Stock Exchange

Consumer Discretionary/Entertainment

Price: 345.00 GBX

Report Date: July 31, 2020

## Business Description and Key Statistics

S4Capital Group is a digital advertising and marketing services company. Co. operates through four segments: Assets at Scale, which involved in the creation of dynamic and data-driven content for global brands; Platform and E-commerce, which creates digital user experience design, development of branded ecommerce and apps; Creative Content and Innovation, which involved in the production of digital content and films using and adapting the latest technology and trends; and Media Planning and Buying, which includes technology and services pillar encompass full-service campaign management analytics, creative production and ad serving, platform and systems integration and transition.

**Website:** www.S4Capital.com

**ICB Industry:** Consumer Discretionary

**ICB Subsector:** Entertainment

**Address:** 12 St. James's Place  
London  
GBR

**Employees:** 1,831

	Current	YTY % Chg
<b>Revenue LFY (M)</b>	215	292.3
<b>Operating EPS LFY</b>	-0.03	81.8
<b>Market Value (M)</b>	1,619	
<b>Shares Outstanding (000)</b>	469,227	
<b>Book Value Per Share</b>	0.99	
<b>EBITDA Margin %</b>	9.80	
<b>Net Margin %</b>	-3.4	
<b>Long-Term Debt / Capital %</b>	8.3	
<b>Dividends and Yield TTM</b>	0.00 - 0.00%	
<b>Payout Ratio TTM %</b>	0.0	
<b>60-Day Average Volume (000)</b>	906	
<b>52-Week High &amp; Low</b>	345.00 - 110.00	
<b>Price / 52-Week High &amp; Low</b>	1.00 - 3.14	

## Price, Moving Averages & Volume



S4 Capital PLC is currently trading at 345.00 which is 22.8% above its 50 day moving average price of 280.85 and 67.0% above its 200 day moving average price of 206.57.

SFOR:LN is currently trading at its 52-week high price of 345.00 and is 213.6% above its 52-week low price of 110.00. Over the past 52-weeks, SFOR:LN is up 129.2% while on a calendar year-to-date basis it is up 79.2%.

The Relative Strength Index (RSI) indicator for SFOR:LN is currently 75.49. An RSI value of 70 and above is considered overbought and 30 and below oversold.

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## Price Performance, Technical Indicators & Risk Metrics

Price Performance	% Change	Difference vs FTSE 350	Technical Indicators	
1-Day %	0.15	1.51	50-Day Average Price	280.85
1-Week %	5.83	9.22	Price / 50-Day Average	1.23
4-Week %	21.27	25.14	200-Day Average Price	206.57
52-Week %	129.24	150.13	Price / 200-Day Average	1.67
Quarter-to-Date %	27.78	31.64	RSI - Relative Strength Index	75.49
Year-to-Date %	79.22	101.17	<b>Risk Metrics</b>	
Last Month %	27.78	31.64	Price Volatility	14.87
Last Quarter %	77.63	68.11	Sharpe Ratio	
Last Calendar Year %	61.76	47.59	Sortino Ratio	

## 5-Year Price Performance vs. FTSE 350

**S4 Capital PLC**  
**FTSE 350 Index**

Current: 2.51 CAGR: 64.8%  
Current: 0.81 CAGR: -4.1%



Over the past five years, S4 Capital PLC's stock price is up 150.9% which is 170.0% above the FTSE 350 Index performance of -19.0% over the same period. S4 Capital PLC's cumulative annualized growth rate (CAGR) over the five year period has been 64.8% while that of the FTSE 350 Index has been -4.1%.

Over the past year, S4 Capital PLC's stock price performance of 129.2% has outperformed that of the FTSE 350 Index by 150.1%. On a year-to-date basis, S4 Capital PLC's stock price performance of 79.2% has outperformed the FTSE 350 Index by 101.2%.

Over the past week, S4 Capital PLC's stock price performance of 5.8% has outperformed that of the FTSE 350 Index by 9.2%.

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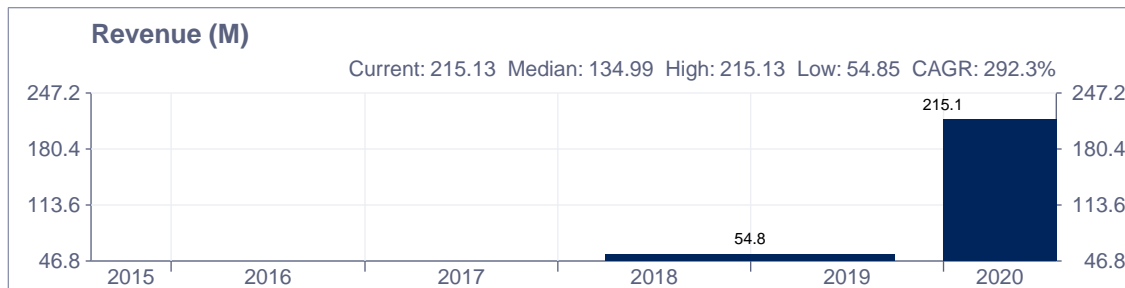
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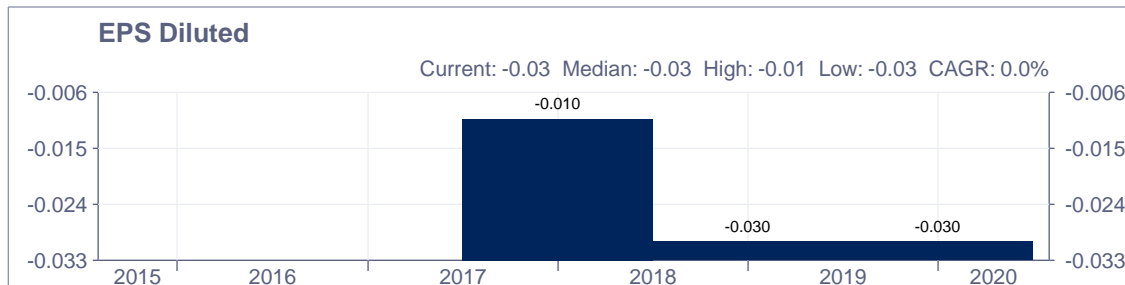
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## Growth and Profitability Metrics

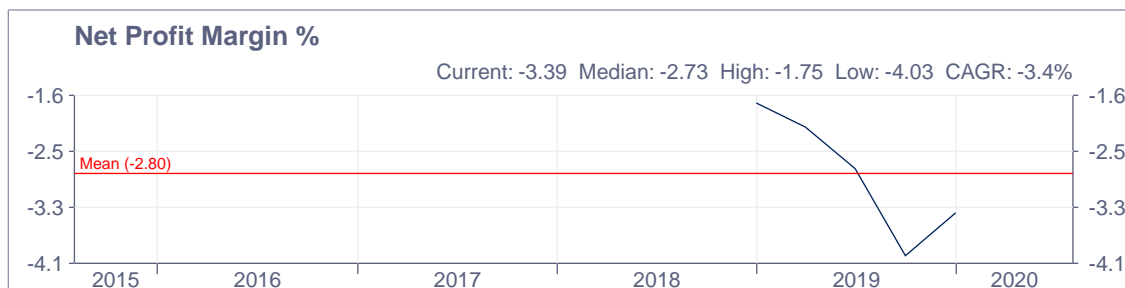
Historical Growth	3-Year	5-Year	10-Year	Profitability	Current	5-Year Average	10-Year Average
Revenues %				Gross Margin %	79.6		
Revenues Per Share %				EBITDA Margin %	9.8		
EBITDA %				Pre-Tax Margin %	-4.3		
Operating EPS %				Net Margin %	-3.4		
Free Cash Flow %				Return on Equity %	-2.8		
Cash from Operations %	999.9			Return on Capital %	-1.8		
Book Value %	284.8			Return on Assets %	-1.3		



S4 Capital PLC's cumulative annualized revenue growth rate over the charted period is 292.3%. This compares to revenue growth of 292.3% last fiscal year and cumulative annualized growth of % over the past 3 years.



S4 Capital PLC's cumulative annualized EPS growth rate over the charted period is 0.0%. This compares to EPS growth of 81.8% last fiscal year and cumulative annualized growth of % over the past 3 years.



S4 Capital PLC's net profit margin last fiscal year of -3.4% is 0.6% below the period's mean net margin of -2.8%. During the charted period, the observed net profit margin high and low were -1.7% and -4.0% respectively.



S4 Capital PLC's return on equity of -2.8% is 12.0% above the period's mean return on equity of -14.8%. During the charted period, the observed ROE high and low were -2.8% and -30.7% respectively.

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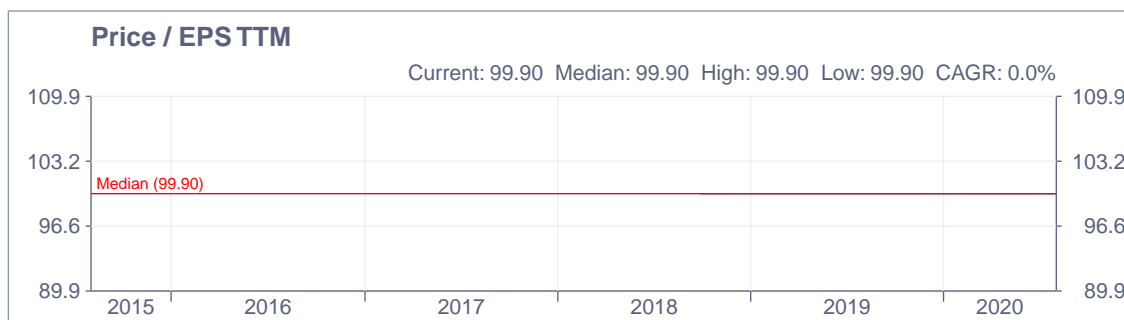
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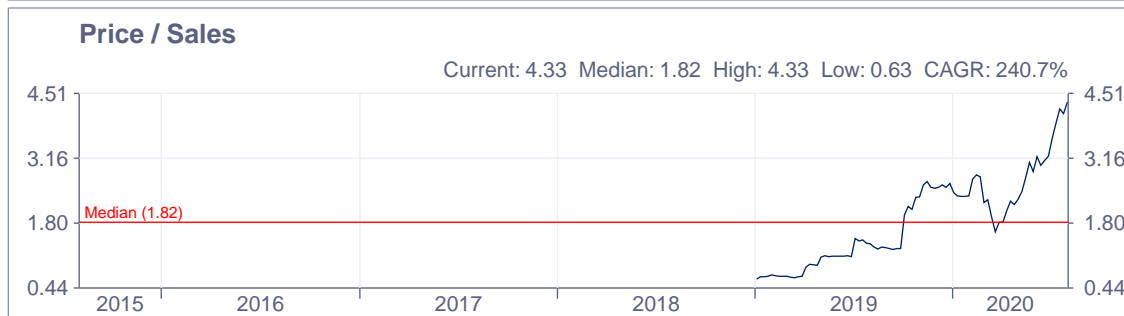
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## Valuation Metrics

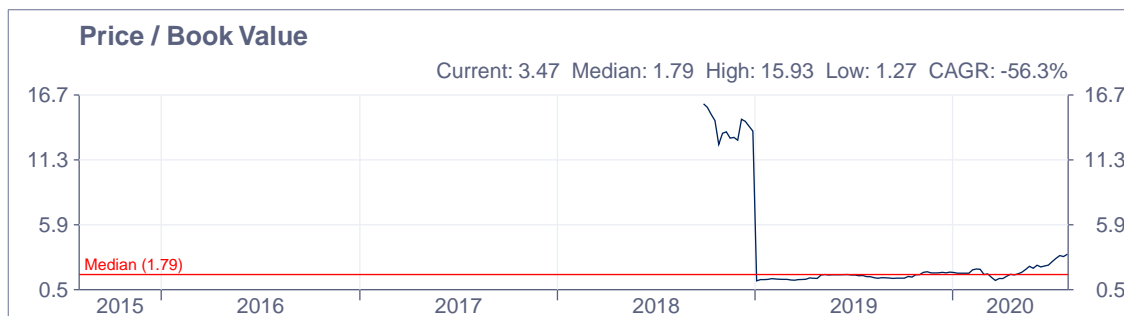
	Current	5-Year Median	10-Year Median		Current	5-Year Median	10-Year Median
Price / EPS TTM	99.9			Earnings Yield %	-1.17		
Price / Sales	4.3			Free Cash Flow Yield %	1.74		
Price / Operating Cash Flow	54.9			Dividend Yield %	0.00		
Price / Book Value	3.5			Enterprise Value / EBITDA	50.0		



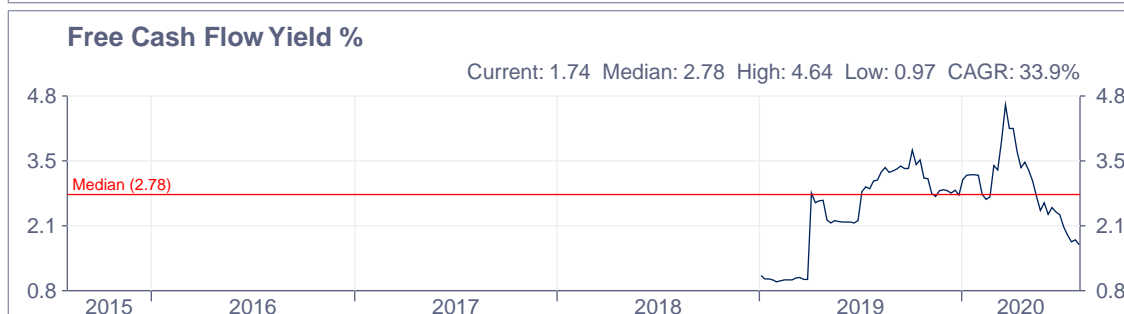
S4 Capital PLC is trading at 99.90 times its EPS generated during the latest fiscal year. This multiple is equal to the historically observed median of 99.90, while high and low observations have been 99.90 and 99.90.



S4 Capital PLC is trading at a Price to Sales ratio of 4.33 based on sales generated during the latest fiscal year. This ratio is above the historically observed median ratio of 1.82, while high and low observations have been 4.33 and 0.63.



S4 Capital PLC is trading at a Price to Book ratio of 3.47 based on book value at the latest fiscal year end. This ratio is above the historically observed median of 1.79, while high and low observations have been 15.93 and 1.27.



S4 Capital PLC has a Free Cash Flow Yield of 1.74% based on free cash flow generated during the latest fiscal year. This value is below the historically observed median yield of 2.78%, while high and low observations have been 4.64 and 0.97.

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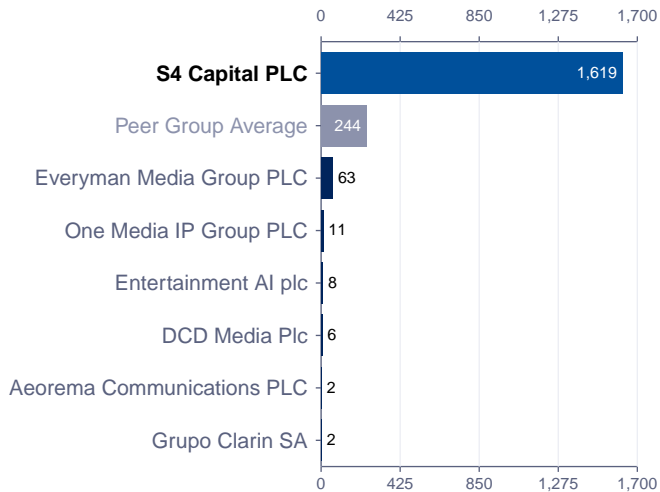
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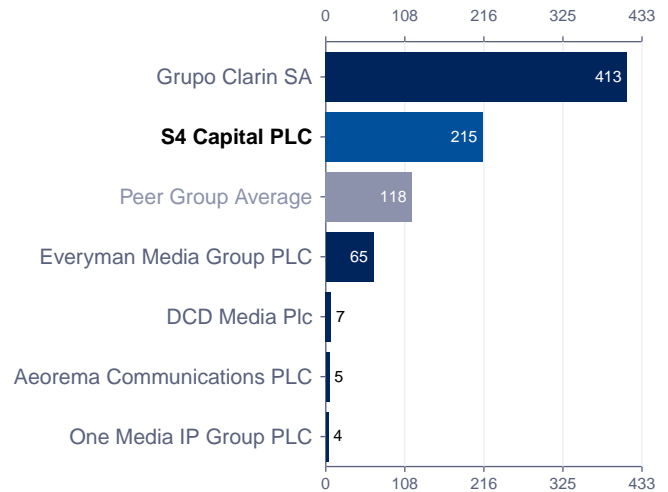
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## Subsector Peer Comparisons

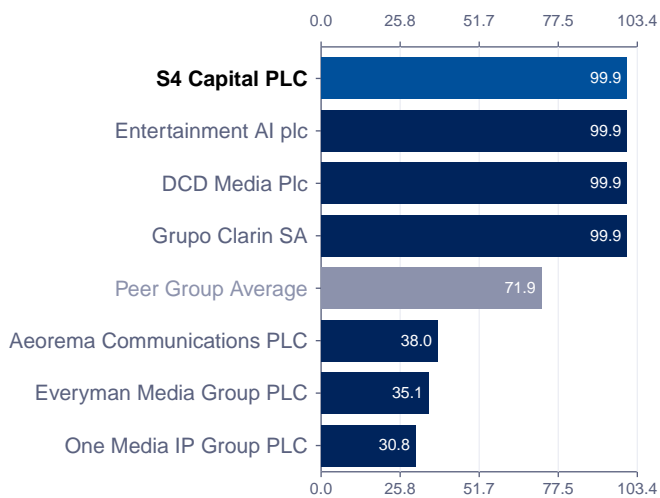
**Market Value (M)**



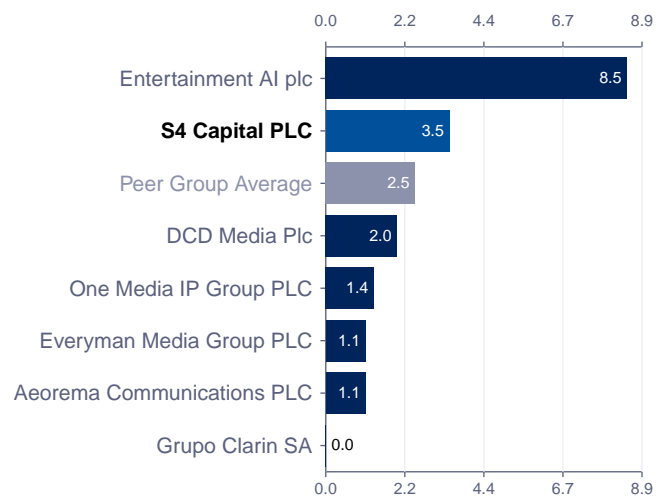
**Revenue LFY (M)**



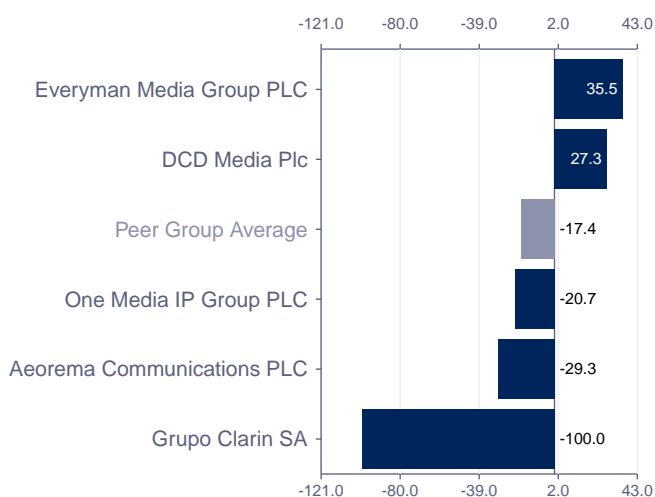
**Price / EPS TTM**



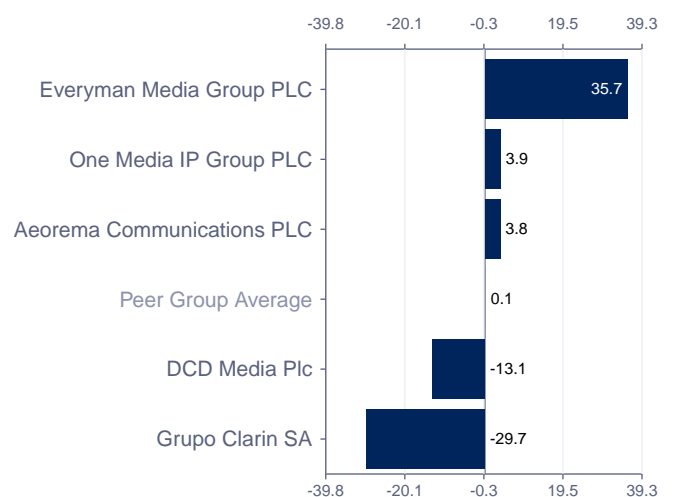
**Price / Book Value**



**EPS 5-Year Growth Rate %**



**Revenue 5-Year Growth Rate %**



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## Abbreviations:

<b>CAGR</b>	- Cumulative annual growth rate.
<b>EBIT</b>	- Earnings before interest and taxes.
<b>EBITDA</b>	- Earnings before interest, taxes, depreciation & amortization.
<b>LFY</b>	- Last fiscal year
<b>M</b>	- Million
<b>LON</b>	- London Stock Exchange

## Definitions:

**Market Value** - Weekly Price times latest Shares Outstanding times any applicable ADR factor.

**Revenue** - Sum of the last four quarters of Revenues.

**Revenue Per Share** - Sum of the last four quarters of Total Revenue divided by Weighted Average Shares Outstanding.

**Operating EPS LFY** - EPS excluding non-recurring, non-operating items, fiscal year aligned TTM value.

**60-Day Average Volume (000)** - The average of the last 60 daily volume values in thousands of shares.

**Price 52-Week High** - The high closing price from the last 52 weeks of daily closing prices.

**Price 52-Week Low** - The low closing price from the last 52 weeks of daily closing prices.

**Price / 52-Week High** - Latest price divided by the high price from the past 52 weeks of daily closing prices.

**Price / 52-Week Low** - Latest price divided by the low price from the past 52 weeks of daily closing prices.

**50-Day Average Price** - Mean of last 50 daily closing prices.

**200-Day Average Price** - Mean of last 200 daily closing prices.

**Price / 50-Day Average Price** - Latest closing price divided by mean of last 50 daily closing prices, as a percentage.

**Price / 200-Day Average Price** - Latest closing price divided by mean of last 200 daily closing prices, as a percentage.

**Relative Strength Index** - Relative Strength Index or RSI measures the magnitude of gains over a given time period against the magnitude of losses over that period. The equation is  $RSI = 100 - 100 / (1 + RS)$  where  $RS = (\text{total gains} / n) / (\text{total losses} / n)$  and  $n = \text{number of RSI periods}$ . In this item, 14 days is used and one year of daily prices are considered. A value of 30 or below may imply oversold and 70 or above may imply overbought.

**Price Volatility** - The standard deviation of the last 20 days of daily closing prices.

**Sharpe Ratio** - The 5 year average of the excess monthly return over the risk - free rate (1 - month T - bill) over the 5 year standard deviation of the same series.

**Sortino Ratio** - The same calculation as the Sharpe Ratio but with positive excess returns set to zero for the standard deviation denominator, so only negative volatility weighs in.

**Dividends Per Share TTM** - Sum of the last four quarters of Dividends Per Share.

**Payout Ratio** - Dividends Per Share TTM divided by Operating EPS TTM.

**Dividend Yield TTM %** - Sum of the last four quarter of Dividends Per Share divided by Weekly Price.

**EBITDA** - Sum of the last four quarters of EBITDA (Operating Income + Depreciation & Amortization).

**Free Cash Flow** - Sum of the last four quarters Net Cash from Operations minus Capital Expenditures (Purchase of Property, Plant & Equipment), from the Cash Flow Statement.

**Book Value** - Total Common Equity last quarter divided by Shares Outstanding last quarter.

**Book Value Per Share** - Total Common Equity last quarter divided by Shares Outstanding last quarter.

**Gross Margin %** - Sum of the last four quarters Gross Profit divided by the sum of the last four quarters Revenues.

**EBITDA Margin %** - Sum of the last four quarters EBITDA divided by the sum of the last four quarters Revenues.

**Pre-Tax Margin %** - Sum of the last four quarters of Earnings Before Taxes divided by sum of the last four quarters Revenues.

**Net Profit Margin %** - Sum of the last four quarters of Operating EPS divided by sum of the last four quarters Revenues Per Share.

**Return on Equity %** - Sum of the last four quarters of Operating EPS divided by the average of the last four quarters Book Value.

**Return on Capital %** - Sum of the last four quarters of Operating EPS divided by the average of the last four quarters Total Capital Per Share.

**Return on Assets %** - Sum of the last four quarters of Operating EPS divided by the average of the last four quarters Total Assets Per Share.

**Price / EPS TTM** - Weekly Price divided by the sum of the last four quarters of Operating EPS (capped at 99.9).

**Price / Sales** - Weekly Price divided by Revenues Per Share TTM.

**Price / Book Value** - Weekly Price divided by Book Value Per Share last quarter. Book Value Per Share is Total Common Equity last quarter divided by Shares Outstanding last quarter (capped at 49.9).

**Free Cash Flow Yield %** - Free Cash Flow Per Share TTM divided by Weekly Price.

**Enterprise Value** - Market Value plus Total Debt last year plus Preferred Equity last year minus Cash & Cash Equivalents last year.

**Enterprise Value / Sales** - Enterprise Value divided by the sum of the last four quarters of Revenue.

**Enterprise Value / EBITDA** - Enterprise Value divided by EBITDA TTM.

**Enterprise Value / EBIT** - Enterprise Value divided by trailing four quarters of Operating Income.

**Enterprise Value / Free Cash Flow** - Enterprise Value divided by the sum of the last four quarters of Free Cash Flow.

**Russell 1000 Index** - The largest 1,000 stocks by market cap, the index comprehensively covers the US large cap universe.

EPS 5-Year Growth Rate % is capped at 999.9%.

Revenue 5-Year Growth Rate % is capped at 999.9%.

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