



RNS Number : 0988C
S4 Capital PLC
14 October 2020

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S⁴ CAPITAL PLC
("S⁴ Capital" or the "Company")

Notification of transactions by Persons Discharging Managerial Responsibility ("PDMRs")

As reported in the Company's Annual Report and Accounts 2019, in light of the Covid-19 outbreak, the Company's Nomination and Remuneration Committee agreed with the Company's management that bonuses due to them for the financial year 2019 that would normally be paid in cash, would instead be satisfied by the Company by the delivery of shares in the Company (the "Bonus Shares Arrangement").

The Company therefore announces that on 9 October 2020 the following named PDMRs or persons closely associated with such PDMRs ("**PCAs**") acquired the following ordinary shares of £0.25 each in the Company ("**Shares**") in connection with the Bonus Shares Arrangement.

The number of Shares acquired was in each case calculated based on the amount of the bonus that would otherwise have been paid in cash and the closing share price of the Company on 20 April 2020, being 183.5 pence per share. The Shares were sourced from the Company's employee benefit trust and therefore no new Shares were issued in connection with the Bonus Shares Arrangement.

PDMR/PCA	Position	Shares acquired	Total beneficial holding after transfer
Sir Martin Sorrell	Executive Director	46,321	54,609,594 ¹
Oro en Fools B.V.	PCA of executive directors Victor Knaap and Wesley ter Haar	92,132	35,092,132
Peter Rademaker	Executive Director	89,103	957,644
Scott Spirit	Executive Director	70,639	236,789

¹Including the holding through J.M.S. Financial Services Limited (an investment vehicle of Sir Martin Sorrell).

In order to pay the tax due on the Bonus Shares Arrangement, Sir Martin Sorrell sold 20,900 Shares. A corresponding number of Share were on the

same day acquired by his ISA, such that his interest remains 51,864,861 Shares.

The Notification of Dealing Form(s) for each PDMR can be found below. These notifications are made in accordance with the Market Abuse Regulation.

1 Details of the person discharging managerial responsibilities/person closely associated

a) Name

Sir Martin Sorrell

2 Reason for the notification

a) Position/status

Executive director

b) Initial notification/

Initial

Amendment

3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

a) Name

S⁴ Capital plc

b) LEI

LEI 21380068SP9V65KPQN68

4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted

a) Description of the financial instrument, type of instrument
Identification code

Ordinary shares of 25 pence each
GB00BFZZM640

b) Nature of the transaction

Share transfer

c) Price(s) and volume(s)

Price(s)	Volume(s)
£0.00	46,321

d) Aggregated information

Aggregate Price	Aggregate Volume	Aggregate Total
£0.00	46,321	£0.00

- Aggregated volume
- Price

e) Date of the transaction

9 October 2020

f) Place of the transaction

OUTSIDE A TRADING VENUE

1 Details of the person discharging managerial responsibilities/person closely associated

a) Name

Oro en Fools B.V.

2 Reason for the notification

a) Position/status

PCA of executive directors Victor Knaap and Wesley ter Haar

b) Initial notification/

Initial

Amendment

3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

a) Name

S⁴ Capital plc

b) LEI

LEI 21380068SP9V65KPQN68

4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted

a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25 pence each GB00BFZZM640		
b)	Nature of the transaction	Share transfer		
c)	Price(s) and volume(s)	Price(s) £0.00	Volume(s) 92,132	
d)	Aggregated information	Aggregate Price	Aggregate Volume	Aggregate Total
	- Aggregated volume	£0.00	92,132	£0.00
	- Price			
e)	Date of the transaction	9 October 2020		
f)	Place of the transaction	OUTSIDE A TRADING VENUE		

1 Details of the person discharging managerial responsibilities/person closely associated

a) Name Peter Rademaker

2 Reason for the notification

a) Position/status Executive Director

b) Initial notification/ Amendment Initial

3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

a) Name S⁴ Capital plc

b) LEI LEI 21380068SP9V65KPQN68

4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted

a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25 pence each GB00BFZZM640		
b)	Nature of the transaction	Share transfer		
c)	Price(s) and volume(s)	Price(s) £0.00	Volume(s) 89,103	
d)	Aggregated information	Aggregate Price	Aggregate Volume	Aggregate Total
	- Aggregated volume	£0.00	89,103	£0.00
	- Price			
e)	Date of the transaction	9 October 2020		
f)	Place of the transaction	OUTSIDE A TRADING VENUE		

1 Details of the person discharging managerial responsibilities/person closely associated

a) Name Scott Spirit

2 Reason for the notification

a) Position/status Executive director

b) Initial notification/ Initial
Amendment

3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

a) Name S⁴ Capital plc

b) LEI LEI 21380068SP9V65KPQN68

4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted

a) Description of the financial instrument, type of instrument
Ordinary shares of 25 pence each
GB00BFZZM640
Identification code

b) Nature of the transaction
Share transfer

c) Price(s) and volume(s)
Price(s) Volume(s)
£0.00 70,639

d) Aggregated information
Aggregate Price Aggregate Volume Aggregate Total
- Aggregated volume £0.00 70,639 £0.00
- Price

e) Date of the transaction
9 October 2020

f) Place of the transaction
OUTSIDE A TRADING VENUE

1 Details of the person discharging managerial responsibilities/person closely associated

a) Name
Sir Martin Sorrell

2 Reason for the notification

a) Position/status Executive director

b) Initial notification/ Initial
Amendment

3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

a) Name S⁴ Capital plc

b) LEI LEI 21380068SP9V65KPQN68

4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted

a) Description of the financial instrument, type of instrument
Ordinary shares of 25 pence each
GB00BFZZM640
Identification code

b) Nature of the transaction
20,900 shares sold to cover tax (but see below)

c) Price(s) and volume(s)
Price(s) Volume(s)
£3.90200 20,900

d)	Aggregated information - Aggregated volume - Price	Aggregate Price £3.90200	Aggregate Volume 20,900	Aggregate Total £81,143.05
e)	Date of the transaction	9 October 2020		
f)	Place of the transaction	OUTSIDE A TRADING VENUE		

1 Details of the person discharging managerial responsibilities/person closely associated

a)	Name	Sir Martin Sorrell
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2 Reason for the notification

a)	Position/status	Executive director
b)	Initial notification/ Amendment	Initial

3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

a)	Name	S ⁴ Capital plc
b)	LEI	LEI 21380068SP9V65KPQN68

4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted

a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25 pence each GB00BFZZM640		
b)	Nature of the transaction	Share acquisition (re-acquiring the shares referred to above)		
c)	Price(s) and volume(s)	Price(s) £3.9325	Volume(s) 20,900	
d)	Aggregated information - Aggregated volume - Price	Aggregate Price £3.9325	Aggregate Volume 20,900	Aggregate Total £83,012.14
e)	Date of the transaction	9 October 2020		
f)	Place of the transaction	OUTSIDE A TRADING VENUE		

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LEI 21380068SP9V65KPQN68

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