

RNS Number : 0988C S4 Capital PLC 14 October 2020

14 October 2020

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 Oro en Fools B.V.	Executive Director PCA of executive directors Victor Knaap and Wesley ter Haar	46,321 92,132	54,609,594 ¹ 35,092,132
Peter Rademaker Scott Spirit	Executive Director Executive Director	89,103 70,639	957,644 236,789

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					
2	Dessey for the notifie	Sir Martin Sorrell				
2 2	Reason for the notific Position/status	Executive dir	ractor			
a) b)	Initial notification/	Initial	ector			
D)	Amendment	IIIIIIdi				
3	Details of the issuer,	emission all	owance market	t participant.		
0	auction platform, auc					
a)	Name	S ⁴ Capital plo				
b)	LEI		8SP9V65KPQN68	3		
4	Details of the transac	tion(s): sect	ion to be repea	ated for (i) each		
	type of instrument; (ii) each type	of transaction	; (iii) each date;		
	and (iv) each place w					
a)	Description of the		res of 25 pence	each		
	financial instrument,	GB00BFZZM	640			
	type of instrument					
b .)	Identification code					
b)	Nature of the	Share transfe	er			
c)	transaction Price(s) and volume(s)	Price(s) Vo	olume(s)			
C)			5,321			
d)	Aggregated	Aggregate	Aggregate	Aggregate		
α,	information	Price	Volume	Total		
	- Aggregated volume	£0.00	46,321	£0.00		
	- Price					
e)	Date of the	9 October 20	20			
	transaction					
f)	Place of the	OUTSIDE A T	RADING VENUE			
	transaction					
1	Details of the person		-			
- \	responsibilities/perso	on closely as Oro en Fools				
a)	Name Reason for the notific		B.V.			
2 a)	Position/status		tive directors Vi	ctor Knaan and		
a)	rosition/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) Volume(s) £0.00 92,132			
d)	Aggregated information - Aggregated volume - Price	Aggregat Price £0.00	e	Aggregate Volume 92,132	Aggregate Total £0.00
e)	Date of the transaction	9 October 2020			
f)	Place of the transaction	OUTSIDE A TRADING VENUE			

1	Details of the person responsibilities/perso	on closely	asso	ciated	
a)	Name	Peter Rad	lemak	er	
2	Reason for the notific				
a)	Position/status	Executive	Direc	tor	
b)	Initial notification/ Amendment	Initial			
3	Details of the issuer,	emission	allow	ance market	participant,
	auction platform, auc	tioneer o	r auct	tion monitor	
a)	Name	S⁴ Capital	plc		
b)	LEI	LEI 21380)068SI	P9V65KPQN68	
4	Details of the transac			-	
	type of instrument; (i				
	and (iv) each place w				
a)	Description of the			s of 25 pence ea	ach
	financial instrument,	GB00BFZ	ZM64(0	
	type of instrument				
	Identification code				
b)	Nature of the	Share tra	nsfer		
	transaction			<i>(</i>)	
c)	Price(s) and volume(s)	Price(s)		. ,	
N		£0.00	. 89,1		. .
d)	Aggregated	Aggrega	te		Aggregate
	information	Price		Volume	Total
	 Aggregated volume Price 	£0.00		89,103	£0.00
e)	Date of the transaction	9 October 2020			
f)	Place of the transaction	OUTSIDE	A TRA	DING VENUE	

1	Details of the person responsibilities/perso	n closely	assoc	-	
a)	Name Scott Spirit				
2	Reason for the notific				
a)	Position/status	Executive	direct	tor	
b)	Initial notification/ Amendment	Initial			
3	Details of the issuer,	emission	allow	ance market j	participant,
	auction platform, auc				-
a)	Name	S ^₄ Capital	plc		
b)	LEI	LEI 21380	068SF	9V65KPQN68	
4	Details of the transac			-	ed for (i) each
	type of instrument; (i	i) each ty	pe of	transaction; ((iii) each date;
	and (iv) each place w	here trans	sactio	ns have been	conducted
a)	Description of the			s of 25 pence ea	
	financial instrument,	GB00BFZZ			
	type of instrument				
	Identification code				
b)	Nature of the	Share trar	nsfer		
	transaction				
c)	Price(s) and volume(s)	Price(s)	Volur	me(s)	
		£0.00	70,63	39	
d)	Aggregated	Aggregat	te	Aggregate	Aggregate
	information	Price		Volume	Total
	- Aggregated volume	£0.00		70,639	£0.00
	- Price				
e)	Date of the	9 October	2020		
	transaction				
f)	Place of the	OUTSIDE A TRADING VENUE			
	transaction				

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	20,900 shares sold to cover tax (but see below)

transaction c) Price(s) and Price(s) Volume(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	9 October 2020)			
f)	transaction Place of the transaction	OUTSIDE A TRA	DING VENUE			
1	Details of the persor	n discharging n	nanagerial			
	responsibilities/pers		-			
a)	Name	Sir Martin Sorre	211			
2	Reason for the notifi					
a)	Position/status	Executive direc	tor			
b)	Initial notification/ Amendment	Initial				
3	Details of the issuer	, emission allo	wance market	participant,		
	auction platform, au		tion monitor			
a)	Name	S ⁴ Capital plc				
b) 4	LEI Details of the transa	LEI 213800685	•	ted for (i) each		
-	type of instrument;					
	and (iv) each place v	where transacti	ons have bee	n conducted		
a)	Description of the	Ordinary shares	-	ach		
	financial instrument,	GB00BFZZM64	0			
	type of instrument Identification code					
b)	Nature of the	Share acquisition	on (re-acquiring	the shares		
	transaction	referred to abo	ve)			
c)	Price(s) and		ume(s)			
d)	volume(s) Aggregated	£3.9325 20,9 Aggregate		Aggregate		
u)	information	Price	Volume	Aggregate Total		
	- Aggregated volume	£3.9325	20,900	£83,012.14		
	- Price					
e)	Date of the	9 October 2020)			
f)	transaction Place of the	OUTSIDE A TRA				
1)	transaction	OUTSIDE A INA				
S⁴ Capital plc Tel: +44 (0)20 3793 0003						
Sir Martin Sorrell (Executive Chairman)						
Powerscourt (PR Adviser to S ⁴ Capital plc) Tel: +44 (0)7970 246 725						
Elly Williamson						
-	sica Hodgson	Chairman				
	Martin Sorrell, Executive					
	S ⁴ Capital plc, 12 St James's Place, London SW1A 1NX					

LEI 21380068SP9V65KPQN68

the use and distribution of this information may apply. For further information, please contact <u>rns@lseg.com</u> or visit <u>www.rns.com</u>.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our <u>Privacy Policy</u>. END

DSHMIBJTMTMBBAM