



RNS Number : 6918U
S4 Capital PLC
03 August 2022

3 August 2022

S4 CAPITAL PLC

("S4 Capital" or the "Company")

Notification of transactions by a Person Discharging Managerial Responsibilities ("PDMR")

On 2 August 2022, in accordance with the terms of Mary Basterfield's appointment, S4 Capital granted options over 165,618 ordinary shares of £0.25 each ("Shares") in the Company (the "Options") and a conditional share award over 165,618 Shares (the "Award") under the Company's employee share ownership plan (together, the "Grant") to Mary Basterfield, a PDMR.

The Grant is being issued as part of a long-term equity incentive plan to ensure Mary has a significant share interest in the Company which aligns with the other executive directors and shareholders more generally, while being subject to the achievement of certain performance conditions.

The Options are exercisable at a price of £1.5095 per share, equivalent to the 30 day volume weighted average price per Share on the date of Grant.

The Grant will vest on the fourth anniversary of its issue, subject to the Company's determination that the applicable performance conditions have been satisfied.

The notification below is made in accordance with the requirements of the UK implementation of the Market Abuse Regulation.

- | | |
|---------------------------------------|--------------------------------------|
| a) Name | Mary Basterfield |
| 2. Reason for the Notification | |
| a) Position/status | PDMR - Group Chief Financial Officer |

- 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 Ordinary shares of 25 pence each
- Identification code GB00BFZZM640
- b) Nature of the transaction Grant of options over ordinary shares in the Company and conditional share award over ordinary shares in the Company
- c) Price(s) and volume(s)
- | | |
|---------------------------------------|---------|
| Price | Volume |
| Exercise price of £1.5095 for Options | 165,618 |
| Nil for Award | 165,618 |
- d) Aggregated information
- | | | |
|-------------------|------------------|-----------------|
| Aggregate Price | Aggregate Volume | Aggregate total |
| Aggregated volume | £0.75475 | 331,236 |
| | | £250,000.371 |
- e) Date of the transaction 2 August 2022
- f) Place of the transaction Outside a trading venue

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