



RNS Number : 1729V
S4 Capital PLC
08 August 2022

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S4 CAPITAL PLC

("S4 Capital" or the "Company")

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

The Company received notification on 5 August 2022 that Mary Basterfield, a PDMR, had bought 20,000 ordinary shares of £0.25 each at a price of £1.334 each (for an aggregate price of £26,680).

Following this purchase, Mary Basterfield holds 20,000 ordinary shares in the Company, representing approximately 0.0036% of the entire issued share capital of the Company.

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	Share purchase		
c) Price(s) and volume(s)	Price £1.334	Volume 20,000	
d) Aggregated information	Aggregate Price	Aggregate Volume	Aggregate total
Aggregated volume	£1.334	20,000	£26,680
e) Date of the transaction	5 August 2022		
f) Place of the transaction	London Stock Exchange (XLON)		

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