



RNS Number : 6130B
S4 Capital PLC
01 February 2024

1 February 2024

S4 Capital plc
("S4Capital" or the "Company")
Transaction in own shares

In accordance with the terms of its share buyback programme announced on 26 January 2024, the Company announces that on 31 January 2024 it purchased 115,735 ordinary shares of £0.25 each in the capital of the Company ("Ordinary Shares") in the market through Dowgate Capital Limited. The Company intends that the repurchased Ordinary Shares will be held as treasury shares in accordance with the provisions of the Companies Act 2006.

Date of purchase:	31 January 2024
Aggregate number of Ordinary Shares purchased:	115,735
Lowest price paid per Ordinary Share (GBP):	0.4338
Highest price paid per Ordinary Share (GBP):	0.4442
Volume weighted average price paid per Ordinary Share (GBP):	0.4407

Following the repurchase of Ordinary Shares, S4Capital has 583,064,256 Ordinary Shares with voting rights in issue and one B ordinary share of £1.00 with voting rights in issue. The Company holds 117,572 Ordinary Shares in treasury. Therefore, the total number of voting rights attributable to the Ordinary Shares is 582,946,684.

The above figure of 582,946,684 may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, the Company under the FCA's Disclosure Guidance and Transparency Rules.

In accordance with Article 5(1)(b) of Regulation (EU) No 596/2014 (the Market Abuse Regulation), (as in force in the UK and as amended by the Market Abuse (Amendment) (EU Exit) Regulations 2019), the table below contains detailed information of the individual trades made as part of the buyback programme.

Shares purchased: S4 Capital plc (ISIN: GB00BFZZM640)

Individual transactions:

Number of Ordinary Shares purchased	Transaction price (GBP)	Time of transaction (UK Time)	Transaction reference number	Trading venue
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4,225	0.4438	08:13:14	00037761617TRLO0	XLON
4,502	0.4402	08:15:07	00037761652TRLO0	XLON
2,010	0.4412	08:15:07	00037761651TRLO0	XLON
2,635	0.4412	08:15:07	00037761650TRLO0	XLON
3,413	0.4338	08:16:04	00037761668TRLO0	XLON
1,173	0.4338	08:16:04	00037761667TRLO0	XLON
1,514	0.4400	09:07:02	00037762819TRLO0	XLON
2,498	0.4400	09:07:02	00037762818TRLO0	XLON
2,240	0.4390	12:41:39	00037769158TRLO0	XLON
2,028	0.4390	12:42:02	00037769173TRLO0	XLON
401	0.4378	13:21:01	00037770731TRLO0	XLON
4,067	0.4378	14:00:01	00037772024TRLO0	XLON
4,433	0.4364	14:56:45	00037774582TRLO0	XLON
10,000	0.4364	14:56:46	00037774584TRLO0	XLON
1,640	0.4364	14:56:46	00037774583TRLO0	XLON
1,121	0.4410	14:56:50	00037774587TRLO0	XLON
2,976	0.4410	14:56:50	00037774586TRLO0	XLON
2	0.4410	14:56:50	00037774585TRLO0	XLON
1,612	0.4418	14:56:54	00037774589TRLO0	XLON
982	0.4430	14:57:27	00037774618TRLO0	XLON
4,042	0.4430	14:57:27	00037774617TRLO0	XLON
4,535	0.4432	14:57:27	00037774616TRLO0	XLON
4,511	0.4390	14:58:02	00037774668TRLO0	XLON
2,513	0.4366	14:58:14	00037774676TRLO0	XLON
139	0.4418	16:14:39	00037778190TRLO0	XLON
4,200	0.4418	16:14:39	00037778189TRLO0	XLON
4,014	0.4418	16:14:39	00037778188TRLO0	XLON
605	0.4430	16:15:57	00037778258TRLO0	XLON
700	0.4430	16:15:57	00037778257TRLO0	XLON
1,400	0.4430	16:15:57	00037778256TRLO0	XLON
700	0.4430	16:15:57	00037778255TRLO0	XLON
700	0.4430	16:15:57	00037778254TRLO0	XLON
4,187	0.4430	16:16:27	00037778267TRLO0	XLON
2	0.4420	16:21:43	00037778476TRLO0	XLON
258	0.4420	16:21:43	00037778475TRLO0	XLON
30	0.4420	16:21:43	00037778474TRLO0	XLON
1	0.4428	16:23:08	00037778524TRLO0	XLON
5,032	0.4430	16:23:16	00037778528TRLO0	XLON
621	0.4432	16:23:19	00037778532TRLO0	XLON
1,400	0.4432	16:23:19	00037778531TRLO0	XLON
700	0.4432	16:23:19	00037778530TRLO0	XLON
3,500	0.4432	16:23:19	00037778529TRLO0	XLON
3,694	0.4430	16:23:22	00037778534TRLO0	XLON
867	0.4430	16:23:22	00037778533TRLO0	XLON
5,290	0.4430	16:25:25	00037778637TRLO0	XLON
4,458	0.4424	16:26:29	00037778707TRLO0	XLON
4,163	0.4442	16:28:47	00037778898TRLO0	XLON
1	0.4442	16:28:47	00037778897TRLO0	XLON

This announcement is made in accordance with the requirements of Listing Rule 12.4.6.

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About S4 Capital

S4 Capital plc (SFOR.L) is the tech-led, new age/new era digital advertising, marketing and technology services company, established by Sir Martin Sorrell in May 2018.

Our strategy is to build a purely digital advertising and marketing services business for global, multinational, regional, and local clients, and millennial-driven influencer brands. This will be achieved by integrating leading businesses in three practices: Content, Data&Digital Media and Technology Services, along with an emphasis on 'faster, better, cheaper, more' execution in an always-on consumer-led environment, with a unitary structure. Victor Knaap, Wesley ter Haar, Christopher S. Martin, Scott Spirit and Mary Basterfield all joined the S4 Capital Board as Executive Directors. The S4 Capital Board also includes Rupert Faure Walker, Paul Roy, Daniel Pinto, Sue Prevezer, Elizabeth Buchanan, Naoko Okumoto, Margaret Ma Connolly, Miles Young and Colin Day.

The Company now has approximately 7,700 people in 32 countries with approximately 80% of net revenue across the Americas, 15% across Europe, the Middle East and Africa and 5% across Asia-Pacific. The longer-term objective is a geographic split of 60%:20%:20%. Content currently accounts for approximately 60% of net revenue, Data&Digital Media 25% and Technology Services 15%. The long-term objective for the practices is a split of 50%:25%:25%.

Sir Martin was CEO of WPP for 33 years, building it from a £1 million 'shell' company in 1985 into the world's largest advertising and marketing services company, with a market capitalisation of over £16 billion on the day he left. Prior to that Sir Martin was Group Financial Director of Saatchi & Saatchi Company Plc for nine years.

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