



RNS Number : 7806B  
S4 Capital PLC  
02 February 2024

2 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 1 February 2024 it purchased 94,256 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:	1 February 2024
Aggregate number of Ordinary Shares purchased:	94,256
Lowest price paid per Ordinary Share (GBP):	0.4208
Highest price paid per Ordinary Share (GBP):	0.4430
Volume weighted average price paid per Ordinary Share (GBP):	0.4324

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 211,828 Ordinary Shares in treasury. Therefore, the total number of voting rights attributable to the Ordinary Shares is 582,852,428.

The above figure of 582,852,428 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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4,902	44.30	08:00:29	00037780132TRLO0	XLON
2,464	44.00	10:54:02	00037786786TRLO0	XLON
178	44.00	11:19:30	00037787632TRLO0	XLON
1,765	44.00	11:19:30	00037787633TRLO0	XLON
420	43.48	11:19:31	00037787634TRLO0	XLON
4,345	43.48	11:19:31	00037787635TRLO0	XLON
700	43.72	14:24:08	00037794465TRLO0	XLON
700	43.72	14:24:08	00037794466TRLO0	XLON
700	43.72	14:24:08	00037794467TRLO0	XLON
700	43.72	14:24:08	00037794468TRLO0	XLON
700	43.72	14:24:08	00037794469TRLO0	XLON
578	43.72	14:24:08	00037794470TRLO0	XLON
3,830	43.72	14:24:08	00037794471TRLO0	XLON
198	43.72	14:24:08	00037794472TRLO0	XLON
7,808	43.74	14:24:08	00037794473TRLO0	XLON
1,690	43.28	14:32:13	00037795302TRLO0	XLON
2,709	43.28	14:32:13	00037795303TRLO0	XLON
4,600	43.38	14:52:24	00037796777TRLO0	XLON
2,464	43.14	15:33:02	00037799450TRLO0	XLON
1,716	43.14	15:33:02	00037799451TRLO0	XLON
4,552	43.02	15:55:13	00037801416TRLO0	XLON
4,237	43.00	15:55:15	00037801417TRLO0	XLON
3,135	43.00	15:55:19	00037801427TRLO0	XLON
1,760	43.00	15:55:19	00037801428TRLO0	XLON
3,239	43.00	15:56:02	00037801532TRLO0	XLON
2,476	43.00	15:56:02	00037801533TRLO0	XLON
9,427	43.28	16:05:15	00037802300TRLO0	XLON
4,293	43.28	16:05:15	00037802301TRLO0	XLON
4,569	42.78	16:13:56	00037802904TRLO0	XLON
839	42.08	16:24:18	00037804046TRLO0	XLON
2,798	42.22	16:24:25	00037804079TRLO0	XLON
722	42.38	16:27:37	00037804585TRLO0	XLON
4,446	42.38	16:27:37	00037804586TRLO0	XLON
2,554	42.38	16:27:37	00037804587TRLO0	XLON
2,042	42.38	16:27:37	00037804588TRLO0	XLON

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

**Enquiries:**

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Elly Williamson

Pete Lambie

**About S4 Capital**

S<sup>4</sup> 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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