



RNS Number : 9447B
S4 Capital PLC
05 February 2024

5 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 2 February 2024 it purchased 317,219 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:	2 February 2024
Aggregate number of Ordinary Shares purchased:	317,219
Lowest price paid per Ordinary Share (GBP):	0.4184
Highest price paid per Ordinary Share (GBP):	0.4500
Volume weighted average price paid per Ordinary Share (GBP):	0.4358

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 529,047 Ordinary Shares in treasury. Therefore, the total number of voting rights attributable to the Ordinary Shares is 582,535,209.

The above figure of 582,535,209 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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6,364	41.84	08:28:03	00037808806TRLOO	XLON
7,085	42.00	08:28:03	00037808805TRLOO	XLON
6,958	43.00	10:12:26	00037811766TRLOO	XLON
2,038	44.74	10:14:07	00037811834TRLOO	XLON
4,000	44.74	10:14:07	00037811833TRLOO	XLON
11,605	44.74	10:14:08	00037811835TRLOO	XLON
14,915	44.70	10:17:07	00037811913TRLOO	XLON
4,282	44.70	10:17:07	00037811912TRLOO	XLON
31,493	45.00	10:17:07	00037811911TRLOO	XLON
2,684	44.70	10:17:26	00037811934TRLOO	XLON
4,059	44.70	10:17:26	00037811933TRLOO	XLON
454	44.60	10:17:26	00037811932TRLOO	XLON
2,412	44.60	10:17:26	00037811931TRLOO	XLON
6,066	44.70	10:17:26	00037811930TRLOO	XLON
4,086	44.70	10:17:26	00037811929TRLOO	XLON
3,408	44.70	10:24:26	00037812085TRLOO	XLON
3,335	44.70	10:24:26	00037812084TRLOO	XLON
24,244	44.72	10:24:26	00037812083TRLOO	XLON
7,201	44.10	10:32:13	00037812376TRLOO	XLON
1,726	44.00	11:02:18	00037813514TRLOO	XLON
1,400	44.00	11:02:18	00037813513TRLOO	XLON
1,529	44.00	11:02:18	00037813512TRLOO	XLON
700	44.00	11:02:18	00037813511TRLOO	XLON
700	44.00	11:02:18	00037813510TRLOO	XLON
700	44.00	11:02:18	00037813509TRLOO	XLON
613	44.00	11:02:18	00037813508TRLOO	XLON
1,194	43.58	11:48:33	00037815317TRLOO	XLON
2,875	43.58	12:00:06	00037815712TRLOO	XLON
1,981	43.58	12:17:56	00037816281TRLOO	XLON
3,602	43.60	12:46:35	00037816978TRLOO	XLON
2,815	43.60	12:51:44	00037817183TRLOO	XLON
1,094	43.60	12:56:30	00037817358TRLOO	XLON
1,980	43.60	12:56:55	00037817367TRLOO	XLON
6,986	43.60	13:12:01	00037817758TRLOO	XLON
8,899	43.60	13:12:01	00037817757TRLOO	XLON
1,981	43.60	13:12:01	00037817756TRLOO	XLON
5,735	43.52	13:12:02	00037817761TRLOO	XLON
340	43.52	13:12:02	00037817760TRLOO	XLON
4,780	43.20	13:26:32	00037818224TRLOO	XLON
1,708	43.20	13:26:32	00037818223TRLOO	XLON
4,000	42.42	14:10:59	00037820061TRLOO	XLON
1,052	42.34	14:10:59	00037820060TRLOO	XLON
5,125	42.34	14:10:59	00037820059TRLOO	XLON
1,052	42.34	14:10:59	00037820058TRLOO	XLON
7,134	43.20	14:31:25	00037821110TRLOO	XLON
2,065	42.04	15:55:28	00037827226TRLOO	XLON
2,993	42.42	15:55:28	00037827223TRLOO	XLON
3,670	42.42	15:55:28	00037827222TRLOO	XLON
3,923	42.04	16:03:47	00037827670TRLOO	XLON
678	42.04	16:11:09	00037828018TRLOO	XLON
751	42.04	16:11:09	00037828017TRLOO	XLON
1,885	42.18	16:24:15	00037828990TRLOO	XLON
1,971	42.18	16:24:15	00037828989TRLOO	XLON
4,402	42.18	16:24:15	00037828988TRLOO	XLON
6,625	42.18	16:25:36	00037829101TRLOO	XLON
4,657	42.18	16:25:36	00037829100TRLOO	XLON
6,282	42.14	16:25:42	00037829115TRLOO	XLON
976	42.74	16:35:18	00037829921TRLOO	XLON
2,397	42.74	16:35:18	00037829920TRLOO	XLON
3,033	42.74	16:35:18	00037829919TRLOO	XLON
1,841	42.74	16:35:18	00037829918TRLOO	XLON
1,799	42.74	16:35:18	00037829917TRLOO	XLON

525	42.74	16:35:18	00037829916TRLO0	XLON
630	42.74	16:35:18	00037829915TRLO0	XLON
1,354	42.74	16:35:18	00037829914TRLO0	XLON
302	42.74	16:35:18	00037829913TRLO0	XLON
1,987	42.74	16:35:18	00037829912TRLO0	XLON
1,667	42.74	16:35:18	00037829911TRLO0	XLON
323	42.74	16:35:18	00037829910TRLO0	XLON
1,658	42.74	16:35:18	00037829909TRLO0	XLON
1,634	42.74	16:35:18	00037829908TRLO0	XLON
1,661	42.74	16:35:18	00037829907TRLO0	XLON
2,062	42.74	16:35:18	00037829906TRLO0	XLON
394	42.74	16:35:18	00037829905TRLO0	XLON
356	42.74	16:35:18	00037829904TRLO0	XLON
165	42.74	16:35:18	00037829903TRLO0	XLON
6,133	42.74	16:35:18	00037829902TRLO0	XLON
4,733	42.74	16:35:18	00037829901TRLO0	XLON
884	42.74	16:35:18	00037829900TRLO0	XLON
3,655	42.74	16:35:18	00037829899TRLO0	XLON
18,758	42.74	16:35:18	00037829898TRLO0	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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