



RNS Number : 0910C  
S4 Capital PLC  
06 February 2024

6 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 5 February 2024 it purchased 236,328 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:	5 February 2024
Aggregate number of Ordinary Shares purchased:	236,328
Lowest price paid per Ordinary Share (GBP):	0.4024
Highest price paid per Ordinary Share (GBP):	0.4272
Volume weighted average price paid per Ordinary Share (GBP):	0.4152

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 765,375 Ordinary Shares in treasury. Therefore, the total number of voting rights attributable to the Ordinary Shares is 582,298,881.

The above figure of 582,298,881 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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1,379	0.4214	08:28:39	00037831355TRLOO	XLON
1,357	0.4214	08:29:39	00037831378TRLOO	XLON
1,339	0.4214	08:30:39	00037831391TRLOO	XLON
2,069	0.4214	08:31:39	00037831413TRLOO	XLON
4,900	0.4214	08:31:39	00037831412TRLOO	XLON
6,019	0.4214	08:31:39	00037831411TRLOO	XLON
1,327	0.4214	08:31:39	00037831410TRLOO	XLON
1,349	0.4214	08:31:39	00037831409TRLOO	XLON
1,314	0.4146	09:00:23	00037831876TRLOO	XLON
1,399	0.4148	09:01:23	00037831906TRLOO	XLON
1,062	0.4150	09:08:23	00037832051TRLOO	XLON
1,348	0.4150	09:09:23	00037832068TRLOO	XLON
3,940	0.4150	09:09:42	00037832073TRLOO	XLON
485	0.4150	09:09:42	00037832072TRLOO	XLON
482	0.4130	09:31:52	00037832514TRLOO	XLON
427	0.4136	09:44:51	00037832958TRLOO	XLON
457	0.4136	09:44:51	00037832956TRLOO	XLON
69	0.4146	09:44:51	00037832955TRLOO	XLON
4,200	0.4146	09:44:51	00037832954TRLOO	XLON
2,271	0.4146	09:44:51	00037832953TRLOO	XLON
51	0.4138	09:54:08	00037833052TRLOO	XLON
1,239	0.4138	09:55:08	00037833069TRLOO	XLON
1,434	0.4138	09:56:08	00037833079TRLOO	XLON
663	0.4138	09:57:08	00037833094TRLOO	XLON
1,374	0.4138	09:57:08	00037833093TRLOO	XLON
1,406	0.4138	09:58:08	00037833116TRLOO	XLON
6,919	0.4184	10:25:08	00037833753TRLOO	XLON
698	0.4172	10:29:46	00037833864TRLOO	XLON
1,345	0.4172	10:30:46	00037833902TRLOO	XLON
1,081	0.4172	10:31:46	00037833923TRLOO	XLON
32	0.4176	10:47:41	00037834281TRLOO	XLON
420	0.4180	10:53:48	00037834448TRLOO	XLON
1,382	0.4180	10:54:48	00037834462TRLOO	XLON
1,347	0.4180	10:56:43	00037834503TRLOO	XLON
442	0.4196	11:04:24	00037834617TRLOO	XLON
947	0.4200	11:06:37	00037834681TRLOO	XLON
1,872	0.4200	11:07:09	00037834692TRLOO	XLON
1,571	0.4200	11:07:37	00037834697TRLOO	XLON
1,359	0.4212	11:18:04	00037834822TRLOO	XLON
650	0.4214	11:20:04	00037834872TRLOO	XLON
700	0.4242	11:47:33	00037835717TRLOO	XLON
700	0.4242	11:47:33	00037835716TRLOO	XLON
700	0.4242	11:47:33	00037835715TRLOO	XLON
700	0.4242	11:47:33	00037835714TRLOO	XLON
2,217	0.4242	11:47:33	00037835713TRLOO	XLON
1,349	0.4272	12:08:31	00037836386TRLOO	XLON
1,346	0.4272	12:09:31	00037836420TRLOO	XLON
1,934	0.4272	12:10:31	00037836434TRLOO	XLON
1,627	0.4272	12:10:31	00037836433TRLOO	XLON
1,430	0.4272	12:12:33	00037836478TRLOO	XLON
6,142	0.4272	12:13:23	00037836499TRLOO	XLON
5,116	0.4272	12:13:23	00037836498TRLOO	XLON
424	0.4272	12:13:23	00037836497TRLOO	XLON
602	0.4236	12:39:35	00037837556TRLOO	XLON
1,193	0.4236	12:40:26	00037837591TRLOO	XLON
515	0.4236	12:40:26	00037837590TRLOO	XLON
620	0.4244	12:47:38	00037837734TRLOO	XLON
1,391	0.4244	12:48:38	00037837747TRLOO	XLON
1,349	0.4244	12:49:38	00037837768TRLOO	XLON
1,382	0.4244	12:50:38	00037837792TRLOO	XLON
1,347	0.4246	12:54:38	00037837916TRLOO	XLON
1,347	0.4246	12:55:38	00037837971TRLOO	XLON

1,370	0.4246	12:56:38	00037837981TRLOO	XLON
782	0.4246	12:57:13	00037837996TRLOO	XLON
634	0.4246	12:57:13	00037837995TRLOO	XLON
937	0.4246	12:58:03	00037838010TRLOO	XLON
466	0.4246	12:58:03	00037838009TRLOO	XLON
594	0.4246	12:59:03	00037838026TRLOO	XLON
834	0.4246	12:59:03	00037838025TRLOO	XLON
529	0.4246	12:59:40	00037838061TRLOO	XLON
1,360	0.4246	13:00:03	00037838074TRLOO	XLON
1,348	0.4246	13:01:03	00037838101TRLOO	XLON
2,494	0.4246	13:01:51	00037838119TRLOO	XLON
880	0.4246	13:02:03	00037838120TRLOO	XLON
767	0.4172	13:39:02	00037839430TRLOO	XLON
991	0.4174	13:40:39	00037839466TRLOO	XLON
424	0.4174	13:40:39	00037839465TRLOO	XLON
1,625	0.4174	13:41:39	00037839483TRLOO	XLON
1,219	0.4174	13:42:39	00037839522TRLOO	XLON
1,394	0.4174	13:43:39	00037839559TRLOO	XLON
1,452	0.4174	13:44:39	00037839591TRLOO	XLON
361	0.4174	13:47:00	00037839659TRLOO	XLON
1,356	0.4134	14:21:50	00037840682TRLOO	XLON
1,337	0.4134	14:22:50	00037840696TRLOO	XLON
1,316	0.4134	14:23:50	00037840724TRLOO	XLON
934	0.4134	14:24:50	00037840744TRLOO	XLON
1,340	0.4134	14:25:50	00037840770TRLOO	XLON
880	0.4134	14:26:50	00037840791TRLOO	XLON
1,354	0.4102	14:40:14	00037842055TRLOO	XLON
1,345	0.4102	14:41:14	00037842101TRLOO	XLON
1,364	0.4102	14:42:14	00037842155TRLOO	XLON
1,347	0.4102	14:43:14	00037842196TRLOO	XLON
1,351	0.4102	14:44:14	00037842231TRLOO	XLON
89	0.4102	14:45:14	00037842247TRLOO	XLON
910	0.4024	15:23:06	00037844130TRLOO	XLON
1,305	0.4100	15:33:13	00037844783TRLOO	XLON
1,343	0.4100	15:34:13	00037844834TRLOO	XLON
1,358	0.4100	15:35:13	00037844987TRLOO	XLON
1,350	0.4100	15:36:13	00037845108TRLOO	XLON
744	0.4100	15:37:50	00037845229TRLOO	XLON
393	0.4100	15:38:04	00037845243TRLOO	XLON
1,247	0.4100	15:39:04	00037845294TRLOO	XLON
1,331	0.4100	15:40:04	00037845366TRLOO	XLON
1,346	0.4100	15:41:04	00037845415TRLOO	XLON
8,852	0.4100	15:41:10	00037845433TRLOO	XLON
949	0.4054	15:53:14	00037846218TRLOO	XLON
894	0.4086	15:56:13	00037846334TRLOO	XLON
6,845	0.4106	15:56:13	00037846333TRLOO	XLON
1,113	0.4086	15:56:13	00037846332TRLOO	XLON
905	0.4088	15:57:13	00037846386TRLOO	XLON
1,346	0.4090	15:59:32	00037846458TRLOO	XLON
1,347	0.4090	16:00:32	00037846517TRLOO	XLON
1,653	0.4106	16:00:52	00037846542TRLOO	XLON
419	0.4106	16:00:53	00037846545TRLOO	XLON
545	0.4106	16:01:53	00037846595TRLOO	XLON
1,400	0.4106	16:01:53	00037846594TRLOO	XLON
700	0.4106	16:01:53	00037846593TRLOO	XLON
1,347	0.4106	16:01:53	00037846592TRLOO	XLON
489	0.4106	16:03:53	00037846675TRLOO	XLON
1,347	0.4106	16:04:53	00037846716TRLOO	XLON
1,302	0.4106	16:06:32	00037846774TRLOO	XLON
1,352	0.4106	16:07:32	00037846849TRLOO	XLON
1,347	0.4106	16:08:32	00037846901TRLOO	XLON
521	0.4106	16:09:32	00037846978TRLOO	XLON

947	0.4106	16:19:06	00037847433TRLO0	XLON
1,346	0.4106	16:20:06	00037847538TRLO0	XLON
3,693	0.4106	16:21:06	00037847616TRLO0	XLON
2,100	0.4106	16:21:06	00037847615TRLO0	XLON
1,706	0.4106	16:21:06	00037847614TRLO0	XLON
1,292	0.4106	16:21:06	00037847613TRLO0	XLON
1,400	0.4106	16:21:06	00037847612TRLO0	XLON
1,352	0.4106	16:21:06	00037847611TRLO0	XLON
4,503	0.4082	16:35:01	00037848259TRLO0	XLON
486	0.4082	16:35:01	00037848258TRLO0	XLON
5,207	0.4082	16:35:01	00037848257TRLO0	XLON
1,522	0.4082	16:35:01	00037848256TRLO0	XLON
26,329	0.4082	16:35:01	00037848255TRLO0	XLON
3,077	0.4082	16:35:01	00037848254TRLO0	XLON
3,338	0.4082	16:35:01	00037848253TRLO0	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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