



RNS Number : 2494C
S4 Capital PLC
07 February 2024

7 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 6 February 2024 it purchased 134,984 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:	6 February 2024
Aggregate number of Ordinary Shares purchased:	134,984
Lowest price paid per Ordinary Share (GBP):	0.3932
Highest price paid per Ordinary Share (GBP):	0.4116
Volume weighted average price paid per Ordinary Share (GBP):	0.4061

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 900,359 Ordinary Shares in treasury. Therefore, the total number of voting rights attributable to the Ordinary Shares is 582,163,897.

The above figure of 582,163,897 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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6,565	0.4100	08:00:08	00037850047TRLO0	XLON
5,348	0.3986	10:00:58	00037855785TRLO0	XLON
800	0.3986	10:00:58	00037855784TRLO0	XLON
800	0.3986	10:00:58	00037855783TRLO0	XLON
800	0.3958	10:17:02	00037856358TRLO0	XLON
800	0.3958	10:17:02	00037856357TRLO0	XLON
800	0.3958	10:17:02	00037856356TRLO0	XLON
800	0.3958	10:17:02	00037856355TRLO0	XLON
1,500	0.3932	10:44:26	00037856919TRLO0	XLON
2,057	0.3932	10:44:26	00037856918TRLO0	XLON
7,287	0.3932	10:44:26	00037856917TRLO0	XLON
7,305	0.4000	12:18:58	00037859407TRLO0	XLON
4,648	0.4024	13:57:02	00037861610TRLO0	XLON
2,489	0.4024	13:57:02	00037861609TRLO0	XLON
2,420	0.4006	14:12:02	00037862012TRLO0	XLON
3,009	0.4006	14:12:02	00037862011TRLO0	XLON
1,187	0.4006	14:12:02	00037862010TRLO0	XLON
4,481	0.3962	14:12:04	00037862018TRLO0	XLON
2,468	0.3962	14:12:13	00037862023TRLO0	XLON
6,728	0.4044	15:35:42	00037867143TRLO0	XLON
1,735	0.4082	16:20:11	00037869464TRLO0	XLON
7,042	0.4116	16:27:23	00037870021TRLO0	XLON
2,697	0.4090	16:29:51	00037870203TRLO0	XLON
747	0.4116	16:35:03	00037870369TRLO0	XLON
17	0.4116	16:35:03	00037870368TRLO0	XLON
3,173	0.4116	16:35:03	00037870367TRLO0	XLON
5,538	0.4116	16:35:03	00037870366TRLO0	XLON
4,414	0.4116	16:35:03	00037870365TRLO0	XLON
1,443	0.4116	16:35:03	00037870364TRLO0	XLON
2,680	0.4116	16:35:03	00037870363TRLO0	XLON
4,168	0.4116	16:35:03	00037870362TRLO0	XLON
1,069	0.4116	16:35:03	00037870361TRLO0	XLON
40	0.4116	16:35:03	00037870360TRLO0	XLON
3,748	0.4116	16:35:03	00037870359TRLO0	XLON
1,773	0.4116	16:35:03	00037870358TRLO0	XLON
31,145	0.4116	16:35:03	00037870357TRLO0	XLON
1,263	0.4116	16:35:03	00037870356TRLO0	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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