



RNS Number : 7987C
S4 Capital PLC
12 February 2024

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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 9 February 2024 it purchased 139,284 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:	9 February 2024
Aggregate number of Ordinary Shares purchased:	139,284
Lowest price paid per Ordinary Share (GBP):	0.3740
Highest price paid per Ordinary Share (GBP):	0.3900
Volume weighted average price paid per Ordinary Share (GBP):	0.3832

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 1,298,450 Ordinary Shares in treasury. Therefore, the total number of voting rights attributable to the Ordinary Shares is 581,765,806.

The above figure of 581,765,806 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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6,077	0.3900	08:00:09	00037919058TRLOO	XLON
6,861	0.3820	08:17:04	00037919575TRLOO	XLON
708	0.3782	08:42:37	00037920172TRLOO	XLON
4,787	0.3782	08:44:37	00037920227TRLOO	XLON
580	0.3782	08:44:37	00037920226TRLOO	XLON
589	0.3754	08:46:37	00037920257TRLOO	XLON
711	0.3740	08:52:37	00037920372TRLOO	XLON
656	0.3740	08:54:37	00037920426TRLOO	XLON
643	0.3740	08:56:37	00037920458TRLOO	XLON
599	0.3740	08:58:37	00037920494TRLOO	XLON
690	0.3740	09:01:37	00037920561TRLOO	XLON
174	0.3740	09:02:11	00037920567TRLOO	XLON
2,668	0.3740	09:02:38	00037920576TRLOO	XLON
320	0.3740	09:03:37	00037920594TRLOO	XLON
597	0.3790	09:13:47	00037920770TRLOO	XLON
678	0.3800	09:32:00	00037921102TRLOO	XLON
492	0.3802	10:00:57	00037921857TRLOO	XLON
636	0.3802	10:02:57	00037921978TRLOO	XLON
6,957	0.3802	10:03:07	00037921994TRLOO	XLON
5,824	0.3802	10:03:07	00037921993TRLOO	XLON
618	0.3802	10:04:57	00037922156TRLOO	XLON
701	0.3802	10:06:57	00037922240TRLOO	XLON
656	0.3802	10:08:57	00037922312TRLOO	XLON
634	0.3802	10:10:57	00037922378TRLOO	XLON
642	0.3802	10:13:57	00037922477TRLOO	XLON
1,964	0.3802	10:15:57	00037922541TRLOO	XLON
644	0.3802	10:15:57	00037922540TRLOO	XLON
352	0.3782	11:06:05	00037924807TRLOO	XLON
708	0.3782	11:08:05	00037924899TRLOO	XLON
638	0.3826	11:31:18	00037925721TRLOO	XLON
707	0.3826	11:33:18	00037925754TRLOO	XLON
711	0.3826	11:35:18	00037925783TRLOO	XLON
650	0.3826	11:38:18	00037925872TRLOO	XLON
647	0.3826	11:40:18	00037926038TRLOO	XLON
709	0.3828	11:53:18	00037926491TRLOO	XLON
695	0.3828	11:56:18	00037926577TRLOO	XLON
623	0.3828	11:58:18	00037926617TRLOO	XLON
653	0.3828	12:00:18	00037926651TRLOO	XLON
703	0.3828	12:02:18	00037926686TRLOO	XLON
635	0.3828	12:04:18	00037926782TRLOO	XLON
659	0.3828	12:06:18	00037926826TRLOO	XLON
672	0.3828	12:09:18	00037926986TRLOO	XLON
520	0.3828	12:11:18	00037927106TRLOO	XLON
645	0.3828	12:42:45	00037928226TRLOO	XLON
663	0.3828	12:44:45	00037928301TRLOO	XLON
615	0.3828	12:47:45	00037928454TRLOO	XLON
618	0.3828	12:49:45	00037928606TRLOO	XLON
608	0.3828	12:51:45	00037928789TRLOO	XLON
648	0.3828	12:53:45	00037928829TRLOO	XLON
626	0.3828	12:55:45	00037928981TRLOO	XLON
578	0.3828	12:57:45	00037929046TRLOO	XLON
710	0.3828	12:59:45	00037929208TRLOO	XLON
647	0.3828	13:01:45	00037929283TRLOO	XLON
627	0.3828	13:01:45	00037929282TRLOO	XLON
618	0.3842	13:33:45	00037930207TRLOO	XLON
699	0.3842	13:35:45	00037930257TRLOO	XLON
679	0.3842	13:37:45	00037930287TRLOO	XLON
708	0.3842	13:39:45	00037930332TRLOO	XLON
658	0.3842	13:42:45	00037930393TRLOO	XLON

632	0.3842	13:44:45	00037930447TRLOO	XLON
610	0.3842	13:46:45	00037930495TRLOO	XLON
669	0.3842	13:48:45	00037930534TRLOO	XLON
17	0.3852	14:09:24	00037931172TRLOO	XLON
683	0.3852	14:11:24	00037931331TRLOO	XLON
3,419	0.3854	14:12:46	00037931362TRLOO	XLON
613	0.3854	14:13:24	00037931369TRLOO	XLON
682	0.3854	14:15:24	00037931498TRLOO	XLON
663	0.3854	14:17:24	00037931592TRLOO	XLON
399	0.3854	14:19:24	00037931690TRLOO	XLON
510	0.3844	15:00:24	00037936297TRLOO	XLON
628	0.3844	15:02:24	00037936479TRLOO	XLON
680	0.3844	15:04:24	00037936614TRLOO	XLON
650	0.3844	15:06:24	00037936751TRLOO	XLON
604	0.3844	15:08:24	00037936849TRLOO	XLON
703	0.3844	15:10:24	00037936953TRLOO	XLON
610	0.3844	15:12:27	00037937155TRLOO	XLON
671	0.3844	15:14:27	00037937273TRLOO	XLON
642	0.3844	15:16:27	00037937424TRLOO	XLON
605	0.3844	15:19:27	00037937582TRLOO	XLON
614	0.3844	15:21:27	00037937804TRLOO	XLON
300	0.3844	15:23:27	00037937948TRLOO	XLON
590	0.3834	15:57:28	00037940646TRLOO	XLON
465	0.3838	15:59:28	00037940807TRLOO	XLON
648	0.3838	16:01:28	00037940918TRLOO	XLON
665	0.3838	16:03:28	00037941065TRLOO	XLON
621	0.3838	16:06:28	00037941206TRLOO	XLON
1,414	0.3842	16:29:50	00037942638TRLOO	XLON
47	0.3852	16:35:16	00037942983TRLOO	XLON
2,408	0.3852	16:35:16	00037942982TRLOO	XLON
2,010	0.3852	16:35:16	00037942981TRLOO	XLON
60	0.3852	16:35:16	00037942980TRLOO	XLON
2,307	0.3852	16:35:16	00037942979TRLOO	XLON
515	0.3852	16:35:16	00037942978TRLOO	XLON
7,627	0.3852	16:35:16	00037942977TRLOO	XLON
5,098	0.3852	16:35:16	00037942976TRLOO	XLON
723	0.3852	16:35:16	00037942975TRLOO	XLON
5,112	0.3852	16:35:16	00037942974TRLOO	XLON
822	0.3852	16:35:16	00037942973TRLOO	XLON
5,931	0.3852	16:35:16	00037942972TRLOO	XLON
979	0.3852	16:35:16	00037942971TRLOO	XLON
9,345	0.3852	16:35:16	00037942970TRLOO	XLON
64	0.3852	16:35:16	00037942969TRLOO	XLON
7	0.3852	16:35:16	00037942968TRLOO	XLON
1,748	0.3852	16:35:16	00037942967TRLOO	XLON
4,779	0.3852	16:35:16	00037942966TRLOO	XLON
1,960	0.3852	16:35:16	00037942965TRLOO	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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