



RNS Number : 8800C  
S4 Capital PLC  
13 February 2024

13 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 12 February 2024 it purchased 318,056 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:	12 February 2024
Aggregate number of Ordinary Shares purchased:	318,056
Lowest price paid per Ordinary Share (GBP):	0.3868
Highest price paid per Ordinary Share (GBP):	0.4174
Volume weighted average price paid per Ordinary Share (GBP):	0.4083

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 1,616,506 Ordinary Shares in treasury. Therefore, the total number of voting rights attributable to the Ordinary Shares is 581,447,750.

The above figure of 581,447,750 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
-------------------------------------	-------------------------	-------------------------------	------------------------------	---------------

514	0.4072	08:46:28	00037945470TRLOO	XLON
9,042	0.4072	08:46:28	00037945469TRLOO	XLON
5,129	0.4072	08:52:03	00037945582TRLOO	XLON
1	0.4072	08:52:03	00037945581TRLOO	XLON
5,344	0.4064	08:52:03	00037945583TRLOO	XLON
5,901	0.4034	08:57:09	00037945708TRLOO	XLON
11,224	0.4058	10:01:58	00037946821TRLOO	XLON
5,731	0.4098	10:05:54	00037946896TRLOO	XLON
2,656	0.4066	10:06:40	00037946927TRLOO	XLON
5,864	0.4066	10:08:15	00037946974TRLOO	XLON
2,400	0.4066	10:08:15	00037946973TRLOO	XLON
347	0.4054	10:08:15	00037946976TRLOO	XLON
4,348	0.4054	10:08:15	00037946975TRLOO	XLON
6,375	0.3966	11:13:41	00037948331TRLOO	XLON
5,312	0.3950	11:13:41	00037948332TRLOO	XLON
2,849	0.3950	11:13:59	00037948337TRLOO	XLON
2,093	0.3966	11:14:00	00037948339TRLOO	XLON
4,257	0.3966	11:14:00	00037948338TRLOO	XLON
4,698	0.3950	11:14:31	00037948358TRLOO	XLON
3,806	0.3950	11:15:07	00037948369TRLOO	XLON
4,246	0.3950	11:15:07	00037948368TRLOO	XLON
4,869	0.3912	11:36:20	00037948942TRLOO	XLON
5,566	0.3912	11:36:20	00037948941TRLOO	XLON
4,363	0.3868	11:48:02	00037949212TRLOO	XLON
2,649	0.3868	11:48:02	00037949211TRLOO	XLON
3,000	0.4004	12:54:23	00037950647TRLOO	XLON
5,450	0.4098	13:30:03	00037951235TRLOO	XLON
5,012	0.4098	13:30:03	00037951234TRLOO	XLON
5,377	0.4098	13:30:04	00037951236TRLOO	XLON
177	0.4054	13:34:16	00037951461TRLOO	XLON
4,860	0.4054	13:34:20	00037951463TRLOO	XLON
107	0.4054	13:34:20	00037951462TRLOO	XLON
11,305	0.4050	13:46:56	00037951687TRLOO	XLON
17,847	0.4174	14:39:39	00037953551TRLOO	XLON
7,268	0.4174	14:39:39	00037953550TRLOO	XLON
7,845	0.4150	14:42:59	00037953753TRLOO	XLON
5,784	0.4150	14:44:15	00037953803TRLOO	XLON
4,357	0.4150	14:44:52	00037953818TRLOO	XLON
15,000	0.4150	14:44:52	00037953817TRLOO	XLON
499	0.4174	15:08:10	00037954656TRLOO	XLON
1,001	0.4174	15:08:10	00037954655TRLOO	XLON
5,531	0.4174	15:08:10	00037954654TRLOO	XLON
4,553	0.4174	15:08:10	00037954653TRLOO	XLON
144	0.4174	15:08:10	00037954652TRLOO	XLON
5,655	0.4174	15:08:10	00037954651TRLOO	XLON
5,001	0.4174	15:08:10	00037954650TRLOO	XLON
4,992	0.4174	15:09:52	00037954686TRLOO	XLON
853	0.4174	15:09:52	00037954685TRLOO	XLON
3,240	0.4174	15:09:52	00037954684TRLOO	XLON
5,286	0.4152	15:31:19	00037955779TRLOO	XLON
5,135	0.4152	15:31:19	00037955778TRLOO	XLON
357	0.4132	15:31:44	00037955800TRLOO	XLON
1,262	0.4172	15:37:48	00037956075TRLOO	XLON
1,200	0.4172	15:45:04	00037956270TRLOO	XLON
1,028	0.4172	15:45:04	00037956269TRLOO	XLON
1,200	0.4172	15:47:00	00037956329TRLOO	XLON
1,077	0.4172	15:47:00	00037956328TRLOO	XLON
1,388	0.4172	15:47:00	00037956327TRLOO	XLON
431	0.4172	15:47:02	00037956332TRLOO	XLON
1,515	0.4172	15:49:10	00037956394TRLOO	XLON
1,361	0.4172	15:51:18	00037956444TRLOO	XLON
1,453	0.4172	15:51:18	00037956443TRLOO	XLON

3,612	0.4172	15:51:52	00037956463TRLO0	XLON
2,010	0.4172	15:51:52	00037956462TRLO0	XLON
2,240	0.4172	15:51:52	00037956461TRLO0	XLON
1,200	0.4172	15:51:52	00037956460TRLO0	XLON
5,417	0.4104	16:10:00	00037957151TRLO0	XLON
2,065	0.4062	16:35:02	00037958448TRLO0	XLON
3,474	0.4062	16:35:02	00037958447TRLO0	XLON
60	0.4062	16:35:02	00037958446TRLO0	XLON
10,718	0.4062	16:35:02	00037958445TRLO0	XLON
2,576	0.4062	16:35:02	00037958444TRLO0	XLON
1,266	0.4062	16:35:02	00037958443TRLO0	XLON
1	0.4062	16:35:02	00037958442TRLO0	XLON
1	0.4062	16:35:02	00037958441TRLO0	XLON
13,875	0.4062	16:35:02	00037958440TRLO0	XLON
9,793	0.4062	16:35:02	00037958439TRLO0	XLON
384	0.4062	16:35:02	00037958438TRLO0	XLON
2,229	0.4062	16:35:02	00037958437TRLO0	XLON

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

**Enquiries:**

**S<sup>4</sup>Capital**

Tel: +44 (0)20 3793 0003

Sir Martin Sorrell (Executive Chairman)

**Powerscourt (PR Adviser to S<sup>4</sup>Capital)** Tel: +44 (0) 7970 246 725

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.

Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact [rns@lseg.com](mailto:rns@lseg.com) or visit [www.rns.com](http://www.rns.com).

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

POSEXAAFLELEFA