



RNS Number : 0426D  
S4 Capital PLC  
14 February 2024

14 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 13 February 2024 it purchased 219,007 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:	13 February 2024
Aggregate number of Ordinary Shares purchased:	219,007
Lowest price paid per Ordinary Share (GBP):	0.3784
Highest price paid per Ordinary Share (GBP):	0.4030
Volume weighted average price paid per Ordinary Share (GBP):	0.3896

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 1,835,513 Ordinary Shares in treasury. Therefore, the total number of voting rights attributable to the Ordinary Shares is 581,228,743.

The above figure of 581,228,743 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
-------------------------------------	-------------------------	-------------------------------	------------------------------	---------------

5,263	0.4012	08:23:17	00037960103TRLOO	XLON
5,074	0.4012	08:23:17	00037960100TRLOO	XLON
2,765	0.3986	08:23:17	00037960102TRLOO	XLON
3,170	0.3986	08:23:17	00037960101TRLOO	XLON
5,540	0.3954	08:32:56	00037960357TRLOO	XLON
5,387	0.3928	08:33:06	00037960361TRLOO	XLON
5,819	0.3900	08:39:55	00037960657TRLOO	XLON
5,810	0.3900	08:39:55	00037960656TRLOO	XLON
3,574	0.3880	08:48:43	00037960865TRLOO	XLON
940	0.3880	08:48:43	00037960864TRLOO	XLON
1,100	0.3880	08:48:43	00037960863TRLOO	XLON
574	0.3824	08:54:21	00037960962TRLOO	XLON
5,453	0.3824	08:54:50	00037960967TRLOO	XLON
6,163	0.3820	08:54:54	00037960968TRLOO	XLON
4,705	0.3806	08:54:54	00037960971TRLOO	XLON
2,400	0.3806	08:54:54	00037960970TRLOO	XLON
198	0.3806	08:54:54	00037960969TRLOO	XLON
5,791	0.3784	08:54:57	00037960975TRLOO	XLON
694	0.3988	09:14:37	00037961556TRLOO	XLON
1,568	0.3988	09:14:38	00037961558TRLOO	XLON
2,886	0.3988	09:14:38	00037961557TRLOO	XLON
435	0.3954	09:14:48	00037961566TRLOO	XLON
17,714	0.3956	09:21:02	00037961669TRLOO	XLON
5,333	0.3956	09:21:02	00037961668TRLOO	XLON
2,525	0.3960	09:39:26	00037962233TRLOO	XLON
2,754	0.3960	09:39:26	00037962232TRLOO	XLON
3,817	0.3960	09:39:26	00037962231TRLOO	XLON
49	0.3996	10:08:43	00037963175TRLOO	XLON
415	0.3996	10:08:43	00037963174TRLOO	XLON
762	0.3996	10:08:43	00037963173TRLOO	XLON
4,430	0.3996	10:08:43	00037963172TRLOO	XLON
1,448	0.4030	10:52:36	00037964984TRLOO	XLON
3,707	0.4030	10:52:36	00037964983TRLOO	XLON
3	0.4030	10:52:36	00037964982TRLOO	XLON
195	0.4030	10:52:36	00037964981TRLOO	XLON
6,248	0.4006	11:03:39	00037965480TRLOO	XLON
3,322	0.4006	11:03:39	00037965479TRLOO	XLON
23	0.3948	11:38:48	00037966600TRLOO	XLON
567	0.3948	11:38:48	00037966599TRLOO	XLON
4,552	0.3948	11:38:48	00037966598TRLOO	XLON
1,313	0.3948	11:38:48	00037966597TRLOO	XLON
847	0.3948	11:38:50	00037966601TRLOO	XLON
2,586	0.3948	11:39:02	00037966604TRLOO	XLON
243	0.3948	11:39:07	00037966612TRLOO	XLON
981	0.3948	11:39:07	00037966611TRLOO	XLON
3,158	0.3922	11:39:09	00037966614TRLOO	XLON
2,319	0.3922	11:39:09	00037966613TRLOO	XLON
741	0.3882	11:58:41	00037967170TRLOO	XLON
2,689	0.3882	12:00:15	00037967198TRLOO	XLON
2,390	0.3882	12:17:14	00037967714TRLOO	XLON
4,109	0.3862	12:32:24	00037968345TRLOO	XLON
724	0.3862	12:39:36	00037968657TRLOO	XLON
239	0.3862	13:27:46	00037970042TRLOO	XLON
531	0.3862	13:30:35	00037970169TRLOO	XLON
320	0.3830	13:45:17	00037970824TRLOO	XLON
4,814	0.3830	13:58:41	00037971302TRLOO	XLON
1,200	0.3830	13:58:41	00037971301TRLOO	XLON
5,277	0.3830	14:09:56	00037971736TRLOO	XLON
2,209	0.3800	14:49:31	00037974576TRLOO	XLON
1,200	0.3800	14:49:31	00037974575TRLOO	XLON
1,777	0.3800	14:49:31	00037974574TRLOO	XLON
2,311	0.3800	14:49:31	00037974573TRLOO	XLON

5,134	0.3800	14:49:31	00037974572TRLO0	XLON
4,980	0.3784	15:01:01	00037975344TRLO0	XLON
893	0.3784	15:01:01	00037975343TRLO0	XLON
1,435	0.3784	15:01:01	00037975342TRLO0	XLON
1,200	0.3784	15:01:01	00037975341TRLO0	XLON
1,200	0.3784	15:01:01	00037975340TRLO0	XLON
1,200	0.3784	15:01:01	00037975339TRLO0	XLON
6,177	0.3784	15:01:05	00037975356TRLO0	XLON
6,182	0.3832	16:27:57	00037982931TRLO0	XLON
3,425	0.3832	16:27:57	00037982930TRLO0	XLON
1,200	0.3832	16:27:57	00037982929TRLO0	XLON
7,200	0.3832	16:27:57	00037982928TRLO0	XLON
3,630	0.3832	16:27:57	00037982927TRLO0	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.

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial 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

POSEAFADFLDLEAA