



RNS Number : 1974D
S4 Capital PLC
15 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 14 February 2024 it purchased 231,271 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:	14 February 2024
Aggregate number of Ordinary Shares purchased:	231,271
Lowest price paid per Ordinary Share (GBP):	0.3776
Highest price paid per Ordinary Share (GBP):	0.3980
Volume weighted average price paid per Ordinary Share (GBP):	0.3925

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 2,066,784 Ordinary Shares in treasury. Therefore, the total number of voting rights attributable to the Ordinary Shares is 580,997,472.

The above figure of 580,997,472 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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6,305	0.3808	13:33:49	00037996095TRLO0	XLON
5,464	0.3800	13:33:59	00037996099TRLO0	XLON
26	0.3776	13:56:52	00037996964TRLO0	XLON
664	0.3776	13:56:52	00037996963TRLO0	XLON
214	0.3776	13:59:36	00037997053TRLO0	XLON
499	0.3776	14:02:54	00037997204TRLO0	XLON
1,786	0.3842	14:06:44	00037997447TRLO0	XLON
2,002	0.3842	14:06:44	00037997446TRLO0	XLON
1,300	0.3842	14:06:44	00037997445TRLO0	XLON
210	0.3842	14:06:44	00037997444TRLO0	XLON
13	0.3822	14:23:48	00037998169TRLO0	XLON
320	0.3822	14:23:48	00037998168TRLO0	XLON
2,703	0.3822	14:26:14	00037998227TRLO0	XLON
6,766	0.3822	14:30:07	00037998654TRLO0	XLON
422	0.3822	14:30:07	00037998653TRLO0	XLON
5,090	0.3822	14:30:07	00037998652TRLO0	XLON
626	0.3822	14:30:07	00037998651TRLO0	XLON
2,308	0.3822	14:30:07	00037998650TRLO0	XLON
2,540	0.3780	14:47:54	00037999942TRLO0	XLON
124	0.3780	14:49:37	00038000086TRLO0	XLON
582	0.3780	14:49:37	00038000085TRLO0	XLON
2,578	0.3780	14:49:37	00038000084TRLO0	XLON
341	0.3780	14:49:47	00038000098TRLO0	XLON
723	0.3780	14:54:41	00038001047TRLO0	XLON
4,050	0.3784	15:10:20	00038002620TRLO0	XLON
1,310	0.3784	15:10:20	00038002619TRLO0	XLON
6,564	0.3784	15:10:20	00038002618TRLO0	XLON
5,789	0.3866	15:51:40	00038005950TRLO0	XLON
5,757	0.3866	15:51:40	00038005949TRLO0	XLON
210	0.3866	15:51:40	00038005948TRLO0	XLON
4,000	0.3872	16:02:45	00038006935TRLO0	XLON
89	0.3898	16:22:33	00038008919TRLO0	XLON
1,647	0.3898	16:22:33	00038008918TRLO0	XLON
497	0.3898	16:22:33	00038008917TRLO0	XLON
8,469	0.3948	16:23:18	00038008980TRLO0	XLON
4,000	0.3946	16:23:18	00038008979TRLO0	XLON
5,824	0.3912	16:24:58	00038009251TRLO0	XLON
553	0.3920	16:27:23	00038009477TRLO0	XLON
5,886	0.3920	16:27:23	00038009476TRLO0	XLON
6,275	0.3980	16:35:18	00038010349TRLO0	XLON
5,852	0.3980	16:35:18	00038010348TRLO0	XLON
6,094	0.3980	16:35:18	00038010347TRLO0	XLON
1,553	0.3980	16:35:18	00038010346TRLO0	XLON
3,906	0.3980	16:35:18	00038010345TRLO0	XLON
175	0.3980	16:35:18	00038010344TRLO0	XLON
1,752	0.3980	16:35:18	00038010343TRLO0	XLON
451	0.3980	16:35:18	00038010342TRLO0	XLON
827	0.3980	16:35:18	00038010341TRLO0	XLON
1,940	0.3980	16:35:18	00038010340TRLO0	XLON
9	0.3980	16:35:18	00038010339TRLO0	XLON
6,753	0.3980	16:35:18	00038010338TRLO0	XLON
483	0.3980	16:35:18	00038010337TRLO0	XLON
2,293	0.3980	16:35:18	00038010336TRLO0	XLON
4,312	0.3980	16:35:18	00038010335TRLO0	XLON
9,252	0.3980	16:35:18	00038010334TRLO0	XLON
10,222	0.3980	16:35:18	00038010333TRLO0	XLON
804	0.3980	16:35:18	00038010332TRLO0	XLON
3,186	0.3980	16:35:18	00038010331TRLO0	XLON
10,794	0.3980	16:35:18	00038010330TRLO0	XLON
165	0.3980	16:35:18	00038010329TRLO0	XLON
8,832	0.3980	16:35:18	00038010328TRLO0	XLON
2,317	0.3980	16:35:18	00038010327TRLO0	XLON

4,999	0.3980	16:35:18	00038010326TRLO0	XLON
14,036	0.3980	16:35:18	00038010325TRLO0	XLON
4,999	0.3980	16:35:18	00038010324TRLO0	XLON
523	0.3980	16:35:18	00038010323TRLO0	XLON
12,728	0.3980	16:35:18	00038010322TRLO0	XLON
7,488	0.3980	16:35:18	00038010321TRLO0	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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