



RNS Number : 5220D
S4 Capital PLC
19 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 16 February 2024 it purchased 230,035 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:	16 February 2024
Aggregate number of Ordinary Shares purchased:	230,035
Lowest price paid per Ordinary Share (GBP):	0.4000
Highest price paid per Ordinary Share (GBP):	0.4162
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 2,340,882 Ordinary Shares in treasury. Therefore, the total number of voting rights attributable to the Ordinary Shares is 580,723,374.

The above figure of 580,723,374 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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5,275	0.4162	08:47:35	00038038682TRLOO	XLON
4,001	0.4120	08:53:10	00038038752TRLOO	XLON
5,706	0.4120	08:53:10	00038038751TRLOO	XLON
1,185	0.4110	09:59:21	00038040025TRLOO	XLON
3,560	0.4110	09:59:21	00038040024TRLOO	XLON
5,088	0.4110	09:59:21	00038040023TRLOO	XLON
1,326	0.4110	09:59:21	00038040022TRLOO	XLON
345	0.4086	10:47:39	00038041552TRLOO	XLON
585	0.4100	10:54:39	00038041706TRLOO	XLON
25	0.4100	10:54:39	00038041705TRLOO	XLON
585	0.4100	10:54:39	00038041704TRLOO	XLON
4,536	0.4100	10:54:39	00038041703TRLOO	XLON
6,027	0.4100	10:54:39	00038041702TRLOO	XLON
194	0.4100	10:55:15	00038041719TRLOO	XLON
1,200	0.4100	10:55:15	00038041718TRLOO	XLON
1,200	0.4100	10:55:15	00038041717TRLOO	XLON
1,200	0.4100	10:55:15	00038041716TRLOO	XLON
72	0.4052	11:17:43	00038042002TRLOO	XLON
3	0.4052	11:17:44	00038042003TRLOO	XLON
2,668	0.4054	11:27:37	00038042160TRLOO	XLON
1,490	0.4054	11:36:09	00038042459TRLOO	XLON
11,747	0.4126	11:50:57	00038042660TRLOO	XLON
1,133	0.4108	11:50:57	00038042659TRLOO	XLON
95	0.4104	11:50:57	00038042658TRLOO	XLON
2,279	0.4104	11:50:57	00038042657TRLOO	XLON
258	0.4104	11:50:58	00038042663TRLOO	XLON
438	0.4104	11:50:58	00038042662TRLOO	XLON
753	0.4104	11:51:02	00038042665TRLOO	XLON
2,653	0.4104	11:51:02	00038042664TRLOO	XLON
4,148	0.4106	11:51:08	00038042668TRLOO	XLON
5,831	0.4106	11:51:08	00038042667TRLOO	XLON
3,338	0.4106	11:51:08	00038042666TRLOO	XLON
2,162	0.4076	12:20:35	00038043433TRLOO	XLON
1,901	0.4078	12:22:07	00038043504TRLOO	XLON
1,682	0.4078	12:23:02	00038043521TRLOO	XLON
3,436	0.4054	12:44:55	00038043865TRLOO	XLON
122	0.4054	12:46:09	00038043875TRLOO	XLON
2,951	0.4054	12:46:09	00038043874TRLOO	XLON
191	0.4054	12:59:13	00038044143TRLOO	XLON
547	0.4054	12:59:13	00038044142TRLOO	XLON
176	0.4054	12:59:55	00038044164TRLOO	XLON
429	0.4050	13:00:33	00038044198TRLOO	XLON
19	0.4050	13:00:35	00038044202TRLOO	XLON
453	0.4050	13:00:35	00038044201TRLOO	XLON
1,625	0.4050	13:00:36	00038044203TRLOO	XLON
1,536	0.4050	13:07:00	00038044329TRLOO	XLON
1,136	0.4004	13:29:38	00038044877TRLOO	XLON
3,080	0.4004	13:29:56	00038044883TRLOO	XLON
28	0.4040	13:46:50	00038045749TRLOO	XLON
695	0.4040	13:46:50	00038045748TRLOO	XLON
2,785	0.4040	13:48:27	00038045792TRLOO	XLON
2,863	0.4040	13:51:46	00038045881TRLOO	XLON
1	0.4062	13:54:22	00038045899TRLOO	XLON
1,968	0.4062	13:54:23	00038045900TRLOO	XLON
154	0.4068	13:56:14	00038045971TRLOO	XLON
3,875	0.4068	13:56:14	00038045970TRLOO	XLON
1,614	0.4070	13:57:50	00038045991TRLOO	XLON
1,200	0.4070	13:57:50	00038045990TRLOO	XLON
1,200	0.4070	13:57:50	00038045989TRLOO	XLON
4,020	0.4048	14:02:22	00038046141TRLOO	XLON
166	0.4048	14:08:05	00038046350TRLOO	XLON
904	0.4070	14:31:11	00038047125TRLOO	XLON

4,707	0.4070	14:31:11	00038047124TRLO0	XLON
3,305	0.4070	14:31:11	00038047123TRLO0	XLON
7,200	0.4070	14:31:11	00038047122TRLO0	XLON
815	0.4016	14:45:21	00038047535TRLO0	XLON
4,405	0.4020	14:45:28	00038047537TRLO0	XLON
4,101	0.4020	14:46:04	00038047552TRLO0	XLON
928	0.4014	14:55:38	00038048040TRLO0	XLON
1,349	0.4012	15:00:52	00038048257TRLO0	XLON
2,852	0.4012	15:02:10	00038048379TRLO0	XLON
280	0.4012	15:02:11	00038048380TRLO0	XLON
3,993	0.4062	15:25:15	00038049790TRLO0	XLON
12,494	0.4062	15:25:15	00038049789TRLO0	XLON
4,023	0.4048	15:28:04	00038050074TRLO0	XLON
1,320	0.4040	15:35:48	00038050628TRLO0	XLON
50	0.4014	15:35:49	00038050631TRLO0	XLON
157	0.4014	15:35:49	00038050630TRLO0	XLON
837	0.4014	15:35:49	00038050629TRLO0	XLON
3,383	0.4020	15:40:49	00038051035TRLO0	XLON
4,000	0.4032	15:58:29	00038052079TRLO0	XLON
2,008	0.4032	15:58:59	00038052100TRLO0	XLON
1,059	0.4032	15:59:25	00038052106TRLO0	XLON
3,260	0.4032	15:59:32	00038052109TRLO0	XLON
1,450	0.4032	16:00:56	00038052207TRLO0	XLON
5,631	0.4008	16:07:08	00038052471TRLO0	XLON
4,142	0.4000	16:35:12	00038056689TRLO0	XLON
3,902	0.4000	16:35:12	00038056688TRLO0	XLON
3,367	0.4000	16:35:12	00038056687TRLO0	XLON
3,550	0.4000	16:35:12	00038056686TRLO0	XLON
4,309	0.4000	16:35:12	00038056685TRLO0	XLON
3,889	0.4000	16:35:12	00038056684TRLO0	XLON
1,522	0.4000	16:35:12	00038056683TRLO0	XLON
3,674	0.4000	16:35:12	00038056682TRLO0	XLON
6,210	0.4000	16:35:12	00038056681TRLO0	XLON

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

Enquiries:

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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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