



RNS Number : 6819D  
S4 Capital PLC  
20 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 19 February 2024 it purchased 134,641 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:	19 February 2024
Aggregate number of Ordinary Shares purchased:	134,641
Lowest price paid per Ordinary Share (GBP):	0.3906
Highest price paid per Ordinary Share (GBP):	0.4000
Volume weighted average price paid per Ordinary Share (GBP):	0.3983

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 2,475,523 Ordinary Shares in treasury. Therefore, the total number of voting rights attributable to the Ordinary Shares is 580,588,733.

The above figure of 580,588,733 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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6,133	0.4000	08:00:46	00038059661TRLO0	XLON
6,501	0.3952	10:57:35	00038064090TRLO0	XLON
947	0.3930	10:57:35	00038064092TRLO0	XLON
4,515	0.3930	10:57:35	00038064091TRLO0	XLON
6,376	0.3906	12:25:24	00038066400TRLO0	XLON
1,300	0.3950	13:03:03	00038067588TRLO0	XLON
3,518	0.3952	13:32:28	00038068187TRLO0	XLON
3,084	0.3952	13:32:28	00038068186TRLO0	XLON
3,123	0.3930	14:51:19	00038070389TRLO0	XLON
73	0.3930	14:59:30	00038070660TRLO0	XLON
1,726	0.3936	15:17:17	00038071190TRLO0	XLON
198	0.3936	15:26:59	00038071421TRLO0	XLON
3,179	0.3936	15:26:59	00038071420TRLO0	XLON
41	0.3936	15:48:23	00038072025TRLO0	XLON
346	0.3936	15:48:23	00038072024TRLO0	XLON
56	0.3936	15:56:00	00038072421TRLO0	XLON
675	0.3936	16:02:01	00038072715TRLO0	XLON
3,995	0.4000	16:35:25	00038074840TRLO0	XLON
5,193	0.4000	16:35:25	00038074839TRLO0	XLON
2,016	0.4000	16:35:25	00038074838TRLO0	XLON
600	0.4000	16:35:25	00038074837TRLO0	XLON
67	0.4000	16:35:25	00038074836TRLO0	XLON
2,861	0.4000	16:35:25	00038074835TRLO0	XLON
4,779	0.4000	16:35:25	00038074834TRLO0	XLON
3,682	0.4000	16:35:25	00038074833TRLO0	XLON
4,459	0.4000	16:35:25	00038074832TRLO0	XLON
5,387	0.4000	16:35:25	00038074831TRLO0	XLON
2,260	0.4000	16:35:25	00038074830TRLO0	XLON
1,950	0.4000	16:35:25	00038074829TRLO0	XLON
2,149	0.4000	16:35:25	00038074828TRLO0	XLON
2,548	0.4000	16:35:25	00038074827TRLO0	XLON
3,690	0.4000	16:35:25	00038074826TRLO0	XLON
7,587	0.4000	16:35:25	00038074825TRLO0	XLON
2,572	0.4000	16:35:25	00038074824TRLO0	XLON
1,433	0.4000	16:35:25	00038074823TRLO0	XLON
6,729	0.4000	16:35:25	00038074822TRLO0	XLON
1,016	0.4000	16:35:25	00038074821TRLO0	XLON
15,453	0.4000	16:35:25	00038074820TRLO0	XLON
2,234	0.4000	16:35:25	00038074819TRLO0	XLON
1,981	0.4000	16:35:25	00038074818TRLO0	XLON
8,209	0.4000	16:35:25	00038074817TRLO0	XLON

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

**Enquiries:**

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**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.

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