



RNS Number : 8268D  
S4 Capital PLC  
21 February 2024

21 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 20 February 2024 it purchased 258,681 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:	20 February 2024
Aggregate number of Ordinary Shares purchased:	258,681
Lowest price paid per Ordinary Share (GBP):	0.3912
Highest price paid per Ordinary Share (GBP):	0.4180
Volume weighted average price paid per Ordinary Share (GBP):	0.4116

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 2,734,204 Ordinary Shares in treasury. Therefore, the total number of voting rights attributable to the Ordinary Shares is 580,330,052.

The above figure of 580,330,052 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
-------------------------------------	-------------------------	-------------------------------	------------------------------	---------------

5,848	0.3912	08:20:02	00038076212TRLO0	XLON
6,372	0.3994	09:52:57	00038079027TRLO0	XLON
10,021	0.3994	09:52:57	00038079026TRLO0	XLON
246	0.3994	09:52:57	00038079025TRLO0	XLON
627	0.3994	09:52:57	00038079024TRLO0	XLON
5,785	0.3966	10:21:01	00038079753TRLO0	XLON
781	0.3950	10:59:53	00038080842TRLO0	XLON
5,488	0.3950	10:59:53	00038080841TRLO0	XLON
7,266	0.3950	10:59:53	00038080840TRLO0	XLON
37	0.3950	10:59:53	00038080839TRLO0	XLON
6,158	0.3950	14:07:18	00038085567TRLO0	XLON
5,650	0.3948	14:07:18	00038085569TRLO0	XLON
293	0.3948	14:07:18	00038085568TRLO0	XLON
9,480	0.4010	15:26:39	00038090939TRLO0	XLON
4,137	0.4068	15:39:58	00038091472TRLO0	XLON
2,235	0.4068	15:39:59	00038091474TRLO0	XLON
6,600	0.4068	15:39:59	00038091473TRLO0	XLON
9,828	0.4120	15:57:34	00038092209TRLO0	XLON
6,705	0.4132	16:04:47	00038092468TRLO0	XLON
6,588	0.4132	16:04:47	00038092467TRLO0	XLON
6,381	0.4132	16:04:47	00038092466TRLO0	XLON
946	0.4180	16:35:21	00038094156TRLO0	XLON
321	0.4180	16:35:21	00038094155TRLO0	XLON
1,097	0.4180	16:35:21	00038094154TRLO0	XLON
968	0.4180	16:35:21	00038094153TRLO0	XLON
969	0.4180	16:35:21	00038094152TRLO0	XLON
2,387	0.4180	16:35:21	00038094151TRLO0	XLON
3,876	0.4180	16:35:21	00038094150TRLO0	XLON
969	0.4180	16:35:21	00038094149TRLO0	XLON
4,557	0.4180	16:35:21	00038094148TRLO0	XLON
350	0.4180	16:35:21	00038094147TRLO0	XLON
4,701	0.4180	16:35:21	00038094146TRLO0	XLON
1,202	0.4180	16:35:21	00038094145TRLO0	XLON
2,586	0.4180	16:35:21	00038094144TRLO0	XLON
1,593	0.4180	16:35:21	00038094143TRLO0	XLON
7,511	0.4180	16:35:21	00038094142TRLO0	XLON
1,199	0.4180	16:35:21	00038094141TRLO0	XLON
3,272	0.4180	16:35:21	00038094140TRLO0	XLON
3,177	0.4180	16:35:21	00038094139TRLO0	XLON
3,461	0.4180	16:35:21	00038094138TRLO0	XLON
4,893	0.4180	16:35:21	00038094137TRLO0	XLON
7,895	0.4180	16:35:21	00038094136TRLO0	XLON
2,996	0.4180	16:35:28	00038094233TRLO0	XLON
6,596	0.4180	16:35:28	00038094232TRLO0	XLON
3,907	0.4180	16:35:28	00038094231TRLO0	XLON
10,799	0.4180	16:35:28	00038094230TRLO0	XLON
702	0.4180	16:35:28	00038094229TRLO0	XLON
8,075	0.4180	16:36:22	00038094249TRLO0	XLON
5,880	0.4180	16:36:22	00038094248TRLO0	XLON
8,167	0.4180	16:36:22	00038094247TRLO0	XLON
6,401	0.4180	16:36:22	00038094246TRLO0	XLON
6,477	0.4180	16:36:22	00038094245TRLO0	XLON
4,905	0.4180	16:36:48	00038094258TRLO0	XLON
25,095	0.4180	16:36:48	00038094257TRLO0	XLON
4,225	0.4180	16:37:12	00038094274TRLO0	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)

Elly Williamson

Pete Lambie

### **About S<sup>4</sup> 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 S<sup>4</sup> Capital Board as Executive Directors. The S<sup>4</sup> 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

POSEAXAEALALEFA