



RNS Number : 3685F

S4 Capital PLC

04 March 2024

4 March 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 1 March 2024 it purchased 279,657 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: 1 March 2024

Aggregate number of Ordinary Shares purchased: 279,657

Lowest price paid per Ordinary Share (GBP): 0.4002

Highest price paid per Ordinary Share (GBP): 0.4154

Volume weighted average price paid per Ordinary Share (GBP): 0.4102

Following the repurchase of Ordinary Shares, S4Capital has 583,491,444 Ordinary Shares with voting rights in issue and one B ordinary share of £1.00 with voting rights in issue. The Company holds 4,626,834 Ordinary Shares in treasury. Therefore, the total number of voting rights attributable to the Ordinary Shares is 578,864,610.

The above figure of 578,864,610 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
11,323	0.4012	08:36:02	00038278458TRLO0	XLON
7,291	0.4002	08:36:08	00038278460TRLO0	XLON

1,653	0.4036	09:20:28	00038279797TRLO0	XLON
6,757	0.4148	12:59:59	00038288549TRLO0	XLON
3,906	0.4128	13:01:28	00038288608TRLO0	XLON
4,073	0.4128	13:01:28	00038288607TRLO0	XLON
7,721	0.4130	13:02:33	00038288632TRLO0	XLON
1,987	0.4130	13:03:08	00038288662TRLO0	XLON
6,032	0.4130	13:03:08	00038288661TRLO0	XLON
7,639	0.4110	13:04:44	00038288700TRLO0	XLON
4,883	0.4090	13:13:02	00038288961TRLO0	XLON
2,843	0.4090	13:13:02	00038288960TRLO0	XLON
10,262	0.4154	14:02:18	00038290724TRLO0	XLON
801	0.4154	14:02:18	00038290723TRLO0	XLON
2,843	0.4154	14:02:18	00038290722TRLO0	XLON
1,686	0.4152	14:07:02	00038290874TRLO0	XLON
7,849	0.4154	14:08:09	00038290950TRLO0	XLON
757	0.4154	14:08:09	00038290949TRLO0	XLON
11,741	0.4154	14:08:09	00038290948TRLO0	XLON
1,272	0.4154	14:08:09	00038290947TRLO0	XLON
729	0.4122	14:16:29	00038291522TRLO0	XLON
2,962	0.4122	14:17:41	00038291570TRLO0	XLON
2,548	0.4124	14:18:49	00038291598TRLO0	XLON
3,413	0.4124	14:20:16	00038291653TRLO0	XLON
957	0.4124	14:21:57	00038291735TRLO0	XLON
7,355	0.4134	16:16:50	00038301282TRLO0	XLON
291	0.4078	16:19:45	00038301590TRLO0	XLON
3,051	0.4088	16:24:47	00038302015TRLO0	XLON
3,609	0.4084	16:26:08	00038302164TRLO0	XLON
4,163	0.4084	16:26:11	00038302166TRLO0	XLON
939	0.4068	16:27:27	00038302236TRLO0	XLON
3,141	0.4068	16:27:37	00038302244TRLO0	XLON
852	0.4068	16:27:56	00038302281TRLO0	XLON
2,533	0.4068	16:28:08	00038302304TRLO0	XLON
1,056	0.4068	16:28:09	00038302309TRLO0	XLON
3,207	0.4068	16:28:09	00038302308TRLO0	XLON
3,352	0.4068	16:28:20	00038302327TRLO0	XLON
13	0.4068	16:28:41	00038302387TRLO0	XLON
3,180	0.4068	16:28:42	00038302388TRLO0	XLON
160	0.4068	16:28:54	00038302404TRLO0	XLON
7,136	0.4096	16:35:16	00038302857TRLO0	XLON
7,179	0.4096	16:35:16	00038302856TRLO0	XLON
7,953	0.4096	16:35:16	00038302855TRLO0	XLON
6,622	0.4096	16:35:16	00038302854TRLO0	XLON
6,405	0.4096	16:35:16	00038302853TRLO0	XLON
2,302	0.4096	16:35:16	00038302852TRLO0	XLON
5,462	0.4096	16:35:16	00038302851TRLO0	XLON
2,217	0.4096	16:35:16	00038302850TRLO0	XLON
486	0.4096	16:35:16	00038302849TRLO0	XLON
450	0.4096	16:35:16	00038302848TRLO0	XLON
2,028	0.4096	16:35:16	00038302847TRLO0	XLON
4,624	0.4096	16:35:16	00038302846TRLO0	XLON
1,876	0.4096	16:35:16	00038302845TRLO0	XLON
7,126	0.4096	16:35:16	00038302844TRLO0	XLON
2,768	0.4096	16:35:16	00038302843TRLO0	XLON
2,916	0.4096	16:35:16	00038302842TRLO0	XLON
263	0.4096	16:35:16	00038302841TRLO0	XLON
1,322	0.4096	16:35:16	00038302840TRLO0	XLON
3,411	0.4096	16:35:16	00038302839TRLO0	XLON
6,961	0.4096	16:35:16	00038302838TRLO0	XLON
3,868	0.4096	16:35:16	00038302837TRLO0	XLON
10,274	0.4096	16:35:16	00038302836TRLO0	XLON
8,701	0.4096	16:35:16	00038302835TRLO0	XLON
6,606	0.4096	16:35:16	00038302834TRLO0	XLON

4,362	0.4096	16:35:16	00038302833TRLO0	XLON
7,768	0.4096	16:35:16	00038302832TRLO0	XLON
4,276	0.4096	16:35:16	00038302831TRLO0	XLON
3,465	0.4096	16:35:16	00038302830TRLO0	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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