



RNS Number : 7182F
S4 Capital PLC
06 March 2024

6 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 5 March 2024 it purchased 308,715 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:	5 March 2024
Aggregate number of Ordinary Shares purchased:	308,715
Lowest price paid per Ordinary Share (GBP):	0.3900
Highest price paid per Ordinary Share (GBP):	0.4188
Volume weighted average price paid per Ordinary Share (GBP):	0.3953

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 5,283,706 Ordinary Shares in treasury. Therefore, the total number of voting rights attributable to the Ordinary Shares is 578,207,738.

The above figure of 578,207,738 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
1,656	0.4188	08:00:29	00038329374TRLOO	XLON
1,411	0.4002	08:04:10	00038329693TRLOO	XLON

2,436	0.4002	08:04:10	00038329692TRLO0	XLON
3,868	0.4002	08:04:20	00038329695TRLO0	XLON
2,344	0.3988	08:53:49	00038331689TRLO0	XLON
7,338	0.4000	09:23:35	00038332601TRLO0	XLON
13,714	0.4036	09:33:46	00038332946TRLO0	XLON
57	0.4036	09:49:46	00038333491TRLO0	XLON
7,293	0.4036	09:49:46	00038333490TRLO0	XLON
271	0.4006	10:19:15	00038334661TRLO0	XLON
7,083	0.4006	10:19:15	00038334660TRLO0	XLON
2,975	0.4006	10:22:02	00038334763TRLO0	XLON
1,195	0.4006	10:22:10	00038334768TRLO0	XLON
1,610	0.4006	10:44:58	00038335858TRLO0	XLON
196	0.4006	11:01:00	00038336457TRLO0	XLON
6,059	0.4006	11:26:04	00038337623TRLO0	XLON
178	0.4006	11:26:05	00038337626TRLO0	XLON
6,934	0.4000	11:40:07	00038338400TRLO0	XLON
118	0.4000	11:47:50	00038338771TRLO0	XLON
3,265	0.4000	11:47:50	00038338770TRLO0	XLON
3,937	0.4000	11:47:50	00038338769TRLO0	XLON
7,905	0.4000	11:49:50	00038338863TRLO0	XLON
4,626	0.4000	11:53:12	00038338988TRLO0	XLON
2,422	0.4000	11:53:12	00038338987TRLO0	XLON
878	0.4000	11:55:07	00038339105TRLO0	XLON
4,001	0.4000	11:56:47	00038339177TRLO0	XLON
2,654	0.4000	11:57:56	00038339234TRLO0	XLON
375	0.4000	12:34:28	00038340672TRLO0	XLON
6,859	0.4000	12:34:28	00038340671TRLO0	XLON
4,243	0.4000	12:50:17	00038341282TRLO0	XLON
138	0.4000	12:52:18	00038341345TRLO0	XLON
84	0.4000	12:56:20	00038341536TRLO0	XLON
2,951	0.4000	13:02:16	00038341722TRLO0	XLON
7,699	0.4000	14:11:09	00038344418TRLO0	XLON
2,975	0.3974	14:27:02	00038345029TRLO0	XLON
2,975	0.3974	14:29:03	00038345135TRLO0	XLON
1,601	0.3974	14:30:03	00038345476TRLO0	XLON
3,383	0.3974	14:30:19	00038345578TRLO0	XLON
4,726	0.3974	14:30:19	00038345577TRLO0	XLON
1,292	0.3960	14:46:29	00038346823TRLO0	XLON
2,975	0.3960	14:47:14	00038346869TRLO0	XLON
3,428	0.3960	14:48:30	00038346974TRLO0	XLON
9,171	0.3954	14:49:56	00038347135TRLO0	XLON
6,996	0.3954	15:04:02	00038348531TRLO0	XLON
7,472	0.3948	15:05:26	00038348647TRLO0	XLON
12,236	0.3926	16:09:28	00038353351TRLO0	XLON
7,342	0.3926	16:14:08	00038353852TRLO0	XLON
854	0.3902	16:15:31	00038354006TRLO0	XLON
1,221	0.3902	16:17:17	00038354200TRLO0	XLON
4,949	0.3902	16:17:43	00038354268TRLO0	XLON
1,222	0.3902	16:17:43	00038354267TRLO0	XLON
7,867	0.3900	16:35:27	00038355908TRLO0	XLON
3,106	0.3900	16:35:27	00038355907TRLO0	XLON
1,450	0.3900	16:35:27	00038355905TRLO0	XLON
2,891	0.3900	16:35:27	00038355904TRLO0	XLON
5,355	0.3900	16:35:27	00038355903TRLO0	XLON
5	0.3900	16:35:27	00038355902TRLO0	XLON
3,694	0.3900	16:35:27	00038355901TRLO0	XLON
7,558	0.3900	16:35:27	00038355900TRLO0	XLON
4,607	0.3900	16:35:27	00038355899TRLO0	XLON
8,086	0.3900	16:35:27	00038355898TRLO0	XLON
3,839	0.3900	16:35:27	00038355897TRLO0	XLON
4,838	0.3900	16:35:27	00038355896TRLO0	XLON
4,080	0.3900	16:35:27	00038355895TRLO0	XLON

11	0.3900	16:35:27	00038355894TRLO0	XLON
186	0.3900	16:35:27	00038355893TRLO0	XLON
2,954	0.3900	16:35:27	00038355892TRLO0	XLON
2,097	0.3900	16:35:27	00038355891TRLO0	XLON
4,981	0.3900	16:35:27	00038355890TRLO0	XLON
47,519	0.3900	16:35:27	00038355889TRLO0	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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