



RNS Number : 9023F
S4 Capital PLC
07 March 2024

7 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 6 March 2024 it purchased 255,947 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:	6 March 2024
Aggregate number of Ordinary Shares purchased:	255,947
Lowest price paid per Ordinary Share (GBP):	0.3820
Highest price paid per Ordinary Share (GBP):	0.3876
Volume weighted average price paid per Ordinary Share (GBP):	0.3832

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 5,539,653 Ordinary Shares in treasury. Therefore, the total number of voting rights attributable to the Ordinary Shares is 577,951,791.

The above figure of 577,951,791 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
5,269	0.3826	08:23:57	00038358766TRLO0	XLON
1,973	0.3826	08:23:57	00038358765TRLO0	XLON

1,409	0.3824	09:30:39	00038360942TRLOO	XLON
203	0.3824	10:05:04	00038362231TRLOO	XLON
1,411	0.3824	10:05:59	00038362258TRLOO	XLON
7,928	0.3824	10:05:59	00038362257TRLOO	XLON
2,545	0.3824	10:05:59	00038362256TRLOO	XLON
4,133	0.3824	10:05:59	00038362255TRLOO	XLON
5,683	0.3856	10:18:25	00038362733TRLOO	XLON
1,867	0.3856	10:18:25	00038362732TRLOO	XLON
13,637	0.3856	10:18:25	00038362731TRLOO	XLON
9,431	0.3820	10:41:04	00038363286TRLOO	XLON
12	0.3820	10:41:09	00038363289TRLOO	XLON
4,843	0.3820	10:41:11	00038363291TRLOO	XLON
2,991	0.3820	10:41:11	00038363290TRLOO	XLON
75	0.3840	12:24:47	00038367050TRLOO	XLON
15	0.3840	12:24:49	00038367051TRLOO	XLON
71	0.3866	12:38:56	00038367344TRLOO	XLON
100	0.3866	12:45:29	00038367620TRLOO	XLON
131	0.3866	12:52:00	00038367847TRLOO	XLON
356	0.3866	12:59:36	00038368042TRLOO	XLON
217	0.3866	13:04:58	00038368408TRLOO	XLON
272	0.3866	13:17:09	00038368942TRLOO	XLON
316	0.3866	13:28:52	00038369425TRLOO	XLON
3,736	0.3874	13:45:03	00038370254TRLOO	XLON
3,032	0.3874	13:46:02	00038370267TRLOO	XLON
368	0.3874	13:49:26	00038370357TRLOO	XLON
452	0.3874	14:04:17	00038370843TRLOO	XLON
3,323	0.3874	14:06:57	00038370947TRLOO	XLON
3,673	0.3874	14:06:57	00038370946TRLOO	XLON
266	0.3876	14:13:51	00038371225TRLOO	XLON
389	0.3876	14:26:12	00038371832TRLOO	XLON
1,360	0.3876	14:47:36	00038373482TRLOO	XLON
10,633	0.3876	14:48:29	00038373525TRLOO	XLON
622	0.3824	15:16:06	00038375484TRLOO	XLON
4,863	0.3824	15:27:49	00038376192TRLOO	XLON
1,466	0.3824	16:26:52	00038380494TRLOO	XLON
47	0.3824	16:28:18	00038380611TRLOO	XLON
747	0.3824	16:28:18	00038380610TRLOO	XLON
300	0.3824	16:29:56	00038380771TRLOO	XLON
489	0.3824	16:35:18	00038381062TRLOO	XLON
200	0.3824	16:35:18	00038381061TRLOO	XLON
1,332	0.3824	16:35:18	00038381060TRLOO	XLON
4,308	0.3824	16:35:18	00038381059TRLOO	XLON
9,095	0.3824	16:35:18	00038381058TRLOO	XLON
4,747	0.3824	16:35:18	00038381057TRLOO	XLON
616	0.3824	16:35:18	00038381056TRLOO	XLON
574	0.3824	16:35:18	00038381055TRLOO	XLON
796	0.3824	16:35:18	00038381054TRLOO	XLON
5,308	0.3824	16:35:18	00038381053TRLOO	XLON
4,495	0.3824	16:35:18	00038381052TRLOO	XLON
7,681	0.3824	16:35:18	00038381051TRLOO	XLON
567	0.3824	16:35:18	00038381050TRLOO	XLON
2,738	0.3824	16:35:18	00038381049TRLOO	XLON
17,007	0.3824	16:35:18	00038381048TRLOO	XLON
4,925	0.3824	16:35:18	00038381047TRLOO	XLON
8,831	0.3824	16:35:18	00038381046TRLOO	XLON
8,662	0.3824	16:35:18	00038381045TRLOO	XLON
1,436	0.3824	16:35:18	00038381044TRLOO	XLON
2,851	0.3824	16:35:18	00038381043TRLOO	XLON
12	0.3824	16:35:18	00038381042TRLOO	XLON
2,653	0.3824	16:35:18	00038381041TRLOO	XLON
9,129	0.3824	16:35:18	00038381040TRLOO	XLON
17,333	0.3824	16:35:18	00038381039TRLOO	XLON

6,371	0.3824	16:35:18	00038381038TRLO0	XLON
4,889	0.3824	16:35:18	00038381037TRLO0	XLON
28,737	0.3824	16:35:18	00038381036TRLO0	XLON

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

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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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