



RNS Number : 2404G  
S4 Capital PLC  
11 March 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 8 March 2024 it purchased 124,749 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:	8 March 2024
Aggregate number of Ordinary Shares purchased:	124,749
Lowest price paid per Ordinary Share (GBP):	0.3850
Highest price paid per Ordinary Share (GBP):	0.3998
Volume weighted average price paid per Ordinary Share (GBP):	0.3961

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 5,848,970 Ordinary Shares in treasury. Therefore, the total number of voting rights attributable to the Ordinary Shares is 577,642,474.

The above figure of 577,642,474 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
215	0.3900	08:31:31	00038409605TRLO0	XLON
3,381	0.3932	12:02:56	00038419207TRLO0	XLON

5,000	0.3932	12:02:56	00038419206TRLO0	XLON
8,459	0.3892	13:07:26	00038422505TRLO0	XLON
3,946	0.3850	13:30:11	00038423360TRLO0	XLON
3,445	0.3850	13:30:11	00038423359TRLO0	XLON
6,247	0.3920	15:38:05	00038430985TRLO0	XLON
7,752	0.3920	15:38:05	00038430984TRLO0	XLON
7,898	0.3920	15:38:07	00038430991TRLO0	XLON
1,681	0.3920	15:38:07	00038430990TRLO0	XLON
312	0.3998	16:18:18	00038434195TRLO0	XLON
7,650	0.3996	16:35:11	00038435183TRLO0	XLON
8,351	0.3996	16:35:11	00038435182TRLO0	XLON
22	0.3996	16:35:11	00038435181TRLO0	XLON
1,491	0.3996	16:35:11	00038435180TRLO0	XLON
4,100	0.3996	16:35:11	00038435179TRLO0	XLON
195	0.3996	16:35:11	00038435178TRLO0	XLON
55	0.3996	16:35:11	00038435177TRLO0	XLON
2,644	0.3996	16:35:11	00038435176TRLO0	XLON
505	0.3996	16:35:11	00038435175TRLO0	XLON
245	0.3996	16:35:11	00038435174TRLO0	XLON
117	0.3996	16:35:11	00038435173TRLO0	XLON
1,677	0.3996	16:35:11	00038435172TRLO0	XLON
2,846	0.3996	16:35:11	00038435171TRLO0	XLON
4,845	0.3996	16:35:11	00038435170TRLO0	XLON
11,482	0.3996	16:35:11	00038435169TRLO0	XLON
11,977	0.3996	16:35:11	00038435168TRLO0	XLON
8,556	0.3996	16:35:11	00038435167TRLO0	XLON
3,111	0.3996	16:35:11	00038435166TRLO0	XLON
687	0.3996	16:35:11	00038435165TRLO0	XLON
525	0.3996	16:35:11	00038435164TRLO0	XLON
5,332	0.3996	16:35:11	00038435163TRLO0	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)

**Powerscourt (PR Adviser to S<sup>4</sup>Capital)** Tel: +44 (0) 7970 246 725

Elly Williamson

Pete Lambie

**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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