



RNS Number : 9047B  
S4 Capital PLC  
03 October 2025

## **S4 CAPITAL PLC**

**("S4 Capital" or the "Company")**

### **Notification of transactions by Persons Discharging Managerial Responsibilities ("PDMR")/Persons Closely Associated ("PCA")**

On 30 September 2025 and 1 October 2025, the Company received notification of the purchase of 1,000,000 ordinary shares of £0.25 by Oro en Fools B.V., the personal holding vehicle of former Executive Directors Wesley ter Haar, a PDMR, and Victor Knaap. Oro en Fools B.V. is owned (indirectly) 50% by Wesley ter Haar and 50% by Victor Knaap, and accordingly is deemed a PCA of Wesley ter Haar.

This notification is made under Article 19(1) of the EU Market Abuse Regulation 596/2014 as it forms part of domestic law by virtue of the European Union (Withdrawal) Act 2018 ("MAR"). The information set out below is provided in accordance with the requirements of Article 19(3) of MAR.

#### **1 Details of the person discharging managerial responsibilities / person closely associated**

a) Name Oro en Fools B.V.

#### **2 Reason for the notification**

a) Position/status PCA of Wesley ter Haar, Global Chief Revenue and AI Officer / PDMR

b) Initial notification /Amendment Initial notification

#### **3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor**

a) Name S4 Capital plc

b) LEI 21380068SP9V65KPQN68

#### **4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted**

a) Description of the financial instrument, type of instrument Ordinary shares of 25 pence each (Ordinary Shares)

Identification code GB00BFZZM640

b) Nature of the transaction Acquisition of Ordinary Shares

c) Price(s) and volume(s)	Price (s)	Volumes (s)
	£0.2162	362,266
	£0.2225	473,151
	£0.2256	164,583
d) Aggregated information	1,000,000	
- Volume	£0.2207	
- Price	£220,727.93	
- Total		
e) Date of the transaction	25 September 2025	
	30 September 2025	
	1 October 2025	
f) Place of the transaction	London Stock Exchange, XLON	

**Enquiries:**

**S<sup>4</sup>Capital**

**Tel: +44 (0)20 3793 0003**

**Sir Martin Sorrell (Executive Chairman)**

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

DSHMTBRTMTBMBJA