



RNS Number : 2103L
S4 Capital PLC
06 July 2026



S4 CAPITAL PLC

("S4 Capital" or the "Company")

Notification and public disclosure of transactions by Persons Discharging Managerial Responsibilities ("PDMR")

On 2 July 2026, the Company received notification of the purchase of 66,938 ordinary shares of £0.25 each by Alina Kessel, a Non-Executive Director of the Company.

This notification is made in accordance with Article 19 of the UK Market Abuse Regulation (Regulation (EU) No. 596/2014 as it forms part of UK domestic law).

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

a)Name Alina Kessel

2 Reason for the notification

a)Position/status Non-Executive Director / 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 Identification code	Ordinary shares of 25 pence each (Ordinary Shares) GB00BFZZM640
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b)Nature of the transaction	Purchase of Ordinary Shares
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c)Price(s) and volume(s)	Price (s)Volumes (s)
	£0.356 66,938

d)Aggregated information	66,938
- Volume	£0.356
- Price	

e)Date of the transaction	2 July 2026
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f) Place of the transaction	London Stock Exchange, XLON
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Enquiries to:

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Group Chief Financial Officer and Company Secretary

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