

26 February 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 23 February 2024 it purchased 133,538 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:	23 February 2024
Aggregate number of Ordinary Shares purchased:	133,538
Lowest price paid per Ordinary Share (GBP):	0.3982
Highest price paid per Ordinary Share (GBP):	0.4188
Volume weighted average price paid per Ordinary Share (GBP):	0.4067

Following the repurchase of Ordinary Shares, S4Capital has 583,064,256 Ordinary Shares with voting rights in issue and one B ordinary share of £1.00 with voting rights in issue. The Company holds 3,351,740 Ordinary Shares in treasury. Therefore, the total number of voting rights attributable to the Ordinary Shares is 579,712,516.

The above figure of 579,712,516 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
6,879	0.4188	08:26:10	00038144553TRLO0	XLON
6,579	0.4088	12:36:57	00038152401TRLO0	XLON
2,736	0.4060	13:42:48	00038154089TRLO0	XLON
668	0.4060	14:08:54	00038154701TRLO0	XLON
2,655	0.4060	14:08:54	00038154700TRLO0	XLON
3,003	0.4042	14:15:06	00038154916TRLO0	XLON
4,000	0.4042	14:15:06	00038154915TRLO0	XLON
154	0.3982	14:32:46	00038155897TRLO0	XLON
41	0.3982	14:32:46	00038155896TRLO0	XLON
1	0.3982	14:32:46	00038155895TRLO0	XLON
985	0.3982	14:32:46	00038155894TRLO0	XLON
896	0.3982	14:32:47	00038155898TRLO0	XLON
4,406	0.3982	14:32:49	00038155900TRLO0	XLON
190	0.4022	15:26:57	00038158894TRLO0	XLON
190	0.4022	15:26:57	00038158893TRLO0	XLON
2,737	0.4022	15:37:37	00038159648TRLO0	XLON
419	0.4034	16:15:10	00038161874TRLO0	XLON
5,140	0.4034	16:15:10	00038161873TRLO0	XLON
1,486	0.4034	16:15:10	00038161872TRLO0	XLON
9,040	0.4034	16:15:10	00038161871TRLO0	XLON
4,496	0.4072	16:35:25	00038163503TRLO0	XLON
953	0.4072	16:35:25	00038163502TRLO0	XLON

5,170	0.4072	16:35:25	00038163501TRLOO	XLON
11,049	0.4072	16:35:25	00038163500TRLOO	XLON
807	0.4072	16:35:25	00038163499TRLOO	XLON
3,886	0.4072	16:35:25	00038163498TRLOO	XLON
18,045	0.4072	16:35:25	00038163497TRLOO	XLON
2,343	0.4072	16:35:25	00038163496TRLOO	XLON
4,424	0.4072	16:35:25	00038163495TRLOO	XLON
2,893	0.4072	16:35:25	00038163494TRLOO	XLON
4,402	0.4072	16:35:25	00038163493TRLOO	XLON
4,549	0.4072	16:35:25	00038163492TRLOO	XLON
1,849	0.4072	16:35:25	00038163491TRLOO	XLON
6,105	0.4072	16:35:25	00038163490TRLOO	XLON
10,362	0.4072	16:35:25	00038163489TRLOO	XLON

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

Enquiries:

S⁴Capital

Tel: +44 (0)20 3793 0003

Sir Martin Sorrell (Executive Chairman)

Powerscourt (PR Adviser to S⁴Capital)

Tel: +44 (0) 7970 246 725

Elly Williamson

Pete Lambie

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.

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 ms@seq.com or visit www.ms.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

POSEAXASALKLEFA