

27 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 26 February 2024 it purchased 239,945 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:	26 February 2024
Aggregate number of Ordinary Shares purchased:	239,945
Lowest price paid per Ordinary Share (GBP):	0.3930
Highest price paid per Ordinary Share (GBP):	0.4098
Volume weighted average price paid per Ordinary Share (GBP):	0.4042

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 3,591,685 Ordinary Shares in treasury. Therefore, the total number of voting rights attributable to the Ordinary Shares is 579,472,571.

The above figure of 579,472,571 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
179	0.4090	08:00:15	00038165415TRLO0	XLON
7,475	0.4090	08:00:15	00038165413TRLO0	XLON
6,572	0.3956	09:11:32	00038167061TRLO0	XLON
5,421	0.3946	09:11:33	00038167063TRLO0	XLON
1,920	0.3946	09:11:33	00038167062TRLO0	XLON
681	0.3956	10:45:12	00038170334TRLO0	XLON
22	0.3956	10:45:12	00038170333TRLO0	XLON
1	0.3956	10:45:12	00038170332TRLO0	XLON
7,238	0.3956	10:45:12	00038170331TRLO0	XLON
6,452	0.3958	10:53:12	00038170628TRLO0	XLON
7,520	0.3932	11:08:19	00038171193TRLO0	XLON
6,345	0.3932	11:08:19	00038171192TRLO0	XLON
9	0.3932	11:08:19	00038171191TRLO0	XLON
98	0.3932	11:08:19	00038171190TRLO0	XLON
7,301	0.3950	12:35:17	00038173738TRLO0	XLON
7,154	0.3930	12:35:17	00038173739TRLO0	XLON
2,079	0.4090	13:24:51	00038175593TRLO0	XLON
21	0.4090	13:24:51	00038175592TRLO0	XLON
5,068	0.4070	13:24:51	00038175597TRLO0	XLON
1,879	0.4070	13:24:51	00038175596TRLO0	XLON
87	0.4070	13:24:51	00038175595TRLO0	XLON
2,068	0.4070	13:24:51	00038175594TRLO0	XLON

1,607	0.4052	13:40:11	00038176011TRLOO	XLON
3,804	0.4052	13:40:11	00038176010TRLOO	XLON
6,428	0.4032	14:08:11	00038176877TRLOO	XLON
25	0.4032	14:08:11	00038176876TRLOO	XLON
606	0.4032	14:08:11	00038176875TRLOO	XLON
7,466	0.4032	14:08:11	00038176874TRLOO	XLON
255	0.4032	14:08:11	00038176873TRLOO	XLON
7,724	0.3962	14:36:30	00038178323TRLOO	XLON
4,116	0.3956	14:36:33	00038178328TRLOO	XLON
2,322	0.3956	14:37:41	00038178398TRLOO	XLON
217	0.4064	15:29:42	00038181223TRLOO	XLON
178	0.4064	15:29:42	00038181222TRLOO	XLON
6,947	0.4066	15:36:09	00038181757TRLOO	XLON
194	0.4066	15:36:09	00038181756TRLOO	XLON
7,761	0.4080	15:45:52	00038182300TRLOO	XLON
2,637	0.4098	16:05:19	00038183474TRLOO	XLON
4,000	0.4098	16:05:19	00038183473TRLOO	XLON
3,380	0.4070	16:08:45	00038183644TRLOO	XLON
3,445	0.4070	16:08:45	00038183643TRLOO	XLON
7,040	0.4070	16:08:45	00038183642TRLOO	XLON
6,016	0.4096	16:35:23	00038185789TRLOO	XLON
1,071	0.4096	16:35:23	00038185788TRLOO	XLON
2,832	0.4096	16:35:23	00038185787TRLOO	XLON
3,708	0.4096	16:35:23	00038185786TRLOO	XLON
4,452	0.4096	16:35:23	00038185785TRLOO	XLON
704	0.4096	16:35:23	00038185784TRLOO	XLON
3,375	0.4096	16:35:23	00038185783TRLOO	XLON
10,181	0.4096	16:35:23	00038185782TRLOO	XLON
12,277	0.4096	16:35:23	00038185781TRLOO	XLON
4,891	0.4096	16:35:23	00038185780TRLOO	XLON
4,246	0.4096	16:35:23	00038185779TRLOO	XLON
8,236	0.4096	16:35:23	00038185778TRLOO	XLON
739	0.4096	16:35:23	00038185777TRLOO	XLON
6,303	0.4096	16:35:23	00038185776TRLOO	XLON
360	0.4096	16:35:23	00038185775TRLOO	XLON
15,535	0.4096	16:35:23	00038185774TRLOO	XLON
1,084	0.4096	16:35:23	00038185773TRLOO	XLON
2,193	0.4096	16:35:23	00038185772TRLOO	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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