

28 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 27 February 2024 it purchased 239,252 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:	27 February 2024
Aggregate number of Ordinary Shares purchased:	239,252
Lowest price paid per Ordinary Share (GBP):	0.4100
Highest price paid per Ordinary Share (GBP):	0.4310
Volume weighted average price paid per Ordinary Share (GBP):	0.4199

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 3,830,937 Ordinary Shares in treasury. Therefore, the total number of voting rights attributable to the Ordinary Shares is 579,233,319.

The above figure of 579,233,319 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: GB00BFZM640)

**Individual transactions:**

Number of Ordinary Shares purchased	Transaction price (GBP)	Time of transaction (UK Time)	Transaction reference number	Trading venue
3,429	0.4100	11:21:33	00038193899TRLO0	XLON
3,044	0.4100	11:21:33	00038193898TRLO0	XLON
2,424	0.4100	11:32:04	00038194170TRLO0	XLON
4,561	0.4100	11:32:04	00038194169TRLO0	XLON
4,443	0.4100	11:32:04	00038194168TRLO0	XLON
3,278	0.4100	11:32:04	00038194167TRLO0	XLON
394	0.4100	11:32:05	00038194172TRLO0	XLON
3,881	0.4100	11:32:05	00038194171TRLO0	XLON
6,699	0.4114	11:43:48	00038194510TRLO0	XLON
7,573	0.4114	11:43:48	00038194509TRLO0	XLON
6,528	0.4114	11:43:48	00038194508TRLO0	XLON
10,216	0.4112	12:50:46	00038197419TRLO0	XLON
6,871	0.4100	12:50:46	00038197421TRLO0	XLON
6,773	0.4100	12:50:46	00038197420TRLO0	XLON
7,690	0.4204	13:00:32	00038197809TRLO0	XLON
2,110	0.4200	13:00:32	00038197811TRLO0	XLON
4,852	0.4200	13:00:32	00038197810TRLO0	XLON
752	0.4178	13:19:00	00038198267TRLO0	XLON
1,200	0.4178	13:19:00	00038198266TRLO0	XLON
1,200	0.4178	13:19:00	00038198265TRLO0	XLON
1,200	0.4178	13:19:00	00038198264TRLO0	XLON
2,400	0.4178	13:19:00	00038198263TRLO0	XLON

1,200	0.4178	13:19:00	000381982621RLOO	XLON
7,110	0.4156	13:25:16	00038198408TRLOO	XLON
2,991	0.4150	13:25:16	00038198410TRLOO	XLON
4,049	0.4150	13:25:16	00038198409TRLOO	XLON
6,607	0.4204	14:20:12	00038200053TRLOO	XLON
6,486	0.4192	14:36:35	00038201065TRLOO	XLON
3,384	0.4170	14:36:35	00038201069TRLOO	XLON
1,200	0.4170	14:36:35	00038201068TRLOO	XLON
1,200	0.4170	14:36:35	00038201067TRLOO	XLON
800	0.4170	14:36:35	00038201066TRLOO	XLON
7,004	0.4200	15:36:02	00038204759TRLOO	XLON
7,806	0.4200	15:46:33	00038205621TRLOO	XLON
1,470	0.4178	15:49:10	00038205855TRLOO	XLON
2,400	0.4178	15:49:10	00038205854TRLOO	XLON
3,870	0.4178	15:49:10	00038205853TRLOO	XLON
1,747	0.4178	16:12:45	00038207788TRLOO	XLON
16	0.4178	16:12:49	00038207795TRLOO	XLON
5,261	0.4200	16:14:06	00038207912TRLOO	XLON
1,150	0.4200	16:14:06	00038207911TRLOO	XLON
2,021	0.4200	16:16:16	00038208343TRLOO	XLON
4,304	0.4200	16:16:16	00038208342TRLOO	XLON
2,012	0.4200	16:20:02	00038208677TRLOO	XLON
4,304	0.4200	16:20:02	00038208676TRLOO	XLON
4,070	0.4310	16:35:05	00038210051TRLOO	XLON
914	0.4310	16:35:05	00038210050TRLOO	XLON
9,025	0.4310	16:35:05	00038210049TRLOO	XLON
3,919	0.4310	16:35:05	00038210048TRLOO	XLON
7,215	0.4310	16:35:05	00038210047TRLOO	XLON
5,280	0.4310	16:35:05	00038210046TRLOO	XLON
2,048	0.4310	16:35:05	00038210045TRLOO	XLON
1,074	0.4310	16:35:05	00038210044TRLOO	XLON
5,472	0.4310	16:35:05	00038210043TRLOO	XLON
5,280	0.4310	16:35:05	00038210042TRLOO	XLON
826	0.4310	16:35:05	00038210041TRLOO	XLON
5,479	0.4310	16:35:05	00038210040TRLOO	XLON
16,280	0.4310	16:35:05	00038210039TRLOO	XLON
337	0.4310	16:35:05	00038210038TRLOO	XLON
913	0.4310	16:35:05	00038210037TRLOO	XLON
1,210	0.4310	16:35:05	00038210036TRLOO	XLON

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

**Enquiries:**

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**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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