

1 March 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 29 February 2024 it purchased 263,278 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:	29 February 2024
Aggregate number of Ordinary Shares purchased:	263,278
Lowest price paid per Ordinary Share (GBP):	0.3952
Highest price paid per Ordinary Share (GBP):	0.4008
Volume weighted average price paid per Ordinary Share (GBP):	0.4006

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 4,347,177 Ordinary Shares in treasury. Therefore, the total number of voting rights attributable to the Ordinary Shares is 578,717,079.

The above figure of 578,717,079 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
6,820	0.4000	09:25:11	00038245725TRLO0	XLON
113,108	0.4008	11:35:26	00038275026TRLO0	XLON
39	0.4008	11:35:26	00038275025TRLO0	XLON
121,530	0.4008	11:35:26	00038275024TRLO0	XLON
11	0.4000	11:44:35	00038251212TRLO0	XLON
206	0.4000	11:44:35	00038251211TRLO0	XLON
6,809	0.4000	11:44:35	00038251210TRLO0	XLON
7,039	0.4000	11:45:00	00038251227TRLO0	XLON
21	0.4000	11:45:00	00038251226TRLO0	XLON
394	0.4000	11:45:00	00038251225TRLO0	XLON
5,392	0.3952	13:13:28	00038255886TRLO0	XLON
1,909	0.3952	13:13:28	00038255885TRLO0	XLON

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

Enquiries:

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Sir Martin Sorrell (Executive Chairman)

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.

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