

4 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 1 March 2024 it purchased 279,657 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:	1 March 2024
Aggregate number of Ordinary Shares purchased:	279,657
Lowest price paid per Ordinary Share (GBP):	0.4002
Highest price paid per Ordinary Share (GBP):	0.4154
Volume weighted average price paid per Ordinary Share (GBP):	0.4102

Following the repurchase of Ordinary Shares, S4Capital has 583,491,444 Ordinary Shares with voting rights in issue and one B ordinary share of £1.00 with voting rights in issue. The Company holds 4,626,834 Ordinary Shares in treasury. Therefore, the total number of voting rights attributable to the Ordinary Shares is 578,864,610.

The above figure of 578,864,610 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
11,323	0.4012	08:36:02	00038278458TRLO0	XLON
7,291	0.4002	08:36:08	00038278460TRLO0	XLON
1,653	0.4036	09:20:28	00038279797TRLO0	XLON
6,757	0.4148	12:59:59	00038288549TRLO0	XLON
3,906	0.4128	13:01:28	00038288608TRLO0	XLON
4,073	0.4128	13:01:28	00038288607TRLO0	XLON
7,721	0.4130	13:02:33	00038288632TRLO0	XLON
1,987	0.4130	13:03:08	00038288662TRLO0	XLON
6,032	0.4130	13:03:08	00038288661TRLO0	XLON
7,639	0.4110	13:04:44	00038288700TRLO0	XLON
4,883	0.4090	13:13:02	00038288961TRLO0	XLON
2,843	0.4090	13:13:02	00038288960TRLO0	XLON
10,262	0.4154	14:02:18	00038290724TRLO0	XLON
801	0.4154	14:02:18	00038290723TRLO0	XLON
2,843	0.4154	14:02:18	00038290722TRLO0	XLON
1,686	0.4152	14:07:02	00038290874TRLO0	XLON
7,849	0.4154	14:08:09	00038290950TRLO0	XLON
757	0.4154	14:08:09	00038290949TRLO0	XLON
11,741	0.4154	14:08:09	00038290948TRLO0	XLON
1,272	0.4154	14:08:09	00038290947TRLO0	XLON
729	0.4122	14:16:29	00038291522TRLO0	XLON
2,962	0.4122	14:17:41	00038291570TRLO0	XLON

2,548	0.4124	14:18:49	00038291598TRLOO	XLON
3,413	0.4124	14:20:16	00038291653TRLOO	XLON
957	0.4124	14:21:57	00038291735TRLOO	XLON
7,355	0.4134	16:16:50	00038301282TRLOO	XLON
291	0.4078	16:19:45	00038301590TRLOO	XLON
3,051	0.4088	16:24:47	00038302015TRLOO	XLON
3,609	0.4084	16:26:08	00038302164TRLOO	XLON
4,163	0.4084	16:26:11	00038302166TRLOO	XLON
939	0.4068	16:27:27	00038302236TRLOO	XLON
3,141	0.4068	16:27:37	00038302244TRLOO	XLON
852	0.4068	16:27:56	00038302281TRLOO	XLON
2,533	0.4068	16:28:08	00038302304TRLOO	XLON
1,056	0.4068	16:28:09	00038302309TRLOO	XLON
3,207	0.4068	16:28:09	00038302308TRLOO	XLON
3,352	0.4068	16:28:20	00038302327TRLOO	XLON
13	0.4068	16:28:41	00038302387TRLOO	XLON
3,180	0.4068	16:28:42	00038302388TRLOO	XLON
160	0.4068	16:28:54	00038302404TRLOO	XLON
7,136	0.4096	16:35:16	00038302857TRLOO	XLON
7,179	0.4096	16:35:16	00038302856TRLOO	XLON
7,953	0.4096	16:35:16	00038302855TRLOO	XLON
6,622	0.4096	16:35:16	00038302854TRLOO	XLON
6,405	0.4096	16:35:16	00038302853TRLOO	XLON
2,302	0.4096	16:35:16	00038302852TRLOO	XLON
5,462	0.4096	16:35:16	00038302851TRLOO	XLON
2,217	0.4096	16:35:16	00038302850TRLOO	XLON
486	0.4096	16:35:16	00038302849TRLOO	XLON
450	0.4096	16:35:16	00038302848TRLOO	XLON
2,028	0.4096	16:35:16	00038302847TRLOO	XLON
4,624	0.4096	16:35:16	00038302846TRLOO	XLON
1,876	0.4096	16:35:16	00038302845TRLOO	XLON
7,126	0.4096	16:35:16	00038302844TRLOO	XLON
2,768	0.4096	16:35:16	00038302843TRLOO	XLON
2,916	0.4096	16:35:16	00038302842TRLOO	XLON
263	0.4096	16:35:16	00038302841TRLOO	XLON
1,322	0.4096	16:35:16	00038302840TRLOO	XLON
3,411	0.4096	16:35:16	00038302839TRLOO	XLON
6,961	0.4096	16:35:16	00038302838TRLOO	XLON
3,868	0.4096	16:35:16	00038302837TRLOO	XLON
10,274	0.4096	16:35:16	00038302836TRLOO	XLON
8,701	0.4096	16:35:16	00038302835TRLOO	XLON
6,606	0.4096	16:35:16	00038302834TRLOO	XLON
4,362	0.4096	16:35:16	00038302833TRLOO	XLON
7,768	0.4096	16:35:16	00038302832TRLOO	XLON
4,276	0.4096	16:35:16	00038302831TRLOO	XLON
3,465	0.4096	16:35:16	00038302830TRLOO	XLON

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

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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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