

5 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 4 March 2024 it purchased 348,157 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:	4 March 2024
Aggregate number of Ordinary Shares purchased:	348,157
Lowest price paid per Ordinary Share (GBP):	0.3950
Highest price paid per Ordinary Share (GBP):	0.4074
Volume weighted average price paid per Ordinary Share (GBP):	0.4015

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 4,974,991 Ordinary Shares in treasury. Therefore, the total number of voting rights attributable to the Ordinary Shares is 578,516,453.

The above figure of 578,516,453 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
1,653	0.4074	08:00:15	00038306204TRLO0	XLON
6,362	0.4028	08:44:56	00038307864TRLO0	XLON
446	0.4028	08:44:56	00038307863TRLO0	XLON
954	0.4028	08:44:56	00038307862TRLO0	XLON
25	0.4028	08:44:56	00038307861TRLO0	XLON
2,283	0.4028	08:44:56	00038307860TRLO0	XLON
10,812	0.4028	08:44:56	00038307859TRLO0	XLON
4,380	0.4000	08:47:00	00038307935TRLO0	XLON
7,706	0.4066	09:36:26	00038309300TRLO0	XLON
143	0.4066	09:53:07	00038309681TRLO0	XLON
7,291	0.4066	09:53:07	00038309680TRLO0	XLON
17,563	0.4066	09:53:07	00038309679TRLO0	XLON
17,262	0.4000	11:55:47	00038314388TRLO0	XLON
50	0.4000	11:55:47	00038314387TRLO0	XLON
9,511	0.4000	11:55:49	00038314389TRLO0	XLON
8,220	0.4000	11:55:51	00038314391TRLO0	XLON
7,707	0.4000	11:56:16	00038314427TRLO0	XLON
3,964	0.4000	12:00:36	00038314627TRLO0	XLON
2,808	0.4000	12:01:17	00038314645TRLO0	XLON
419	0.4000	12:01:17	00038314644TRLO0	XLON
235	0.4002	12:58:08	00038316757TRLO0	XLON
6,321	0.4002	12:58:11	00038316764TRLO0	XLON

324	0.4002	12:58:11	00038316763TRLOO	XLON
8,254	0.4002	12:58:11	00038316762TRLOO	XLON
128	0.4002	12:58:11	00038316761TRLOO	XLON
6,735	0.4018	14:48:21	00038321190TRLOO	XLON
7,392	0.4012	14:48:57	00038321201TRLOO	XLON
2,074	0.4012	14:48:57	00038321200TRLOO	XLON
185	0.4000	14:50:58	00038321313TRLOO	XLON
458	0.4000	14:50:58	00038321312TRLOO	XLON
7,203	0.4000	14:57:24	00038321639TRLOO	XLON
7,146	0.4000	14:57:24	00038321638TRLOO	XLON
4,365	0.4000	14:59:32	00038321729TRLOO	XLON
4,733	0.4000	14:59:32	00038321728TRLOO	XLON
2,814	0.4002	15:06:04	00038321998TRLOO	XLON
5,600	0.4002	15:06:04	00038321997TRLOO	XLON
11,334	0.4000	15:06:04	00038321996TRLOO	XLON
13,100	0.3980	15:06:05	00038321999TRLOO	XLON
724	0.3950	15:08:40	00038322140TRLOO	XLON
1,400	0.3950	15:08:40	00038322139TRLOO	XLON
7,422	0.4000	15:13:31	00038322516TRLOO	XLON
8,188	0.4020	15:16:01	00038322800TRLOO	XLON
266	0.4020	15:33:01	00038323814TRLOO	XLON
2,800	0.4020	15:33:01	00038323813TRLOO	XLON
4,200	0.4020	15:33:01	00038323812TRLOO	XLON
981	0.4022	15:52:21	00038325052TRLOO	XLON
1,935	0.4022	15:55:37	00038325278TRLOO	XLON
982	0.4022	15:58:21	00038325384TRLOO	XLON
1,948	0.4022	15:59:57	00038325465TRLOO	XLON
992	0.4026	16:09:11	00038325881TRLOO	XLON
981	0.4026	16:14:11	00038326110TRLOO	XLON
1,988	0.4026	16:14:37	00038326139TRLOO	XLON
1,744	0.4028	16:18:21	00038326508TRLOO	XLON
984	0.4028	16:19:21	00038326551TRLOO	XLON
876	0.4034	16:29:25	00038327354TRLOO	XLON
3,651	0.4034	16:29:25	00038327353TRLOO	XLON
31	0.4034	16:29:25	00038327349TRLOO	XLON
49	0.4034	16:29:41	00038327409TRLOO	XLON
7,756	0.4016	16:35:23	00038327885TRLOO	XLON
742	0.4016	16:35:23	00038327884TRLOO	XLON
4,949	0.4016	16:35:23	00038327883TRLOO	XLON
476	0.4016	16:35:23	00038327882TRLOO	XLON
2,122	0.4016	16:35:23	00038327881TRLOO	XLON
1,048	0.4016	16:35:23	00038327880TRLOO	XLON
4,835	0.4016	16:35:23	00038327879TRLOO	XLON
595	0.4016	16:35:23	00038327878TRLOO	XLON
3,965	0.4016	16:35:23	00038327877TRLOO	XLON
1,000	0.4016	16:35:23	00038327876TRLOO	XLON
12,700	0.4016	16:35:23	00038327875TRLOO	XLON
1,644	0.4016	16:35:23	00038327874TRLOO	XLON
3,904	0.4016	16:35:23	00038327873TRLOO	XLON
2,860	0.4016	16:35:23	00038327872TRLOO	XLON
1,337	0.4016	16:35:23	00038327871TRLOO	XLON
416	0.4016	16:35:23	00038327870TRLOO	XLON
81	0.4016	16:35:23	00038327869TRLOO	XLON
647	0.4016	16:35:23	00038327868TRLOO	XLON
437	0.4016	16:35:23	00038327867TRLOO	XLON
18,432	0.4016	16:35:23	00038327866TRLOO	XLON
1,669	0.4016	16:35:23	00038327865TRLOO	XLON
3,882	0.4016	16:35:23	00038327864TRLOO	XLON
5,135	0.4016	16:35:23	00038327863TRLOO	XLON
7,206	0.4016	16:35:23	00038327862TRLOO	XLON
11,578	0.4016	16:35:23	00038327861TRLOO	XLON
2,697	0.4016	16:35:23	00038327860TRLOO	XLON
5,942	0.4016	16:35:23	00038327859TRLOO	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 (SOP) is the tech led, new age/new era digital advertising, marketing and technology services company.

S4 Capital plc (S4CR.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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