

8 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 7 March 2024 it purchased 184,568 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:	7 March 2024
Aggregate number of Ordinary Shares purchased:	184,568
Lowest price paid per Ordinary Share (GBP):	0.3816
Highest price paid per Ordinary Share (GBP):	0.3924
Volume weighted average price paid per Ordinary Share (GBP):	0.3910

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 5,724,221 Ordinary Shares in treasury. Therefore, the total number of voting rights attributable to the Ordinary Shares is 577,767,223.

The above figure of 577,767,223 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
351	0.3816	09:49:36	00038386399TRLO0	XLON
8,211	0.3816	09:49:36	00038386398TRLO0	XLON
1,675	0.3862	11:02:03	00038389393TRLO0	XLON
5,800	0.3862	11:02:03	00038389392TRLO0	XLON
5,424	0.3836	11:23:15	00038390062TRLO0	XLON
1,842	0.3836	11:23:15	00038390061TRLO0	XLON
3,917	0.3832	12:51:11	00038392608TRLO0	XLON
8,112	0.3908	14:30:48	00038397015TRLO0	XLON
337	0.3902	16:27:42	00038403961TRLO0	XLON
1,401	0.3902	16:27:43	00038403962TRLO0	XLON
3,164	0.3902	16:28:38	00038404065TRLO0	XLON
907	0.3902	16:28:52	00038404081TRLO0	XLON
49	0.3902	16:29:56	00038404186TRLO0	XLON
2,160	0.3924	16:35:07	00038404761TRLO0	XLON
9,285	0.3924	16:35:07	00038404760TRLO0	XLON
1,726	0.3924	16:35:07	00038404759TRLO0	XLON
5,201	0.3924	16:35:07	00038404758TRLO0	XLON
8,557	0.3924	16:35:07	00038404757TRLO0	XLON
1,573	0.3924	16:35:07	00038404756TRLO0	XLON
9,142	0.3924	16:35:07	00038404755TRLO0	XLON
9,146	0.3924	16:35:07	00038404754TRLO0	XLON
5,194	0.3924	16:35:07	00038404753TRLO0	XLON

6,199	0.3924	16:35:07	000384047521RLOO	XLON
1,590	0.3924	16:35:07	00038404751TRLOO	XLON
1,788	0.3924	16:35:07	00038404750TRLOO	XLON
3,603	0.3924	16:35:07	00038404749TRLOO	XLON
5,263	0.3924	16:35:07	00038404748TRLOO	XLON
972	0.3924	16:35:07	00038404747TRLOO	XLON
209	0.3924	16:35:07	00038404746TRLOO	XLON
7,793	0.3924	16:35:07	00038404745TRLOO	XLON
4,930	0.3924	16:35:07	00038404744TRLOO	XLON
3,706	0.3924	16:35:07	00038404743TRLOO	XLON
6,089	0.3924	16:35:07	00038404742TRLOO	XLON
5,730	0.3924	16:35:07	00038404741TRLOO	XLON
5,840	0.3924	16:35:07	00038404740TRLOO	XLON
11,316	0.3924	16:35:07	00038404739TRLOO	XLON
7,494	0.3924	16:35:07	00038404738TRLOO	XLON
364	0.3924	16:35:07	00038404737TRLOO	XLON
5,391	0.3924	16:35:07	00038404736TRLOO	XLON
13,117	0.3924	16:35:07	00038404735TRLOO	XLON
351	0.3816	09:49:36	00038386399TRLOO	XLON
8,211	0.3816	09:49:36	00038386398TRLOO	XLON

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

Enquiries:

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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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