

12 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 11 March 2024 it purchased 151,030 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:	11 March 2024
Aggregate number of Ordinary Shares purchased:	151,030
Lowest price paid per Ordinary Share (GBP):	0.3806
Highest price paid per Ordinary Share (GBP):	0.3944
Volume weighted average price paid per Ordinary Share (GBP):	0.3881

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 6,000,000 Ordinary Shares in treasury. Therefore, the total number of voting rights attributable to the Ordinary Shares is 577,491,444.

The above figure of 577,491,444 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
7,072	0.3944	08:29:54	00038438118TRLO0	XLON
4,439	0.3850	09:33:01	00038439937TRLO0	XLON
2,808	0.3850	09:33:01	00038439936TRLO0	XLON
661	0.3806	09:39:34	00038440104TRLO0	XLON
3,177	0.3806	09:46:28	00038440247TRLO0	XLON
662	0.3806	10:02:22	00038441235TRLO0	XLON
790	0.3806	10:07:00	00038441523TRLO0	XLON
195	0.3806	10:08:01	00038441601TRLO0	XLON
195	0.3806	10:24:00	00038442289TRLO0	XLON
576	0.3806	10:25:59	00038442364TRLO0	XLON
224	0.3806	10:36:21	00038442739TRLO0	XLON
489	0.3806	10:36:21	00038442738TRLO0	XLON
195	0.3806	10:54:43	00038443695TRLO0	XLON
230	0.3806	10:59:05	00038443839TRLO0	XLON
839	0.3806	10:59:05	00038443838TRLO0	XLON
2,700	0.3806	10:59:55	00038443864TRLO0	XLON
943	0.3806	10:59:55	00038443863TRLO0	XLON
1,584	0.3806	10:59:55	00038443862TRLO0	XLON
195	0.3806	11:21:09	00038444740TRLO0	XLON
6,850	0.3848	12:26:35	00038446980TRLO0	XLON
413	0.3806	12:27:00	00038446990TRLO0	XLON
195	0.3818	12:59:56	00038447965TRLO0	XLON

367	0.3858	13:27:53	00038448675TRLOO	XLON
246	0.3858	13:27:53	00038448674TRLOO	XLON
6,725	0.3858	13:51:54	00038450941TRLOO	XLON
3,746	0.3858	13:51:54	00038450940TRLOO	XLON
3,065	0.3858	13:51:54	00038450939TRLOO	XLON
7,207	0.3832	14:00:00	00038451344TRLOO	XLON
1,911	0.3820	14:00:01	00038451349TRLOO	XLON
1,700	0.3820	14:00:01	00038451348TRLOO	XLON
1,700	0.3820	14:00:01	00038451347TRLOO	XLON
1,700	0.3820	14:00:01	00038451346TRLOO	XLON
722	0.3820	14:00:01	00038451345TRLOO	XLON
7,876	0.3862	14:59:50	00038454691TRLOO	XLON
7,586	0.3918	15:28:46	00038456806TRLOO	XLON
5,001	0.3916	15:45:53	00038457934TRLOO	XLON
6,003	0.3876	15:59:51	00038458959TRLOO	XLON
3	0.3876	15:59:51	00038458958TRLOO	XLON
935	0.3876	15:59:51	00038458957TRLOO	XLON
4,843	0.3878	16:09:43	00038459981TRLOO	XLON
21,041	0.3916	16:35:26	00038462083TRLOO	XLON
4,709	0.3916	16:35:26	00038462082TRLOO	XLON
846	0.3916	16:35:26	00038462081TRLOO	XLON
2,593	0.3916	16:35:26	00038462080TRLOO	XLON
3,608	0.3916	16:35:26	00038462079TRLOO	XLON
4	0.3916	16:35:26	00038462078TRLOO	XLON
2,092	0.3916	16:35:26	00038462077TRLOO	XLON
619	0.3916	16:35:26	00038462076TRLOO	XLON
8,751	0.3916	16:35:26	00038462075TRLOO	XLON
130	0.3916	16:35:26	00038462074TRLOO	XLON
1,971	0.3916	16:35:26	00038462073TRLOO	XLON
205	0.3916	16:35:26	00038462072TRLOO	XLON
20	0.3916	16:35:26	00038462071TRLOO	XLON
3,539	0.3916	16:35:26	00038462070TRLOO	XLON
104	0.3916	16:35:26	00038462069TRLOO	XLON
316	0.3916	16:35:26	00038462068TRLOO	XLON
312	0.3916	16:35:26	00038462067TRLOO	XLON
73	0.3916	16:35:26	00038462066TRLOO	XLON
16	0.3916	16:35:26	00038462065TRLOO	XLON
3,313	0.3916	16:35:26	00038462064TRLOO	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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