

S4 CAPITAL PLC

("S4 Capital" or the "Company")

Notification of transactions by Persons Discharging Managerial Responsibilities ("PDMRs")

The Company received notification on 13 June 2024 that pursuant to a pre-approved trading plan dated 20 May 2024, on 23 May 2024 Brady Brim-DeForest, a PDMR, sold 1,429,546 ordinary shares of £0.25 each at a price of £0.515 each (for an aggregate price of £736,216.19).

The shares were sold to meet to meet US tax liabilities triggered by full ownership of his shareholding in S4 Capital Post-sale, Brady Brim-DeForest's shareholding in the Company is 3,967,678 shares.

This notification is made under Article 19(1) of the EU Market Abuse Regulation 596/2014 as it forms part of domestic law by virtue of the European Union (Withdrawal) Act 2018 ("MAR"). The information set out below is provided in accordance with the requirements of Article 19(3) of MAR.

1	Details of the person discharging managerial responsibilities / person closely associated							
a)	Name	Brady Brim-DeForest						
2	Reason for the notification							
a)	Position/status	CEO, Technology Services / PDMR						
b)	Initial notification /Amendment	Initial notification						
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor							
a)	Name	S4 Capital plc						
b)	LEI	21380068SP9V65KPQN68						
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted							
a)	Description of the financial instrument, type of instrument and identification code	Description: Ordinary shares of 25 pence each (Ordinary Shares) ID Code: GB00BFZZM640						
b)	Nature of the transaction	Sale of shares						
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price (s)</th> <th>Volumes (s)</th> </tr> </thead> <tbody> <tr> <td>£0.515</td> <td>1,429,546</td> </tr> <tr> <td></td> <td></td> </tr> </tbody> </table>	Price (s)	Volumes (s)	£0.515	1,429,546		
		Price (s)	Volumes (s)					
		£0.515	1,429,546					
d)	Aggregated information							
	- Volume	1,429,546						
	- Price	£0.515						
	- Total	£736,216.19						
e)	Date of the transaction	23 May 2024						
f)	Place of the transaction	XLON						

Tim Maw
Deputy Company Secretary
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