

S4 CAPITAL PLC
("S4 Capital" or the "Company")
Notification of transactions by Persons Discharging Managerial Responsibilities ("PDMRs")

1	Details of the person discharging managerial responsibilities / person closely associated							
a)	Name	Scott Spirit						
2	Reason for the notification							
a)	Position/status	Chief Growth Officer / 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: GB00BFZM640						
b)	Nature of the transaction	Acquisition of shares						
c)	Price(s) and volume(s)	<table border="1" style="width: 100%;"> <thead> <tr> <th style="width: 50%;">Price (s)</th> <th style="width: 50%;">Volumes (s)</th> </tr> </thead> <tbody> <tr> <td>£0.457466</td> <td>54,000</td> </tr> <tr> <td> </td> <td> </td> </tr> </tbody> </table>	Price (s)	Volumes (s)	£0.457466	54,000		
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£0.457466	54,000							
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d)	Aggregated information							
	- Volume	54,000						
	- Price	£0.457466						
	- Total	£24,703.16						
e)	Date of the transaction	1 July 2024						
f)	Place of the transaction	XLON						

Tim Maw
Deputy Company Secretary
+44 (0) 20 3793 0003

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