

S4 CAPITAL PLC

("S4 Capital" or the "Company")

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

On 1 July 2024, the Company received notification of the purchase of 1,000,000 ordinary shares of £0.25 by Oro en Fools B.V., the personal holding vehicle of former Executive Directors Wesley ter Haar, a PDMR, and Victor Knaap. Oro en Fools B.V. is owned (indirectly) 50% by Wesley ter Haar and 50% by Victor Knaap, and accordingly is deemed a person closely associated with Wesley ter Haar.

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	Oro en Fools B.V.						
2	Reason for the notification							
a)	Position/status	PCA of Wesley ter Haar, Co-CEO, Content / 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	Acquisition 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>£0.4531</td> <td>1,000,000</td> </tr> <tr> <td></td> <td></td> </tr> </tbody> </table>	Price (s)	Volumes (s)	£0.4531	1,000,000		
Price (s)	Volumes (s)							
£0.4531	1,000,000							
d)	Aggregated information	<ul style="list-style-type: none"> - Volume 1,000,000 - Price £0.4531 - Total £453,100 						
e)	Date of the transaction	1 July 2024						
f)	Place of the transaction	XLON						

Tim Maw
Deputy Company Secretary
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