

S4 CAPITAL PLC

("S4 Capital" or the "Company")

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

On 22 July 2024 the Company received notification from Mary Basterfield, Group Chief Financial Officer, of the exercise of options over 79,913 ordinary shares of £0.25 each ("Shares") in the Company (the "Options") and the subsequent sale of 36,295 shares to cover the personal tax liabilities arising from the exercise of the options.

The options were granted to Mary Basterfield in December 2021 prior to her appointment as an Executive Director and vested in full in December 2023 following the satisfaction of the relevant performance conditions, as discussed on page 117 of the Company's 2023 Annual Report and Accounts.

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	Mary Basterfield
2	Reason for the notification	
a)	Position/status	Group Chief Financial Officer / Executive Director
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	Exercise of nil cost options over Ordinary Shares in the Company
c)	Price(s) and volume(s)	Price (s)
		Volumes (s)
		£nil exercise price for options
		76,913
d)	Aggregated information	
	- Volume	76,913
	- Price	n/a
	- Total	n/a
e)	Date of the transaction	19 July 2024
f)	Place of the transaction	Outside a trading venue

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Mary Basterfield
2	Reason for the notification	
a)	Position/status	Group Chief Financial Officer / Executive Director
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

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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)	Price (s)	Volumes (s)
		£0.5294	36,295
d)	Aggregated information		
	- Volume	36,295	
	- Price	£0.5294	
	- Total	£19,214.57	
e)	Date of the transaction	19 July 2024	
f)	Place of the transaction	XLON	

Tim Maw
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