

S4 CAPITAL PLC

("S4 Capital" or the "Company")

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

On 15 November 2024 the Company received notification from Caroline Kowall, General Counsel, Head of Compliance and Company Secretary and a PDMR of the Company, of the vesting of conditional share awards of 89,766 ordinary shares of £0.25 each ("Shares") in the Company (the "CSAs") and the subsequent sale of 42,361 shares to cover the personal tax liabilities arising from the vesting of the CSAs.

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	Caroline Kowall	
2	Reason for the notification		
a)	Position/status	General Counsel, Head of Compliance and Company Secretary / 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	Vesting of conditional share awards	
c)	Price(s) and volume(s)	Price (s)	Volumes (s)
		£nil	89,766
d)	Aggregated information		
	- Volume	89,766	
	- Price	n/a	
	- Total	n/a	
e)	Date of the transaction	14 November 2024	
f)	Place of the transaction	Outside a trading venue	

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a)	Name	Caroline Kowall
2	Reason for the notification	
a)	Position/status	General Counsel, Head of Compliance and Company Secretary / 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
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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: GB00BFZM640	
b)	Nature of the transaction	Sale of shares	
c)	Price(s) and volume(s)	Price (s)	Volumes (s)
		£0.3056	42,361
d)	Aggregated information		
	- Volume	42,361	
	- Price	£0.3056	
	- Total	£12,945.52	
e)	Date of the transaction	14 November 2024	
f)	Place of the transaction	XLON	

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

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