

**S4 Capital plc**

**Total Voting Rights and Capital**

In line with the Disclosure Guidance and Transparency Rule 5.6.1, S4 Capital plc (the 'Company') hereby notifies the market of the following:

The Company's issued share capital as at 31 July 2025 consisted of 621,265,223 ordinary shares of £0.25 each with voting rights ('Ordinary Shares') and 1 B ordinary share of £1.00 with voting rights (the 'B Share').

The Company also announces that on 11 July 2025 it transferred 6,000,000 Ordinary Shares from Treasury (representing 0.97% of its issued share capital) to the S4 Capital Employee Benefit Trust for the purpose of satisfying awards made under any of the share plans operated by the Company. Following this transfer, the Company no longer holds any Ordinary Shares or B Shares in treasury.

The total number of voting rights attributable to the Ordinary Shares is therefore 621,265,223.

The above figure (621,265,223) may be used by shareowners as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, the Ordinary Shares under the FCA's Disclosure Guidance and Transparency Rules.

**Tim Maw**  
**Deputy Company Secretary**

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