

S4 CAPITAL PLC
("S4 Capital" or the "Company")

Notification of transactions by Persons Discharging Managerial Responsibilities ("PDMR")/Persons Closely Associated ("PCA")

On 30 September 2025 and 1 October 2025, 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 PCA of 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, Global Chief Revenue and AI 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 Identification code	Ordinary shares of 25 pence each (Ordinary Shares) GB00BFZZM640								
b)	Nature of the transaction	Acquisition of Ordinary Shares								
c)	Price(s) and volume(s)	<table border="1" style="width: 100%;"> <thead> <tr> <th>Price (s)</th> <th>Volumes (s)</th> </tr> </thead> <tbody> <tr> <td>£0.2162</td> <td>362,266</td> </tr> <tr> <td>£0.2225</td> <td>473,151</td> </tr> <tr> <td>£0.2256</td> <td>164,583</td> </tr> </tbody> </table>	Price (s)	Volumes (s)	£0.2162	362,266	£0.2225	473,151	£0.2256	164,583
Price (s)	Volumes (s)									
£0.2162	362,266									
£0.2225	473,151									
£0.2256	164,583									
d)	Aggregated information - Volume - Price - Total	1,000,000 £0.2207 £220,727.93								
e)	Date of the transaction	25 September 2025 30 September 2025 1 October 2025								
f)	Place of the transaction	London Stock Exchange, XLON								

Enquiries:

S⁴Capital

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Sir Martin Sorrell (Executive Chairman)

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