



RNS Number : 5637S
S4 Capital PLC
14 June 2024

S4 CAPITAL PLC

("S4 Capital" or the "Company")

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

The Company received notification on 13 June 2024 that pursuant to a pre-approved trading plan dated 20 May 2024, on 23 May 2024 Brady Brim-DeForest, a PDMR, sold 1,429,546 ordinary shares of £0.25 each at a price of £0.515 each (for an aggregate price of £736,216.19).

The shares were sold to meet to meet US tax liabilities triggered by full ownership of his shareholding in S4 Capital. Post-sale, Brady Brim-DeForest's shareholding in the Company is 3,967,678 shares.

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 Brady Brim-DeForest

2 Reason for the notification

a) Position/status CEO, Technology Services / 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

Description of the financial instrument, type of instrument and identification code Description: Ordinary shares of 25 pence each (Ordinary Shares)

b) Nature of the transaction ID Code: GB00BFZZM640

Sale of shares

c) Price(s) and volume(s) Price (s) Volumes (s)

£0.515 1,429,546

Aggregated information
d) - Volume 1,429,546
- Price £0.515
- Total
e) Date of the transaction £736,216.19
23 May 2024
f) Place of the transaction XLON

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

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact rns@lseg.com or visit www.rns.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHFIMJTM TABBAI