



C A P I T A L



RNS Number : 8502U
S4 Capital PLC
02 July 2024

S4 CAPITAL PLC

("S4 Capital" or the "Company")

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

1 Details of the person discharging managerial responsibilities / person closely associated

a) Name Scott Spirit

2 Reason for the notification

a) Position/status Chief Growth 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

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	Acquisition of shares
c) Price(s) and volume(s)	Price (s) Volumes (s) £0.457466 54,000

Aggregated information

d) - Volume	54,000
- Price	£0.457466
- Total	£24,703.16
e) Date of the transaction	1 July 2024
f) Place of the transaction	XLON

Tim Maw
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