

30 April 2025

The Smarter Web Company PLC
("The Smarter Web Company" or "The Company")

Bitcoin Purchase

The Smarter Web Company (AQUIS: SWC), a London listed technology company, announces the purchase of additional Bitcoin as part of "The 10 Year Plan" which includes an ongoing treasury policy of acquiring Digital Assets, including Bitcoin. Details are as follows:

- Number of Bitcoin Purchased: 3.44 Bitcoin
- Average Purchase Price: £71,012 per Bitcoin (\$95,184 per Bitcoin)
- Amount Purchased: £244,000

- Total Bitcoin Holdings: 5.74 Bitcoin
- Total Average Purchase Price: £72,144 per Bitcoin (\$96,702 per Bitcoin)
- Total Amount Purchased: £414,000

About The Smarter Web Company

The Smarter Web Company offers web design, web development and online marketing services. Clients pay an initial fee, an annual hosting charge and an optional monthly marketing charge. Growth opportunities exist for The Smarter Web Company around these existing services.

In addition to organic growth, the Company will progress an acquisition strategy targeting other businesses with a view to growing its number of clients and / or recurring revenue. The Smarter Web Company will only make acquisitions where the Directors believe the timing and opportunity is appropriate.

Since 2023 The Smarter Web Company has adopted a policy of accepting payment in Bitcoin. The Company believes that Bitcoin forms a core part of the future of the global financial system and as the Company explores opportunities through organic growth and corporate acquisitions is pioneering the adoption of a Digital Asset Treasury Policy, including Bitcoin, into its strategy.

Please also see "The 10 Year Plan" announced by the Company via regulatory news at 07:00 on 28 April 2025 and available on the Company website.

Visit our website: <https://www.smarterwebcompany.co.uk>

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The Directors of the Company accept responsibility for the contents of this announcement.