

13 May 2025

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

OTCQB Application Submitted

Resultant Directors' Holdings after Fundraising

The Smarter Web Company (AQUIS: SWC) is pleased to announce that it has submitted an application to the OTC Markets Group for its ordinary shares to be cross-traded publicly on the OTCQB Market in the United States.

Subject to approval, this listing would enable greater accessibility for North American investors and marks a significant step in expanding the Company's international presence.

This initiative aligns with the Company's strategic goal of delivering shareholder value and increasing its global profile.

The decision follows numerous enquiries and expressions of interest from U.S. based investors seeking the ability to invest in the Company.

The cross-trading on the OTCQB is expected to open new avenues for shareholder growth and broaden our investor base across a key global market.

It is expected that approval and admission to trading will take approximately 30 working days from the date of this announcement. A further announcement will be made in due course.

Andrew Webley, CEO of The Smarter Web Company said: "While our core focus remains on building a strong, UK-based business, we are seeing global interest in our Company.

Enabling access for North American investors through the OTCQB is a natural step in broadening our reach.

We are committed to delivering long-term shareholder value and believe that improving accessibility to our shares globally makes this a strategically sound and timely initiative.

We've already become the most liquid stock on the Aquis Exchange in our short time as a public company, and this cross-trading arrangement is expected to enhance that liquidity even further."

Directors Share Holdings

Following a successful fundraise, announced on 08 May 2025, the Company announces updated percentages relating to the Directors' share holdings. The fundraise resulted in an 8.71% dilution for existing shareholders, including the Directors, offset by a capital injection of approximately £2.24 million (before expenses).

Name	Holding Before	Holding After	% Before	% After
Andrew Webley & Family (including those held by Joanna Webley)	27,378,732	27,378,732	18.64%	17.01%
Tyler Evans	960,000	960,000	0.65%	0.60%
Mario Visconti (including those held as 123 Accounting Solutions Ltd)	950,000	950,000	0.65%	0.59%
Sean Wade & Family (including those held as Keysford Ltd)	767,346	767,346	0.52%	0.48%

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>

Follow us on X: <https://x.com/smarterwebuk>

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