

20 May 2025

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

Bitcoin Purchase

Resultant Directors' Holdings after Fundraising

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: 16.42 Bitcoin
- Average Purchase Price: £77,943 per Bitcoin (\$104,202 per Bitcoin)
- Amount Purchased: £1,280,000

- Total Bitcoin Holdings: 35.62 Bitcoin
- Total Average Purchase Price: £75,512 per Bitcoin (\$100,952 per Bitcoin)
- Total Amount Purchased: £2,690,000

Directors Share Holdings

Following a successful fundraise, announced on 15 May 2025, the Company announces updated percentages relating to the Directors' share holdings. The fundraise resulted in a 7.36% dilution for existing shareholders, including the Directors, offset by a capital injection of approximately £3.45 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	17.01%	15.76%
Tyler Evans	960,000	960,000	0.60%	0.55%
Mario Visconti (including those held as 123 Accounting Solutions Ltd)	950,000	950,000	0.59%	0.55%
Sean Wade & Family (including those held as Keysford Ltd)	767,346	767,346	0.48%	0.44%

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>

The Smarter Web Company CEO Andrew Webley	+44 (0) 117 313 0459
Tennyson Securities Lead Broker Peter Krens	+44(0) 207 186 9030
Peterhouse Capital Limited Aquis Stock Exchange Corporate Adviser Guy Miller Aquis Stock Exchange Corporate Broker Lucy Williams / Duncan Vasey	+44 (0) 207 469 0930

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