

18 June 2025

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

**Appointment of Bitcoin Strategy Consultant**

The Smarter Web Company (AQUIS: SWC | OTCQB: TSWCF), a London listed technology company, is pleased to announce that Jesse Myers has been appointed to the Company as Bitcoin Strategy Consultant.

Jesse will join the Company immediately and work alongside Andrew Webley, CEO, on a variety of different areas with a focus on the Bitcoin strategy and investor communications. Jesse will be paid an annual salary of £12,000 and has personally invested approximately £970,000 within the fundraising announced on 16 June 2025.

Jesse Myers is an experienced Bitcoin industry operator with a strong business background. Jesse has been full-time in the Bitcoin space since 2017.

In this time, Jesse founded and ran a successful Bitcoin hedge fund for HNWI's before co-founding Onramp Bitcoin, the pioneer of Multi-Institution Custody (a commercial application of Bitcoin's native multisig capabilities). As a Bitcoin analyst and author, Jesse has become a trusted voice in the Bitcoin ecosystem, with ~100k Twitter followers and ~10k newsletter subscribers. Michael Saylor adopted Jesse's valuation framework for modelling the future trajectory of Bitcoin's price relative to other asset classes, which constitutes a key pillar of the Bitcoin treasury strategy for Strategy (NASDAQ: MSTR) and its peers.

Prior to Bitcoin, Jesse was a management consultant at Bain & Company. Jesse has a Bachelor's degree in Neuroscience from the University of Southern California, a Master's in Accounting from UT-Austin, and an MBA from Stanford.

*Andrew Webley, CEO of The Smarter Web Company said: "I have got to know Jesse over the last few months after being introduced to him by our Non-Executive Director, Tyler Evans.*

*Jesse shares my belief in Bitcoin and the benefits that it can bring to a public company along with many of my personal values which I apply to business. I am honoured that he wants to join our company and to work alongside me, aiming to make The Smarter Web Company one of the largest UK public companies.*

*I am excited about working with him and pleased that through his recent personal investment in the business he has aligned himself with our shareholders."*

*Jesse Myers, Bitcoin Strategy Consultant said “I am excited to join The Smarter Web Company. I believe that SWC has an exciting future with its core business alongside the leading Bitcoin Treasury strategy in the UK.*

*I look forward to working with Andrew to grow the business and share the vision for The Smarter Web Company to become one of the largest public companies in the UK.”*

### **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 Bitcoin Treasury Policy 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.

**Important Notice:**

The Smarter Web Company Plc (the Company) holds treasury reserves and surplus cash in Bitcoin. Bitcoin is a type of cryptocurrency or cryptoasset. Whilst the Board of Directors of the Company considers holding Bitcoin to be in the best interests of the Company, the Board remains aware that the financial regulator in the UK (the Financial Conduct Authority or FCA) considers investment in Bitcoin to be high risk. At the outset, it is important to note that an investment in the Company is not an investment in Bitcoin, either directly or by proxy. However, the Board of Directors of the Company consider Bitcoin to be an appropriate store of value and growth for the Company's reserves and, accordingly, the Company is materially exposed to Bitcoin. Such an approach is innovative, and the Board of Directors of the Company wish to be clear and transparent with prospective and actual investors in the Company on the Company's position in this regard.

The Company is neither authorised nor regulated by the FCA. And cryptocurrencies (such as Bitcoin) are unregulated in the UK. As with most other investments, the value of Bitcoin can go down as well as up, and therefore the value of the Company's Bitcoin holdings can fluctuate. The Company may not be able to realise its Bitcoin exposure for the same as it paid in the first place or even for the value the Company ascribes to its Bitcoin positions due to these market movements. And because Bitcoin is unregulated, the Company is not protected by the UK's Financial Ombudsman Service or the Financial Services Compensation Scheme.

Nevertheless, the Board of Directors of the Company has taken the decision to invest in Bitcoin, and in doing so is mindful of the special risks Bitcoin presents to the Company's financial position. These risks include (but are not limited to): (i) the value of Bitcoin can be highly volatile, with value dropping as quickly as it can rise. Investors in Bitcoin must be prepared to lose all money invested in Bitcoin; (ii) the Bitcoin market is largely unregulated. There is a risk of losing money due to risks such as cyber-attacks, financial crime and counterparty failure; (iii) the Company may not be able to sell its Bitcoin at will. The ability to sell Bitcoin depends on various factors, including the supply and demand in the market at the relevant time. Operational failings such as technology outages, cyber-attacks and comingling of funds could cause unwanted delay; and (iv) cryptoassets are characterised in some quarters by high degrees of fraud, money laundering and financial crime. In addition, there is a perception in some quarters that cyber-attacks are prominent which can lead to theft of holdings or ransom demands. The Board of Directors of the Company does not subscribe to such a negative view, especially in relation to Bitcoin. However, prospective investors in the Company are encouraged to do your own research before investing.