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09 July 2025

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

**Subscription and
Directors' Holdings**

The Smarter Web Company (AQUIS: SWC | OTCQB: TSWCF) is pleased to announce a Subscription at the closing bid price on 08 July 2025.

The Subscription has raised £10,341,542.25 (before expenses), through the issue of 3,182,013 new ordinary shares of £0.001 each ("Ordinary Shares") at £3.25 per share.

It is expected that Admission of the new Ordinary Shares will become effective at 08:00, on or around 14 July 2025. The Subscription is conditional upon, among other things, Admission becoming effective.

The Subscription Ordinary Shares, when issued, will be fully paid and will rank pari passu in all respects with each other and with the existing Ordinary Shares of the Company, including, without limitation, the right to receive all dividends and other distributions declared, made or paid after the date of issue.

Total Voting Rights

Following Admission, the total number of Ordinary Shares in issue in The Smarter Web Company will be 259,649,448 ordinary shares of £0.001 each. This figure may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, the Company under the FCA's Disclosure Guidance and Transparency Rules.

Directors Share Holdings

Following recent fundraising activities (summarised below), the Company announces updated percentages relating to the Directors' share holdings.

- A Subscription Agreement, updated 07 July, where 14 million shares have now been admitted to the Access Segment of the Aquis Stock Exchange Growth Market and proceeds will be announced once all shares have been successfully placed. Shares cannot be placed below the previous days closing bid price. Other terms are as per the 19 June announcement

This has resulted in a dilution of 5.46% for existing shareholders, including the Directors, offset by the proceeds of the 14 million shares when proceeds will be known.

Name	Holding Before	Holding After	% Before	% After
Andrew Webley & Family (including those held by Joanna Webley)	27,418,732	27,418,732	11.31%	10.69%
Tyler Evans	960,000	960,000	0.40%	0.37%
Mario Visconti (including those held as 123 Accounting Solutions Ltd)	950,000	950,000	0.39%	0.37%
Sean Wade & Family (including those held as Keysford Ltd)	767,346	767,346	0.32%	0.30%

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>

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 Company's LEI is 213800VQO9FUG4PZMP73.

This announcement should be read in its entirety. In particular, the information in the “Important Notices” sections of the announcement should be read and understood.

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

Important Notices - The Smarter Web Company

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.

BTC Yield is a key performance indicator (KPI) that reflects the percentage change in the ratio of Total Bitcoin Holdings to Shares In Issue over a given period. The Company uses BTC Yield to assess the performance of its Bitcoin acquisition strategy, which is intended to be accretive to shareholders.