

The Smarter Web Company PLC

An Innovative UK Technology Company

April 2025

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Investment Highlights

- Founded in 2009, by Andrew Webley, the Company has been trading profitably for 15 years
- 250+ websites, +30% in recurring revenue
- Fully scalable business with 94% Gross Margin in 2024 / 91% in 2023 / 90% in 2022 (audited)
- Market leader in web design, web development and online marketing
- Owners of a proprietary content management system (CMS), developed in-house, allowing clients to self-manage websites once live
- Since 2023 The Smarter Web Company will accept payment in Bitcoin and the Company believes that Bitcoin forms a core part of the future of the global financial system and is pioneering the adoption of a Digital Asset Treasury Policy into its strategy
- Sector continues to experience steady growth in the UK with the global CMS market valued at £30.22 billion in 2025 and projected to reach £62.77 billion by 2032 and UK Digital Marketing valued at £13.84 billion in 2023 projected to grow to £31.34 billion by 2032*

** Sources: Coherent Market Insights, Statista, Shape, imarc*

The Smarter Web Company Strategy

- Since 2009 the Company has offered high quality, affordable solutions to businesses looking to improve their online activities
- Clients pay an initial fee, an annual hosting charge & an optional monthly marketing charge; once a website is live support is available to clients as needed and billed at an hourly rate
- Growth opportunities exist for The Smarter Web Company around established services:
 - ✓ Readymade web design
 - ✓ Bespoke web design
 - ✓ Custom web development solutions
 - ✓ Logo design
 - ✓ Copywriting and other content initiatives
 - ✓ Online marketing services, including search engine optimisation (SEO)
- The Smarter Web Company aims to grow revenue through both increasing service adoption with existing clients and expanding its client base
- This growth will be driven by enhanced marketing efforts, coupled with the increased visibility that comes with being a stock market listed company

...Combined With A Buy & Build Strategy

- The Smarter Web Company believes that a buy and build strategy offers an exciting opportunity for growth
- The global web design, web development and online marketing industry is diverse and highly fragmented, comprising of a wide range of different businesses and freelancers
- 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
- The Company will adopt a Digital Assets Treasury Policy as the Company explores organic growth and suitable corporate acquisitions

250+ Websites & Growing



Bailey & Nicholls
— RACING —

SearchAllies

THE
HARGREAVES
FOUNDATION

CLIFTON
PRIVATE FINANCE



the
SpeedoMick
Foundation

callidos
WHOLESALE

Digital Assets Treasury Policy

- Reflecting the Directors views that Digital Assets offer a way to preserve value and protect against inflation The Smarter Web Company will adopt a Digital Assets Treasury Policy
- Since 2023 The Smarter Web Company will accept payment in Bitcoin and the Company believes that Bitcoin forms a core part of the future of the global financial system
- As the Company explores opportunities through organic growth and corporate acquisitions it will look to store its capital in a mix of cash and Digital Assets including Bitcoin
- The Smarter Web Company will announce relevant material changes to its treasury holdings as part of regular market updates on its core business

Board & Management Team

Andrew Webley, CEO

- Founder, The Smarter Web Company
- Previously Head of Online, Hargreaves Lansdown
- Internet & marketing professional with +25 years' experience
- Involved with Digital Assets including Bitcoin since 2017

Tyler Evans, Non-Executive Director

- Experienced digital assets and marketing entrepreneur
- Director of Metaplanet, Co-founder of UTXO Management, Co-founder of parent company BTC Inc., publisher of Bitcoin Magazine and host of the annual Bitcoin conference
- Involved with Digital Assets including Bitcoin since 2013

Sean Wade, Non-Executive Chairman

- CEO, Power Metal Resources PLC
- Has worked on numerous transactions in the capital markets, including IPO's, secondary capital raising and M&A
- Extensive network covering numerous capital providers, including institutional funds, family offices and private wealth

Mario Visconti, CFO

- Over 25 years' experience in the accountancy sector
- Owns a successful accountancy and consultancy business
- A consultant financial controller for a number of PLCs, assisting with internal financial management and reporting
- Involved with Digital Assets including Bitcoin since 2017

The Smarter Web Company IPO

UTXO Management - Significant Investment Pre-IPO

Tyler Evans – Non-Executive Director, The Smarter Web Company

Tyler is an experienced entrepreneur who has been involved in digital assets and marketing since 2013. He is a co-founder and Chief Investment Officer of UTXO Management. He's also a co-founder of parent company BTC Inc., publisher of Bitcoin Magazine and host of the annual Bitcoin conference. Tyler has been investing in the Bitcoin ecosystem since 2013, is a mentor at the Bitcoin Startup Lab and the Draper BitcoinFi accelerator and serves on the board of Metaplanet



