

The Smarter Web Company PLC

Bitcoin 2025, Las Vegas: We Are Only Just Getting Started

May 2025

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The Smarter Web Company Story

- Founded in 2009 by Andrew Webley the Company has been trading profitably for 15 years
- Market leader in web design, web development and online marketing:
 - 250+ websites and +30% in recurring revenue
 - Fully scalable business with 94% Gross Margin in 2024
 - 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 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 is pioneering the adoption of a Digital Asset Treasury Policy into its strategy
- Listed on the Aquis Stock Exchange (UK) on 25 April 2025 and the Company has become the most liquid stock on the exchange
- A growing community of retail investors have embraced the Company strategy
- Shares can be traded globally, and the Company has submitted an OTCQB application to enable greater accessibility for North American investors

The 10 Year Plan

- The Smarter Web Company is focused on growth with an ambition to be one of the largest public companies in the UK; growth will be managed with a focus on creating shareholder value
- After listing on the Aquis Stock Exchange (UK), the Company announced a transparent plan allowing shareholders to monitor Company progress:
 1. Consisting of shorter-term organic growth opportunities
 2. Alongside medium and longer-term acquisition possibilities
 3. With a Digital Assets Treasury Policy, including Bitcoin, to support exciting longer-term business value
- The Company is growing its treasury over the shorter-term whilst it delivers its organic growth strategy. This treasury will allow the medium to longer-term strategy of strategic acquisitions when the timing and opportunity is appropriate

Digital Assets Treasury Policy

- The Smarter Web Company is pioneering a Digital Assets Treasury Policy, including Bitcoin, within a UK public company
- The Company believes that Bitcoin forms a core part of the future of the global financial system
- Since 2023 The Smarter Web Company has adopted a policy of accepting payment in Bitcoin
- Currently no other Digital Asset is considered appropriate for inclusion, other than Bitcoin
- Within the first month of listing on the Aquis Stock Exchange (UK), the Company has declared a Bitcoin treasury of +50 BTC
- Alongside a successful, scalable and low risk operating business the Company is following an established international playbook for its treasury policy but pioneering this strategy in the UK

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

Smarter Web <> UTXO Management

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



