

23 March 2026

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

**Head Of Capital Markets Appointment, Purchase and Cancellation of Deferred Shares and
Total Voting Rights**

The Smarter Web Company (LSE: SWC | OTCQB: TSWCF | FRA: 3M8) is pleased to announce the appointment of Jamie Knowles as Head of Capital Markets, with immediate effect.

Jamie has nearly two decades of experience in financial markets, primarily in equity sales trading at global investment banks including Bank of America, Credit Suisse and J.P. Morgan, where he worked with a large number of different institutional investors. He also previously held a senior distribution role at Galaxy Digital, a Nasdaq-listed digital asset firm and most recently served as Chief Commercial Officer at DS3 Crypto, a specialist digital asset consultancy. He brings extensive experience and relationships spanning traditional financial markets and digital assets, which will support the Company's continued development.

In this role, Jamie will lead the Company's capital markets strategy, with responsibility for developing strategic relationships, enhancing communication strategies with the investment community and supporting the continued growth of the Company's shareholder base. He will work closely with the Board and senior management to advance the Company's objectives, including increasing Bitcoin per share and delivering long-term shareholder value.

Jamie has previously supported the Company in a consulting capacity, contributing to several key initiatives. As the Company continues to scale both its acquisition strategy and its Bitcoin treasury strategy, capital markets expertise is an increasingly important component of the business, and Jamie's appointment reflects the Board's focus on executing these strategies in a disciplined and scalable manner.

Andrew Webley, CEO, The Smarter Web Company, commented:

"Jamie is a welcome addition to our team, and we are pleased to welcome him in a full-time capacity. His institutional experience and strong market relationships will enhance our engagement with institutional investors and support disciplined execution as we continue to evolve as a public company built on digital capital."

Jamie Knowles, Head of Capital Markets, The Smarter Web Company, commented:

"I am pleased to be joining The Smarter Web Company in a full-time capacity. Having worked with the team, as a consultant, over recent months, I have developed a strong appreciation for the clarity of its strategy, the scale of its ambition and the opportunity within the UK capital markets landscape. I look forward to working with the team and all the different stakeholders, ensuring disciplined capital markets execution, as we continue to advance our 10 Year Plan."

Deferred Shares

At the Company's annual general meeting held on 19 March 2026 ("AGM"), shareholders approved special resolutions 16 and 17 relating to the authorisation of an off-market buyback of the Company's deferred shares of £0.049 each in the capital of the company (the "Deferred Shares"). The Company is pleased to confirm that it has now completed the purchase of the entire class of Deferred Shares for £0.01 (the "Buyback"), in accordance with the terms of the off-market buyback agreement that was tabled at the AGM. Following completion of the Buyback, the Deferred Shares were immediately cancelled.

The Company financed the Buyback through the issue of 1 new ordinary share of £0.001 each in the capital of the company (the "New Ordinary Share") at a price of 32 pence, being the volume-weighted average price over the 10 trading days prior to the AGM. It is expected that admission of the New Ordinary Share to trading on the Main Market of the London Stock Exchange will become effective at 8:00 a.m. on or around 26 March 2026 ("Admission").

Total Voting Rights

Following Admission, the total number of ordinary shares in issue in the Company will be 351,919,127 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. The Company does not hold any ordinary shares in treasury.

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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 2022, 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 Directors of the Company accept responsibility for the contents of this announcement.

Important Notice:

The Smarter Web Company Plc 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. 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 in the conduct of its business by the FCA. And there is currently limited regulation of cryptocurrencies (such as Bitcoin) 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. An investment in 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 buy or sell its Bitcoin at will. The ability to buy or 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.