

18 May 2026

The Smarter Web Company PLC
("The Smarter Web Company" or the "Company")
Head of Marketing Appointment

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

Jon will lead the Company's marketing strategy, overseeing brand development and marketing communications, including digital marketing, PR and content across all channels, as the Company continues to scale its marketing function.

Jon joins the Company following the recent acquisition of Squarebird Agency Ltd ("Squarebird"), as announced on 23 February 2026. Jon co-founded Squarebird in 2015. Squarebird is a well-established and has been to date a consistently profitable web design and digital marketing agency employing over 20 full-time staff. For the financial year ended 30 April 2025, Squarebird generated turnover of approximately £1.40 million and gross profit of approximately £1.28 million, with approximately 40% of revenue recurring over the last five years (unaudited).

Following the acquisition, Squarebird became a wholly owned subsidiary of The Smarter Web Company, and Jon will continue to serve as an Executive Director at Squarebird, supporting its leadership team as required.

Jon brings over 15 years' experience in digital marketing, with a strong track record in marketing strategy, brand development and integrated campaigns across sectors including finance, consulting, technology and media. He has worked with both FTSE-listed and privately owned companies, leading end-to-end marketing programmes from strategy through to execution.

Jon's appointment further strengthens the integration between the Group's operating businesses, marketing capabilities and long-term growth strategy, reflecting the increasing strategic importance of marketing, communications and brand positioning as the Company scales.

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

"Jon has a strong track record of building and scaling marketing capabilities, demonstrated through both the success of Squarebird, the business he co-founded, and results achieved for its clients. Beyond his marketing expertise, Jon is an entrepreneur who shares many of the values that are important to me."

"As we look to scale The Smarter Web Company, ensuring people understand who we are and what we do is essential. It was important to find the right person to lead this function, and I am delighted that Jon has agreed to take on this role."

Jon Bird, Head of Marketing, The Smarter Web Company, commented:

“Following the acquisition of the business I co-founded, I am delighted to be joining the wider team at The Smarter Web Company as Head of Marketing. As part of the transaction, I now hold a personal shareholding in the Company, aligning my interests with its long-term success. I believe strong brand, marketing and communications will be essential in supporting the Company’s ambitions, and I’m excited to help drive the next stage of its growth.”

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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 Smarter Web Company’s Legal Entity Identifier (LEI) is 213800VQO9FUG4PZMP73.

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.