

01 June 2026

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

Exercise of Warrants, Total Voting Rights and Admission of Further Securities to Trading
(PRM 1.6.4R)

The Smarter Web Company (LSE: SWC | OTCQB: TSWCF | FRA: 3M8) announce the following exercise of warrants.

A total of 18,762,603 warrants have been exercised at £0.025 per share, with the first exercises completed on 24 April 2026, resulting in gross proceeds of £469,065. Accordingly, 18,762,603 ordinary shares of £0.001 nominal value each (the "Ordinary Shares") have been issued pursuant to the warrant exercises.

Following this exercise, 35,303,732 warrants remain outstanding, each with an exercise price of £0.025 per share. Of the total number of warrants outstanding, 25,778,732 are held by Andrew Webley, Chief Executive Officer of the Company, and his spouse, with a further 1,450,000 warrants held by directors and employees of the Company.

Total Voting Rights

In accordance with the Financial Conduct Authority's Disclosure and Transparency Rules, the Company hereby announces that it has 371,965,705 ordinary shares of £0.001 each in issue, each share carrying the right to one vote. The Company does not hold any ordinary shares in treasury.

The above figure of 371,965,705 ordinary shares may be used by shareholders in the Company 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 share capital of the Company under the Financial Conduct Authority's Disclosure and Transparency Rules.

Notification of Admission of Further Securities to Trading (PRM 1.6.4R)

The following notification is made in accordance with The Public Offers and Admissions to Trading Regulations 2024 (POATRs) PRM 1.6.4R.

1	Details of the issuer	
a)	Name	The Smarter Web Company plc
b)	LEI	213800VQO9FUG4PZMP73
2	Details of the transferable securities admitted to trading	

a)	Name, type and identification code	Ordinary Shares of £0.001 each ISIN: GB00BPJHZ015
b)	Regulated market	London Stock Exchange - Main Market
c)	Number of further securities issued and admitted	18,762,603
d)	Total number of securities in issue following admission	371,965,705
e)	Fungibility	Fully fungible with existing Ordinary Shares
3	Admission details	
a)	Date of admission	Issued between 24 April 2026 to 30 May 2026 (admitted under a block admission dated 24 April 2026)
b)	Prospectus information	N/A
c)	Coverage of notification	Admission to trading on the Main Market of the London Stock Exchange of shares issued pursuant to the exercise of the Company's Pre-IPO Warrants during the period 24 April 2026 to 30 May 2026, under the Company's block admission dated 24 April 2026.

Enquiries:

The Smarter Web Company

+44 (0) 117 313 0459

CEO / Head of Capital Markets

Andrew Webley / Jamie Knowles

Tennyson Securities

+44 (0) 207 186 9030

Lead Broker

Peter Krens

Strand Hanson Limited

+44 (0) 207 409 3494

Financial Adviser

James Bellman / Abigail Wennington

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.