17 November 2026

The Smarter Web Company PLC
("The Smarter Web Company" or the "Company")
Bitcoin Purchase and MORE Weekly Dividend

The Smarter Web Company announces the purchase of additional Bitcoin as part of "The 10 Year Plan" which includes an ongoing treasury policy of acquiring Bitcoin. Details are as follows:

- Number of Bitcoin Purchased: 55 Bitcoin
- Average Purchase Price: £49,991 per Bitcoin
- Amount Purchased: £2,749,500

- Total Bitcoin Holdings: 2,905 Bitcoin
- Net Average Purchase Price: £81,234 per Bitcoin
- Gross Bitcoin Purchases: £244,731,168
- Gross Bitcoin Sales: £8,745,918
- Net Bitcoin Purchases: £235,985,250

- The Company has achieved a Quarter-to-Date BTC Yield* of 4.38% on its treasury

* *As defined below*

Coinbase Strategic Credit Facility

The Company has utilised approximately £2.6 million from the Coinbase Strategic Credit Facility to partially fund this Bitcoin purchase. The facility is denominated in US dollars, with all drawdowns made in USD and sterling equivalents provided for reporting purposes. Following this purchase, and reflecting movements in the USD/GBP exchange rate, total outstanding drawings under the facility are approximately £19 million.

The Company continues to review its capital allocation priorities, including the use of the facility, and will provide updates on any material drawdowns or repayments in future regulatory announcements.

The facility remains secured against the Company's existing Bitcoin holdings, with outstanding amounts repayable at the Company's discretion without additional charges.

MORE Weekly Dividend: Preferred Dividend Rate 12%

The Smarter Web Company notes that the weekly Preferred Dividend (ISIN: GB00C0HJ0D12; TIDM: MORE) for the week ending Friday 20 November 2026 will be £0.2301 per Preferred Share. The record date will be Friday 20 November 2026, with an ex-dividend date of Thursday 19 November 2026. The payment date will be Monday 7 December 2026, in line with the expected timetable set out in Appendix 1 to the Company's announcement of 12 October 2026.

As previously announced by the Company, the Preferred Shares have attached to them a right for the holder to receive a cumulative variable rate weekly preferential dividend ("**Preferred Dividend**"), a liquidation preference, and a right for the Company to redeem the Preferred Shares, but no right to vote at a general meeting of shareholders of the Company. The Preferred Dividend Rate is currently 12% per annum of £100 (being the Preferred Dividend Reference Amount as defined in the Company's articles of association). The Board may vary the Preferred Dividend Rate within the parameters described in the prospectus published by the Company on 29 September 2026, and any change to the Preferred Dividend Rate will be announced via a Regulatory Information Service before the first record date to which it applies.

As at the date of this announcement, 109,362 of the 211,112 Preferred Shares in issue are entitled to receive the dividend (with no waiver of that entitlement having been received by the Company). Of the remaining Preferred Shares, 99,975 Preferred Shares are held by or on behalf of Tennyson Capital under the Company's at-the-market facility for the Preferred Shares (the "**Preferred Shares ATM Facility**"), and 1,775 are held by the Company in treasury and do not carry any entitlement to dividends while so held. Tennyson Capital has waived the right to receive any dividend that would be due to it as a holder of Preferred Shares, and accordingly such waiver will apply until those Preferred Shares are sold by or on behalf of Tennyson Capital. The Company will provide a further update on 19 November 2026 if any additional Preferred Shares have been sold pursuant to the Preferred Shares ATM Facility.

Enquiries

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About The Smarter Web Company

The Company owns and operates digital services businesses focused on web design, development and digital marketing. The Company serves more than 500 client websites across a diverse range of sectors and generates a significant and growing proportion of its revenue through long-term client relationships and retained service arrangements.

The Company's strategy combines the operation and acquisition of cash-generative businesses with a Bitcoin treasury policy designed to build long-term Shareholder value (the "Bitcoin Treasury Policy"). The Directors believe that Bitcoin will form a significant part of the future global financial system and have therefore adopted this Bitcoin Treasury Policy under which Bitcoin is the Company's primary treasury reserve asset.

The primary objectives of the Bitcoin Treasury Policy are to support the Company's overall capital position and to seek to increase Bitcoin per Ordinary Share over time, with a secondary objective of increasing the total number of Bitcoin held on the Company's balance sheet. The Directors believe that growing Bitcoin per share while simultaneously increasing the scale of the Company's Bitcoin holdings creates a stronger balance sheet and supports the Company as a whole in providing a more attractive investment proposition for existing and prospective Shareholders.

As the strength of the balance sheet increases, the Company believes it can access larger pools of capital on favourable terms, provided such capital raising activity remains accretive to Bitcoin per Ordinary Share. This creates a cycle in which capital can be deployed to pursue strategic acquisitions and acquire additional Bitcoin that strengthen the Company's operating businesses, increase revenues and cash generation, and further enhance the overall strength of the Company.

The Ordinary Shares are admitted to listing on the equity shares (commercial companies) category of the Official List and to trading on the Main Market of the London Stock Exchange under the ticker SWC and are quoted on the OTCQB Venture Market in the U.S. under the ticker TSWCF. The Ordinary Shares can also be traded on the Frankfurt Stock Exchange under the ticker 3M8.

The Preferred Shares are admitted to listing on the non-equity shares and non-voting equity shares category of the Official List and to trading on the Main Market of the London Stock Exchange under the ticker MORE and are quoted on the OTCQB Venture Market in the U.S. under the ticker MORPF.

Please also see "The 10 Year Plan", announced by the Company via a regulatory information service at 7.00 a.m. on 28 April 2025 and available on the Company's website: https://www.smarterwebcompany.co.uk

Follow the Company 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 considers 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 wishes 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 their own research before investing.

BTC Yield is a key performance indicator (KPI) that reflects the percentage change in the ratio of Total Bitcoin Holdings to Shares In Issue (Fully Diluted) over a given period. The Company uses BTC Yield to assess the performance of its Bitcoin acquisition strategy, which is intended to be accretive to shareholders.

Quarter-to-Date BTC Yield specifically measures this percentage change from the end of the third calendar quarter (30 September 2026) up to the present date.

Diluted Market Cap is defined as the Company’s current share price multiplied by the fully diluted shares in issue.

Enterprise Value is defined as the sum of the Diluted Market Cap and our total notional debt, less our treasury cash balance.

Net Asset Value is defined as the sum of the market value of Bitcoin held and our treasury cash balance, less total notional debt.

Fully Diluted EV vs. BTC Value is calculated as Fully Diluted Enterprise Value / (Total BTC Holdings * Current BTC Market Price).

Gross Sats per Fully Diluted Share is calculated as Total Bitcoin held (in Sats) / Fully Diluted Shares

Net Sats per Fully Diluted Share is calculated as (((Total Bitcoin Value + Treasury Cash Balance – Total Debt) / Bitcoin price) / Fully Diluted Shares) x 100,000,000