19 November 2026

The Smarter Web Company PLC
("The Smarter Web Company" or the "Company")
MORE Preferred Shares Buyback

The Smarter Web Company PLC announces that, on 18 November 2026, it purchased 3,265 of its MORE Preferred Shares (ISIN: GB00C0HJ0D12; TIDM: MORE) (the "Preferred Shares" or "MORE") at a price of £77.50 per Preferred Share. The aggregate total consideration was £253,925 and was funded from the Coinbase Strategic Credit Facility and cash resources.

The purchase was made pursuant to the authority granted at the Company's General Meeting on 28 September 2026. The Company's purchase at £77.50 per Preferred Share represents a discount of approximately 13.89% to MORE's original £90 offer price per Preferred Share under the prospectus published by the Company on 29 September 2026 (the "Prospectus").

The purchased Preferred Shares will be held in treasury and will not carry any entitlement to dividends while so held. Following the purchase, 206,072 Preferred Shares remain in issue, excluding the total 5,040 Preferred Shares held in treasury. Of these, 99,975 are held by or on behalf of Tennyson Capital under the Company's Preferred Shares at-the-market facility.

MORE Preferred Shares

The Preferred Shares were admitted to trading on the Main Market of the London Stock Exchange on 14 October 2026 as part of the Company's long-term capital strategy, broadening its access to capital while offering investors a differentiated income-oriented equity.

The Company believes that the Preferred Shares' combination of a high dividend yield, substantial asset backing and a disciplined approach to leverage represents an attractive investment proposition, and that the current market price does not adequately reflect these characteristics.

Accordingly, the Company considers the purchase at £77.50 per Preferred Share to represent a compelling use of capital. The Board will continue to consider further purchases of Preferred Shares under its existing shareholder authority, subject to market conditions, the Company's available resources and applicable law and regulation. Any such purchases would be announced.

Key features of MORE include:

- **Weekly dividends:** The Preferred Shares were launched with an initial annual variable dividend rate of 12%, based on a £100 reference amount per Preferred Share, with cumulative preferential dividends intended to be paid weekly, subject to applicable requirements.

- **Two-year dividend cash buffer:** The Company's policy is to maintain cash reserves equivalent to at least two years of expected dividend payments on the Preferred Shares, providing additional financial resilience and supporting its ability to pay those dividends.
- **Modest leverage:** The Company maintains a disciplined approach with its current leverage ratio, being approximately 19.1% as at the date of this announcement. This is calculated as: (total debt outstanding + Preferred Shares – treasury cash balance – dividend cash balance) / Bitcoin value.
- **Flexible dividend rate:** The Board has the ability to adjust the dividend rate, within the parameters set out in the Prospectus.
- **Supporting long-term growth:** The Preferred Shares provide the Company with an additional source of capital to support its Bitcoin treasury strategy, operating businesses and long-term growth ambitions.

Coinbase Strategic Credit Facility

The Company has utilised approximately £0.2 million from the Coinbase Strategic Credit Facility to partially fund this buyback. Following this buyback, total outstanding drawings under the facility are approximately £19.2 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.

Andrew Webley, Chief Executive Officer of The Smarter Web Company, commented:

"We see MORE as an essential component of the long-term success of The Smarter Web Company. Having two distinct equities, each with different investment characteristics and appealing to different types of investors, is a significant strategic advantage for our business. We believe this structure has the potential to broaden our investor base, deepen access to capital and create lasting value for all shareholders.

"We remain confident in the underlying investment proposition of MORE and believe that, as the market develops a greater understanding of its characteristics, this will increasingly be reflected in its trading performance. We believe MORE is well positioned to trade more strongly from current levels.

"Our decision to undertake a further purchase of Preferred Shares reflects both our conviction in MORE and our commitment to its long-term success. While we believe the market will increasingly recognise its value, we will continue to monitor trading closely and remain prepared to take further action where we believe it is appropriate. Our ambition remains to establish MORE as a successful, sustainable and widely held preferred equity."

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.