

16 September 2025

The Smarter Web Company PLC
(“The Smarter Web Company”, “SWC” or “Company”)

The Smarter Web Company PLC Appoints Coinbase Institutional as a Custody Partner

The Smarter Web Company (AQUIS: SWC | OTCQB: TSWCF | FRA: 3M8), a London-listed technology company and the UK's largest publicly traded company holding Bitcoin on its balance sheet, is pleased to announce the appointment of Coinbase Institutional as one of its Bitcoin custody partners. This partnership marks a significant step in strengthening the company's treasury infrastructure and underlines its position as a market leader in the rapidly evolving Bitcoin ecosystem.

Since listing on the Aquis Stock Exchange in April 2025, SWC has grown to become one of the fastest-growing Bitcoin treasury companies in the world. Coinbase Institutional, a trusted global platform with deep expertise in custody and execution, will further strengthen SWC's treasury infrastructure through Coinbase Prime, providing SWC with an additional layer of resilience and security.

Coinbase Institutional will work alongside SWC's existing custody partners to safeguard the Company's Bitcoin treasury and support efficient market access. This multi-custodian approach reflects SWC's commitment to the highest standards of governance, risk management, and transparency for shareholders.

This development further reinforces SWC's leadership in the UK market and highlights its ambition to set global benchmarks in corporate Bitcoin treasury management. By combining a growing balance sheet with world-class custodial partners, SWC is positioned to continue its rapid growth trajectory and deliver long-term value for investors.

Commenting on the appointment, Andrew Webley, Chief Executive Officer of SWC, said:
“Coinbase has established itself as one of the most respected and regulated players in the digital asset space. Their institutional-grade custody solutions and execution infrastructure are an ideal fit for our strategy. We are delighted to welcome them as a partner to help us scale securely and responsibly.”

Lauren Abendschein, Global Head of Institutional Sales, Coinbase, said:

“Coinbase has been a trusted custodian of digital assets for over 13 years, safeguarding billions of assets with robust security and technical expertise. As a leading S&P 500 company, Coinbase Institutional is proud to add The Smarter Web Company to the list of leading institutions, asset managers, hedge funds, and banks that trust our rigorous, institutional-grade custody and trading services.”

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 2023, 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>

About Coinbase Institutional

Coinbase Institutional is a trusted bridge between traditional finance and the future of money. Coinbase are updating the century-old financial system by providing a trusted platform that makes it easy for people and institutions to engage with crypto assets, including trading, staking, safekeeping, spending, and fast, free global transfers. Through their products, they are providing integrated solutions that marry their custody, advanced trading platform, and prime services to help institutions reach their financial goals onchain.

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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. At the outset, it is important to note that 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 by the FCA. And cryptocurrencies (such as Bitcoin) are unregulated 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. And because Bitcoin is unregulated, 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 sell its Bitcoin at will. The ability to 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.

BTC Yield is a key performance indicator (KPI) that reflects the percentage change in the ratio of Total Bitcoin Holdings to Shares In Issue (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.