

19 January 2026

The Smarter Web Company PLC
(“The Smarter Web Company” or the “Company”)

Bitcoin Treasuries Unconference UK

The Smarter Web Company (AQUIS: SWC | OTCQB: TSWCF | FRA: 3M8) is pleased to announce that it will host the Bitcoin Treasuries Unconference UK, a one-day, event focused on the rapidly evolving role of Bitcoin as corporate treasury capital.

The event will be held in Bristol, the birthplace of The Smarter Web Company, and is delivered in partnership with the Bitcoin Treasuries Unconference team.

The Bitcoin Treasuries Unconference UK brings together senior executives, company directors, institutional allocators and long-term Bitcoin holders for a focused exchange of real-world experience. The programme is designed specifically for those currently holding, or considering, Bitcoin on corporate balance sheets and for investors seeking to understand Bitcoin as a form of digital capital.

The day will follow a carefully curated agenda of keynote speakers, moderated panels and networking, addressing the practical realities of operating a Bitcoin treasury strategy, including:

- Governance and board oversight
- Accounting and financial reporting
- Disclosure and investor communications
- Custody and operational security
- Risk management
- Capital markets perception
- Long-term capital and funding strategies

With more than 21 confirmed speakers, the event will feature voices from across public markets, corporate finance, Bitcoin treasury operations and digital capital infrastructure. The event takes place on Friday 29 May 2026 and you can view details and purchase tickets on The Smarter Web Company website:

<https://www.smarterwebcompany.co.uk/Bitcoin-Treasuries-Unconference-UK/>

Attendance is strictly limited to ensure a high-quality environment for open, rigorous discussion and meaningful connections between participants. The event will also be live streamed online for global visibility.

This event reinforces The Smarter Web Company’s position at the forefront of corporate adoption of Bitcoin and its commitment to supporting the development of best-practice frameworks for companies allocating Bitcoin as part of long-term capital strategy.

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

"I would like to thank the sponsors and speakers for supporting this event. Bitcoin has moved from being an alternative asset to becoming a serious form of corporate treasury capital. The Bitcoin Treasuries Unconference UK brings together the people who are building and running these strategies. Hosting this event in Bristol, where The Smarter Web Company was founded, reflects both our roots and our belief that the UK can play a leading role in the global Bitcoin treasury ecosystem."

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>

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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.