

21 August 2025

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

Head Of Bitcoin Strategy Appointment

The Smarter Web Company (AQUIS: SWC | OTCQB: TSWCF | FRA: 3M8), a London listed technology company, is pleased to announce the appointment of Jesse Myers in a full-time role as Head of Bitcoin Strategy.

Jesse was appointed, announced 18 June 2025, in a part-time capacity as Bitcoin Strategy Consultant.

Since then, Jesse has become a key part of the team, adding value in a variety of ways to The Smarter Web Company and its Bitcoin treasury strategy. The Smarter Web Company is pleased to welcome Jesse in a full-time capacity to continue in his role as a vital part of our Bitcoin treasury strategy, with an exclusive focus on The Smarter Web Company going forward.

Jesse is a Bitcoin analyst and author, known for "Once-in-a-Species" and "Bitcoin's Full Potential Valuation," which Michael Saylor adopted as the basis for his valuation model. Previously, Jesse co-founded Onramp Bitcoin (a Bitcoin custody firm), ran Protocol Capital (a Bitcoin hedge fund), was a management consultant at Bain & Company, and received his MBA from Stanford.

Andrew Webley, CEO of The Smarter Web Company said: "Jesse has become an instrumental part of the team. He is one of the most respected voices in Bitcoin and Bitcoin treasury company analysis. His commitment to Bitcoin and our mission at The Smarter Web Company has proved exceptionally valuable to me and the Company over the last several months. But above all, his skill set, character, and focused determination to see The Smarter Web Company become one of the largest companies in the UK, have made him a pleasure to work with and a winning addition to the team."

Jesse Myers, Head of Bitcoin Strategy said "It is a true honour to work alongside Andrew to advance The Smarter Web Company's mission of becoming one of the largest companies in the UK. I firmly believe that there will be a dominant Bitcoin treasury company in each capital market in the world. I believe that The Smarter Web Company has exactly what it takes to continue on its path to be the UK's standout leader. I believe we are on the path to repeat what Metaplanet has achieved in Japan, and Strategy has achieved in the US. I'm not aware of a more compelling outlook for any company in the world, and I'm thrilled to be a part of this journey."

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>

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The Directors of the Company accept responsibility for the contents of this announcement.

Important Notice:

The Smarter Web Company Plc (the Company) 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.