

28 April 2025

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

Bitcoin Treasury

The Smarter Web Company (AQUIS: SWC), a London listed technology company, discloses its current Bitcoin Treasury. Please also see "The 10 Year Plan" announced by the Company via regulatory news at 07:00 today and available on the Company website.

The total funds raised during 2025 are approximately £2.1m (before expenses).

Current Bitcoin Treasury details are as follows:

- Total Bitcoin Holdings: 2.30 Bitcoin
- Total Average Purchase Price: £73,834 per Bitcoin (\$98,216 per Bitcoin)
- Total Amount Purchased: £170,000

Andrew Webley, CEO of The Smarter Web Company said "As we move forward, we aim to communicate transparently. Investors have asked us to share our current Bitcoin Treasury and today we have announced this.

As we explore further opportunities through organic growth and corporate acquisitions, alongside increasing our Digital Assets Treasury, including Bitcoin, we will keep investors updated."

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 Digital Asset Treasury Policy, including Bitcoin, into its strategy.

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.