

01 September 2025

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

Appointment Of Chief Financial Officer

The Smarter Web Company (AQUIS: SWC | OTCQB: TSWCF | FRA: 3M8), a London listed technology company, is pleased to announce the appointment of Albert Soleiman as Chief Financial Officer and Executive Director of the Board, with immediate effect.

Albert Soleiman brings over 20 years of financial and leadership experience, having most recently served as Chief Financial Officer at CMC Markets PLC, a constituent of the FTSE 250, where he played a key role in driving its diversification strategy notably leading the build out of its investment platform and leading a strategic realignment of the business. Prior to this, he held a senior finance position at Bitfury Group, a global leader in blockchain technology solutions and Bitcoin mining.

The existing Chief Financial Officer, Mario Visconti, will be stepping down as an Executive Director of the Board with immediate effect, and will be moving to a newly created role within the Company to help support it on its ongoing and future strategic projects.

Andrew Webley, CEO of The Smarter Web Company said “Albert’s extensive experience with public markets will be valuable as we continue to execute our growth strategy and deliver value to shareholders. His recent experience as CFO for a successful FTSE 250, market leading financial services firm, will be extremely valuable as we make progress on executing our strategy.”

Albert Soleiman, CFO of The Smarter Web Company said “I am very excited and honoured to be joining such an innovative company that is on an impressive growth trajectory. I am looking forward to helping Andrew and the team build on the incredible achievements they have made to date and help SWC set the standard in BTC treasury.”

Regulatory Disclosures

Current Directorships/Partnerships

*27 Powis Square (Management Company)
Limited*

Past Directorships/Partnerships

*CMC Markets Nominees Limited
CMC Markets Services Limited
Opto Markets Limited
Information Internet Limited
CMC Markets Overseas Holdings Limited
CMC Markets Ventures Limited
CMC Markets Holdings Ventures Limited*

CMC Markets plc
CMC Markets Investments Nominee Limited
CMC Markets Holdings Limited
CMC Markets CFD Overseas Holdings Limited
CMC Markets UK Holdings Limited
CMC Spreadbet plc
CMC Markets UK plc
CMC Markets Investments Limited
CMC Markets Middle East Ltd

Save as set out in this announcement, there are no further details to be disclosed under Rule 4.9 of the Aquis Access Rules for Companies in respect of Albert Soleiman.

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>

The Smarter Web Company CEO Andrew Webley	+44 (0) 117 313 0459
Tennyson Securities Lead Broker Peter Krens	+44(0) 207 186 9030

Strand Hanson Limited	+44 (0) 207 409 1761
Aquis Stock Exchange Corporate Adviser	
James Spinney / James Bellman	

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.