

08 January 2026

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

Appointment of Non-Executive Director

The Smarter Web Company (AQUIS: SWC | OTCQB: TSWCF | FRA: 3M8) is pleased to announce the appointment of Martin Thomas to the Board as an Independent Non-Executive Director, with immediate effect.

Martin is currently the Non-Executive Vice Chairman of Diversified Energy Company PLC (“DEC”), which completed its transition from a FTSE 250 company to a primary listing on the New York Stock Exchange in late November 2025, following a reorganisation into a Delaware incorporated US company, while maintaining a secondary listing on the Main Market of the London Stock Exchange under the ticker “DEC”. Martin has served on the DEC board of directors since January 2015 and is currently a member of its Audit & Risk Committee and its Nomination & Governance Committee, having previously also served on its Remuneration Committee.

Since January 2022, Martin has also been a consultant at the law firm Wedlake Bell LLP, where he was previously a Partner from January 2018 to December 2021.

During his more than 35-year legal career, Martin has specialised in advising on IPO’s and secondary offerings of equity and debt on the London capital markets, corporate governance requirements for UK listed companies, corporate finance and M&A work. He has advised clients operating in a variety of sectors including oil and gas, renewable energy, natural resources and mining, financial services and early-stage technology. Martin has also held senior management positions in the law firms where he was a partner, including seven years as the European Managing Partner of a global law firm headquartered in the United States. Martin earned a Bachelor of Laws from the University of Reading and completed his Law Society Final Examinations at The College of Law in the UK.

Andrew Webley, CEO of The Smarter Web Company, commented: “We are delighted to welcome Martin to the Board as a Non-Executive Director. He brings a strong legal background alongside valuable experience of different public markets at different stages of growth. His breadth of knowledge and perspective will be highly complementary to the existing Board, and we believe his insight and experience will be critical to our journey as we continue to execute our strategy.”

Martin Thomas commented: “I am excited to join the Board of The Smarter Web Company PLC at such a pivotal time. Andrew’s vision for building a forward-thinking, UK-led technology business resonates. I am looking forward to working with Andrew and the other board

members and to playing an active role in strengthening and further developing the Company's existing corporate governance framework as it continues its growth and evolution."

Regulatory Disclosures

Current Directorships/Partnerships

*Diversified Energy Company PLC
Jasper Consultants Limited*

Past Directorships/Partnerships

*Diversified Energy Company Limited
Wedlake Bell LLP
Diversified Gas & Oil Ltd
Blue Ocean Consolidated Holding Limited
Pristec AG*

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 Martin Thomas.

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. 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.