

16 March 2026

**MS INTERNATIONAL plc  
(the "Company")**

**Director/PDMR Shareholding**

The Company has been informed that on 16 March in order to effect a transfer of ordinary shares of 10 pence each in the capital of the Company ("Ordinary Shares"), Mr Michael Bell, Executive Chairman of the Company, has sold 5,298 Ordinary Shares at a price of £13.405 per Ordinary Share from his personal holding and purchased 2,540 Ordinary Shares into a SIPP in his own name and purchased 2,758 Ordinary Shares into an ISA, also in his own name, both at a price of £13.405 per Ordinary Share.

Following this transaction, the beneficial interest in the Company of Mr Michael Bell remains at 2,995,899 Ordinary Shares, representing approximately 18.26% of the Company's issued share capital (excluding shares held in treasury).

The notification below, made in accordance with the requirements of the UK Market Abuse Regulation, provides further detail.

**For further information please contact:**

**MS INTERNATIONAL plc**  
Michael Bell

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**Shore Capital**  
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Patrick Castle/Daniel Bush/Lucy Bowden

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**Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them**

|          |  |                      |
|----------|--|----------------------|
| <b>1</b> | <b>Details of the person discharging managerial responsibilities / person closely associated</b>                     |                      |
| a)       | Name   | Mr Michael Bell      |
| <b>2</b> | <b>Reason for the notification</b>   |                      |
| a)       | Position/status  | Executive Chairman   |
| b)       | Initial notification /Amendment  | Initial notification |
| <b>3</b> | <b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b> |                      |
| a)       | Name   | MS INTERNATIONAL plc |
| b)       | LEI  | 213800Q34ZAXQ582YL41 |

| <b>4</b> | <b>Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted</b> |  |  |          |           |    |         |       |    |         |       |    |         |       |
|----------|--|--|--|----------|-----------|----|---------|-------|----|---------|-------|----|---------|-------|
| a)       | Description of the financial instrument, type of instrument<br><br>Identification code   | Ordinary Shares<br><br>ISIN: GB0005957005  |  |          |           |    |         |       |    |         |       |    |         |       |
| b)       | Nature of the transaction  | 1. Sale of Ordinary Shares from personal holding<br>2. Purchase of Ordinary Shares into SIPP<br>3. Purchase of Ordinary Shares into ISA  |  |          |           |    |         |       |    |         |       |    |         |       |
| c)       | Price(s) and volume(s)   | <table border="1"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>£13.405</td> <td>5,298</td> </tr> <tr> <td>2.</td> <td>£13.405</td> <td>2,540</td> </tr> <tr> <td>3.</td> <td>£13.405</td> <td>2,758</td> </tr> </tbody> </table> |  | Price(s) | Volume(s) | 1. | £13.405 | 5,298 | 2. | £13.405 | 2,540 | 3. | £13.405 | 2,758 |
|          | Price(s)   | Volume(s)  |  |          |           |    |         |       |    |         |       |    |         |       |
| 1.       | £13.405  | 5,298  |  |          |           |    |         |       |    |         |       |    |         |       |
| 2.       | £13.405  | 2,540  |  |          |           |    |         |       |    |         |       |    |         |       |
| 3.       | £13.405  | 2,758  |  |          |           |    |         |       |    |         |       |    |         |       |
| d)       | Aggregated information<br><br>- Aggregated volume<br><br>- Price   | Aggregated volume: N/A<br>Aggregated price: N/A  |  |          |           |    |         |       |    |         |       |    |         |       |
| e)       | Date of the transaction  | 16 March 2026  |  |          |           |    |         |       |    |         |       |    |         |       |
| f)       | Place of the transaction   | 1. AIMX<br>2. AIMX<br>3. AIMX  |  |          |           |    |         |       |    |         |       |    |         |       |