

**22 August 2025**

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

**Exercise of Options,  
Total Voting Rights and  
Director/PDMR Shareholdings**

**Exercise of Options**

MS International plc announces that an employee has exercised in aggregate 3,334 options over ordinary shares of 10p each in the capital of the Company ("Ordinary Shares") at an exercise price of £3.00 each. The exercise of options is today being satisfied from existing Ordinary Shares which were held by the Company in treasury.

**Total Voting Rights**

The Company's issued share capital comprises 17,841,073 Ordinary Shares. Following this exercise of options, the Company holds 1,492,333 shares in treasury. Therefore, the total number of voting rights in the Company is 16,348,740.

The above figure of 16,348,740 may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, the Company under the FCA's Disclosure Guidance and Transparency Rules.

**Director/PDMR Shareholdings**

The Company was informed on 22 August 2025, that Mr Michael O'Connell, Managing Director of the Company, has sold 14,546 Ordinary Shares at £12.30 per share. Mr O'Connell, subsequently purchased 10,721 Ordinary Shares into his SIPP and 3,825 Ordinary Shares into his ISA, both at £12.301 per share. Additionally, Mr Jamal O'Connell, an adult son and closely associated person of Mr Michael O'Connell, sold 1,894 Ordinary Shares at £12.30 per share and subsequently purchased 1,894 Ordinary Shares into his ISA at £12.301 per share.

Following these transactions, Mr O'Connell's beneficial interest in Ordinary Shares remains at 1,069,966 Ordinary Shares, representing approximately 6.54% 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.

The Company was also informed on 22 August 2025, that Mr Michael Bell, Executive Chairman of the Company, has sold 18,717 Ordinary Shares at £12.30 per share. Mr Bell, subsequently purchased 8,196 Ordinary Shares into his SIPP and 10,521 Ordinary Shares into his ISA, both at £12.3015 per share.

Following these transactions, Mr Bell's beneficial interest in Ordinary Shares remains at 2,939,031 Ordinary Shares, representing approximately 17.98% of the Company's issued share capital (excluding shares held in treasury).

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

**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 O'Connell		
<b>2</b>	<b>Reason for the notification</b>			
a)	Position/status	Executive Director		
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  Identification code	Ordinary Shares  ISIN: GB0005957005		
b)	Nature of the transaction	1) Sale of Ordinary Shares 2) Purchase of Ordinary Shares into SIPP 3) Purchase of Ordinary Shares into ISA		
c)	Price(s) and volume(s)		Price(s)	Volume(s)
		1)	£12.30	14,546
		2)	£12.301	10,721
		3)	£12.301	3,825
d)	Aggregated information  - Aggregated volume  - Price	Aggregated volume: N/A Aggregated price: N/A		
e)	Date of the transaction	22 August 2025		
f)	Place of the transaction	London Stock Exchange, AIM Market (XLON)		

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>			
a)	Name	Mr Jamal O'Connell		
<b>2</b>	<b>Reason for the notification</b>			
a)	Position/status	PCA of Michael O'Connell, Executive Director		
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  Identification code	Ordinary Shares  ISIN: GB0005957005		
b)	Nature of the transaction	1) Sale of Ordinary Shares 2) Purchase of Ordinary Shares into ISA		
c)	Price(s) and volume(s)		Price(s)	Volume(s)
		1)	£12.30	1,894
		2)	£12.301	1,894
d)	Aggregated information  - Aggregated volume  - Price	Aggregated volume: N/A Aggregated price: N/A		
e)	Date of the transaction	22 August 2025		
f)	Place of the transaction	London Stock Exchange, AIM Market (XLON)		

<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		
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			
a)	Name	MS INTERNATIONAL plc		
b)	LEI	213800Q34ZAXQ582YL41		
4	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			
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary Shares  ISIN: GB0005957005		
b)	Nature of the transaction	1) Sale of Ordinary Shares 2) Purchase of Ordinary Shares into SIPP 3) Purchase of Ordinary Shares into ISA		
c)	Price(s) and volume(s)		Price(s)	Volume(s)
		1)	£12.30	18,717
		2)	£12.3015	8,196
		3)	£12.3015	10,521
d)	Aggregated information  - Aggregated volume  - Price	Aggregated volume: N/A Aggregated price: N/A		
e)	Date of the transaction	22 August 2025		
f)	Place of the transaction	London Stock Exchange, AIM Market (XLON)		

**For further information please contact:**

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