

16 October 2023

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

Director/PDMR Shareholding

The Company was informed on 16 October 2023, that on the same day, Mr Michael O'Connell, Finance Director of the Company, transferred 5,308 ordinary shares of 10 pence each in the capital of the Company ("Ordinary Shares") from his personal holding into an ISA. Mr O'Connell also transferred 30,000 Ordinary Shares from his personal holding into his SIPP (together the "Transfers"). The Transfers were effected by the sale of 35,308 Ordinary Shares at 720 pence each followed by the repurchase of 5,308 Ordinary Shares at 720.7 pence each into his ISA and the repurchase of 30,000 Ordinary Shares at 720.1 pence each into his SIPP.

Following the Transfers, there is no change to Mr O'Connell's beneficial holding, and his interest in the Company remains at 1,660,862 Ordinary Shares, representing approximately 10.2% 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.

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

1	Details of the person discharging managerial responsibilities / person closely associated										
a)	Name	Mr Michael O'Connell									
2	Reason for the notification										
a)	Position/status	Finance Director									
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 of 10 pence each ISIN: GB0005957005									
b)	Nature of the transaction	<ol style="list-style-type: none"> 1. Sale of Ordinary Shares out of Mr O'Connell's personal holding 2. Purchase of Ordinary Shares into Mr O'Connell's ISA 3. Purchase of Ordinary Shares into Mr O'Connell's SIPP 									
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>1. 720p</td> <td>35,308</td> </tr> <tr> <td>2. 720.7p</td> <td>5,308</td> </tr> <tr> <td>3. 720.1p</td> <td>30,000</td> </tr> </tbody> </table>	Price(s)	Volume(s)	1. 720p	35,308	2. 720.7p	5,308	3. 720.1p	30,000	
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1. 720p	35,308										
2. 720.7p	5,308										
3. 720.1p	30,000										
d)	Aggregated information - Aggregated volume - Price	N/A - single transactions									
e)	Date of the transaction	16 October 2023									
f)	Place of the transaction	London Stock Exchange, AIM Market (XLON)									

For further information please contact:

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