

15 July 2025

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

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

**Exercise of Options**

MS International plc announces that employees have exercised in aggregate 31,666 options over ordinary shares of 10p each in the capital of the Company ("Ordinary Shares") at an exercise price of £1.41 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 1,515,665 shares in treasury. Therefore, the total number of voting rights in the Company is 16,325,408.

The above figure of 16,325,408 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**

As part of the exercise described above, Mr Michael O'Connell, Managing Director of the Company, has exercised 6,666 options over Ordinary Shares. Accordingly, Mr O'Connell's beneficial interest in Ordinary Shares has increased by 6,666 and now comprises 1,069,966 Ordinary Shares, representing approximately 6.55% of the Company's issued share capital (excluding shares held in treasury).

Additionally, the Company has been informed today that Mrs Shelley Ashcroft, Finance Director of the Company, has transferred 3,900 Ordinary Shares from her personal holding to the personal holding of Mr Gareth Ashcroft, PCA and spouse of Mrs Ashcroft, at no cost. Following this transfer, the aggregate beneficial interest in the Company of Mrs Ashcroft and her spouse, Mr Gareth Ashcroft remains at 20,359 Ordinary Shares, representing approximately 0.12% 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**

<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	Managing 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	Employee share options with an exercise price of £1.41 each  ISIN: GB0005957005
b)	Nature of the transaction	Exercise of employee share options

c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£1.41	6,666
d)	Aggregated information  - Aggregated volume  - Price	Aggregated volume: N/A Aggregated price: N/A	
e)	Date of the transaction	15 July 2025	
f)	Place of the transaction	Off-market	

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>					
a)	Name	Mrs Shelley Ashcroft				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	Finance 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	Transfer of Ordinary Shares				
c)	Price(s) and volume(s)	<table> <tr> <th>Price(s)</th><th>Volume(s)</th></tr> <tr> <td>£nil</td><td>3,900</td></tr> </table>	Price(s)	Volume(s)	£nil	3,900
Price(s)	Volume(s)					
£nil	3,900					
d)	Aggregated information - Aggregated volume  - Price	Aggregated volume: N/A Aggregated price: N/A				
e)	Date of the transaction	15 July 2025				
f)	Place of the transaction	Off market				

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Mr Gareth Ashcroft
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	PCA, Spouse of Finance 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					
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	Receipt of Ordinary Shares					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£nil</td><td>3,900</td></tr></table>	Price(s)	Volume(s)	£nil	3,900	
Price(s)	Volume(s)						
£nil	3,900						
d)	Aggregated information  - Aggregated volume  - Price	Aggregated volume: N/A Aggregated price: N/A					
e)	Date of the transaction	15 July 2025					
f)	Place of the transaction	Off market					

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