

10 October 2023

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

Director/PDMR Shareholding

The Company was informed on 9 October 2023 that, on the same day, Mr Michael O'Connell, Finance Director of the Company, exercised 50,000 options over ordinary shares of 10 pence each in the capital of the Company ("Ordinary Shares") as part of the Company's LTIP performance plan. Following this exercise, Mr O'Connell's beneficial interest in Ordinary Shares has increased by 50,000 and now comprises 1,660,862 Ordinary Shares, representing approximately 10.2% of the Company's issued share capital (excluding shares held in treasury). The exercise of options is being satisfied by the transfer of existing Ordinary Shares which are held by the employee share option trust.

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	LTIP options over Ordinary Shares ISIN: GB0005957005
b)	Nature of the transaction	Exercise of LTIP options

c)	Price(s) and volume(s)	Price	Volume
		nil	50,000
d)	Aggregated information		
	- Aggregated volume	Aggregated volume: N/A	
	- Price	Aggregated price: N/A	
e)	Date of the transaction	9 October 2023	
f)	Place of the transaction	Off market transaction	

For further information please contact:

MS INTERNATIONAL plc
Michael Bell

Tel: +44 (0)13 0232 2133

Shore Capital
Nomad and Broker
Patrick Castle/Daniel Bush/Lucy Bowden

Tel: +44 (0)20 7408 4090