

1 October 2024

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

Director/PDMR Shareholding

The Company was informed on 1 October 2024 that on the same day Mr Michael O'Connell, Finance Director of the Company, gifted an aggregate total of 495,000 ordinary shares of 10 pence each in the capital of the Company ("Ordinary Shares") to various family members, including Mr Jamal O'Connell, an adult son and closely associated person of Mr Michael O'Connell.

Following this gift of Ordinary Shares, Mr O'Connell's beneficial interest in Ordinary Shares now comprises 1,188,300 Ordinary Shares, representing approximately 7.39% of the Company's issued share capital (excluding shares held in treasury).

The notifications below, made in accordance with the requirements of the UK Market Abuse Regulation, provide 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	Gift of Ordinary Shares ISIN: GB0005957005

b)	Nature of the transaction	Transfers of Ordinary Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Effective price of £10.25	495,000
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: N/A Aggregated price: N/A	
e)	Date of the transaction	1 October 2024	
f)	Place of the transaction	Off-market transaction	

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Mr Jamal O'Connell	
2	Reason for the notification		
a)	Position/status	Closely associated person of Mr Michael O'Connell, 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	Receipt of gift of Ordinary Shares ISIN: GB0005957005	
b)	Nature of the transaction	Transfer of Ordinary Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Effective price of £10.25	145,000

d)	Aggregated information - Aggregated volume - Price	Aggregated volume: N/A Aggregated price: N/A
e)	Date of the transaction	1 October 2024
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