

16 September 2024

**MS INTERNATIONAL plc
(the “Company”)**

Directors’ Shareholdings

The Company announces that it was informed on 16 September 2024, that Mr Michael Bell, Executive Chairman of the Company, has transferred in aggregate 17,975 ordinary shares of 10 pence each in the Company (the “Ordinary Shares”), by way of a sale of 17,975 Ordinary Shares at £10.40 per Ordinary Share, from his personal holding and a purchase of 9,325 Ordinary Shares into his ISA and 8,650 Ordinary Shares into his SIPP, both at £10.402 per Ordinary Share.

Following this transaction, Mr Bell’s beneficial interest in Ordinary Shares remains at 2,889,031 Ordinary Shares, representing approximately 17.97% of the Company’s issued share capital (excluding shares held in treasury).

Additionally, the Company announces that it was also informed on 16 September 2024, that Mr Michael O’Connell, Financial Director of the Company, has transferred in aggregate 13,680 Ordinary Shares from his personal holding into his ISA and his SIPP. The transfer was effected by way of a sale of 13,680 Ordinary Shares at a price of £10.40 per Ordinary Share and a purchase of 2,300 Ordinary Shares into his ISA at £10.415 per Ordinary share and 11,380 Ordinary Shares into his SIPP at £10.403 per Ordinary Share.

Following this transaction, Mr O’Connell’s beneficial interest in Ordinary Shares remains at 1,683,300 Ordinary Shares, representing approximately 10.47% 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, 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 Bell
2	Reason for the notification	
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	Ordinary Shares of 10 pence each		
	Identification code	ISIN: GB0005957005		
b)	Nature of the transaction	1) Sale of Ordinary Shares 2) Purchase of Ordinary Shares into ISA 3) Purchase of Ordinary Shares into SIPP		
c)	Price(s) and volume(s)		Price(s)	Volume(s)
		1)	£10.40	17,975
		2)	£10.402	9,325
		3)	£10.402	8,650
d)	Aggregated information	N/A – single transactions		
	- Aggregated volume			
	- Price			
e)	Date of the transaction	16 September 2024		
f)	Place of the transaction	London Stock Exchange, AIM Market (XLON)		

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			

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d)	Aggregated information - Aggregated volume - Price	N/A – single transactions												
e)	Date of the transaction	16 September 2024												
f)	Place of the transaction	London Stock Exchange, AIM Market (XLON)												

For further information please contact:

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