

17 October 2023

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

Director/PDMR Shareholding

Exercise of LTIP Options

The Company was informed on 16 October 2023 that, on the same day, Mr Michael Bell, Executive Chairman 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 Bell's beneficial interest in Ordinary Shares has increased by 50,000 and now comprises 3,047,634 Ordinary Shares, representing approximately 18.7% 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.

Transfer of Shares

Additionally, the Company was informed on 16 October 2023, that on the same day, Mr Michael Bell, Executive Chairman of the Company, transferred 13,530 ordinary shares of 10 pence each in the capital of the Company ("Ordinary Shares") from his personal holding into an ISA. Mr Bell also transferred 17,026 Ordinary Shares from his personal holding into his SIPP (together the "Transfers"). The Transfers were effected by the sale of 30,556 Ordinary Shares at 700 pence each followed by the repurchase of 13,530 Ordinary Shares at 700.3 pence each into his ISA and the repurchase of 17,026 Ordinary Shares at 700.15 pence each into his SIPP.

Following the Transfers, there is no change to Mr Bell's beneficial holding, and his interest in the Company remains at 3,047,634 Ordinary Shares, representing approximately 18.7% 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 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 Identification code	LTIP options over Ordinary Shares ISIN: GB0005957005					
b)	Nature of the transaction	Exercise of LTIP options					
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price</th> <th>Volume</th> </tr> </thead> <tbody> <tr> <td>nil</td> <td>50,000</td> </tr> </tbody> </table>	Price	Volume	nil	50,000	
Price	Volume						
nil	50,000						
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: N/A Aggregated price: N/A					
e)	Date of the transaction	16 October 2023					
f)	Place of the transaction	Off market transaction					

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 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 Bell's personal holding 2. Purchase of Ordinary Shares into Mr Bell's ISA 3. Purchase of Ordinary Shares into Mr Bell's SIPP 								
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price</th> <th>Volume</th> </tr> </thead> <tbody> <tr> <td>1. 700p</td> <td>30,556</td> </tr> <tr> <td>2. 700.3p</td> <td>13,530</td> </tr> <tr> <td>3. 700.15p</td> <td>17,026</td> </tr> </tbody> </table>	Price	Volume	1. 700p	30,556	2. 700.3p	13,530	3. 700.15p	17,026
Price	Volume									
1. 700p	30,556									
2. 700.3p	13,530									
3. 700.15p	17,026									
d)	Aggregated information - Aggregated volume - Price	<p>Aggregated volume: N/A</p> <p>Aggregated price: N/A</p>								
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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