

28 January 2021

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

Director/PDMR Shareholding

The Company was informed on 28 January 2021 that on 27 January 2021 Mr Michael Bell, Executive Chairman of the Company, purchased: (i) 14,000 ordinary shares of 10 pence each in the capital of the Company ("Ordinary Shares") into an ISA in his name at a price of 152 pence per Ordinary Share; and (ii) 45,000 Ordinary Shares into a SIPP in his name at a price of 150 pence per Ordinary Share.

Following these purchases, Mr Bell holds an interest in 2,763,757 Ordinary Shares, representing approximately 17.1% 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	Ordinary shares of 10 pence each ISIN: GB0005957005
b)	Nature of the transaction	1. Purchase of Ordinary Shares into an ISA 2. Purchase of Ordinary Shares into a SIPP

c)	Price(s) and volume(s)	Price(s)	Volume(s)
		1. 152p	14,000
		2. 150p	45,000
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 59,000 Aggregate price: 150.47p per Ordinary Share Aggregated total: £88,780	
e)	Date of the transaction	27 January 2021	
f)	Place of the transaction	London Stock Exchange, AIM Market (XLON)	

For further information please contact:

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