

15 February 2021

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

**Director/PDMR Shareholding**

The Company was informed on 12 February 2021 that on the same day Mr Michael Bell, Executive Chairman of the Company, purchased 37,630 ordinary shares of 10 pence each in the capital of the Company ("Ordinary Shares") into a SIPP in his name at a price of 159.5 pence per Ordinary Share and at the same time sold 37,630 Ordinary Shares from his personal holding at a price of 159.4 pence.

Following this transaction, there is no change to Mr Bell's beneficial holding, and his interest in the Company remains at 2,828,797 Ordinary Shares, representing approximately 17.5% 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**

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Mr Michael Bell
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Executive Chairman
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	MS INTERNATIONAL plc
b)	LEI	213800Q34ZAXQ582YL41
<b>4</b>	<b>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</b>	
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. Purchase of Ordinary Shares into a SIPP 2. Sale of Ordinary Shares from a personal holding

c)	Price(s) and volume(s)	Price(s)	Volume(s)
		1. 159.5p	37,630
		2. 159.4p	37,630
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: N/A – equal purchase/sale  Aggregate price: N/A – equal purchase/sale	
e)	Date of the transaction	12 February 2021	
f)	Place of the transaction	London Stock Exchange, AIM Market (XLON)	

**For further information please contact:**

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