

30 January 2024

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

**Director/PDMR Shareholding**

The Company was informed on 30 January 2024, that on the same day, Mr Michael O'Connell, Finance Director of the Company, sold 5,206 ordinary shares of 10 pence each in the capital of the Company ("Ordinary Shares") from his personal holding at a price of 880.0 pence per share. Mr O'Connell subsequently purchased 4,694 Ordinary Shares into his SIPP and 512 Ordinary Shares into his ISA all at a price of 880.75 pence per share.

Following the above transfers by Mr O'Connell, there is no change to his beneficial holding, and his interest in the Company remains at 1,660,862 Ordinary Shares, representing approximately 10.2% of the Company's issued share capital (excluding shares held in treasury).

The Company was also informed on 29 January 2024, that on the same day, Mr Michael Bell, Executive Chairman, sold 3,969 Ordinary Shares from his personal holding at a price of 880.0 pence per share. Mr Bell subsequently, purchased 2,039 Ordinary Shares into his ISA and 1,930 Ordinary Shares into his SIPP all at a price of 881.0 pence per share.

Following the above transfers by Mr Bell, there is no change to his beneficial holding, and his interest in the Company remains at 2,882,401 Ordinary Shares, representing approximately 17.7% 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 on the above transactions.

**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 O'Connell
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Finance Director
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  Identification code	Ordinary shares of 10 pence each  ISIN: GB0005957005									
b)	Nature of the transaction	<ol style="list-style-type: none"> <li>1. Sale of Ordinary Shares out of Mr O’Connell’s personal holding</li> <li>2. Purchase of Ordinary Shares into Mr O’Connell’s ISA</li> <li>3. Purchase of Ordinary Shares into Mr O’Connell’s SIPP</li> </ol>									
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>1. 880.0p</td> <td>5,206</td> </tr> <tr> <td>2. 880.75p</td> <td>512</td> </tr> <tr> <td>3. 880.75p</td> <td>4,694</td> </tr> </tbody> </table>	Price(s)	Volume(s)	1. 880.0p	5,206	2. 880.75p	512	3. 880.75p	4,694	
Price(s)	Volume(s)										
1. 880.0p	5,206										
2. 880.75p	512										
3. 880.75p	4,694										
d)	Aggregated information  - Aggregated volume  - Price	N/A – single transactions									
e)	Date of the transaction	30 January 2024									
f)	Place of the transaction	London Stock Exchange, AIM Market (XLON)									

<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  Identification code	Ordinary shares of 10 pence each  ISIN: GB0005957005	
b)	Nature of the transaction	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)	Price(s)	Volume(s)
		1. 880.0p	3,969
		2. 881.0p	2,039
		3. 881.0p	1,930
d)	Aggregated information  - Aggregated volume  - Price	N/A – single transactions	
e)	Date of the transaction	29 January 2024	
f)	Place of the transaction	London Stock Exchange, AIM Market (XLON)	

**For further information please contact:**

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