

24 February 2021

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

Director/PDMR Shareholding

The Company was informed on 24 February 2021 that on 23 February 2021 Mr Roger Lane-Smith, Senior Independent Non-Executive Director of the Company, purchased 20,000 ordinary shares of 10 pence each in the capital of the Company ("Ordinary Shares") at a price of 165.44 pence per Ordinary Share. The Company was further informed that on 24 February 2021 Mr Lane-Smith purchased 10,000 Ordinary Shares at a price of 165.1875 pence per Ordinary Share.

Following these purchases, Mr Lane-Smith holds an interest in 80,000 Ordinary Shares, representing approximately 0.5% 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, provide 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 Roger Lane-Smith
2	Reason for the notification	
a)	Position/status	Senior Independent Non-Executive 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	
a)	Description of the financial instrument, type of instrument	Ordinary shares of 10 pence each
	Identification code	ISIN: GB0005957005
b)	Nature of the transaction	Purchase of Ordinary Shares

c)	Price(s) and volume(s)	Price(s)	Volume(s)
		165.44p	20,000
d)	Aggregated information	Aggregated volume: 20,000	
	- Aggregated volume	Aggregate price: 165.44p per Ordinary Share	
	- Price	Aggregated total: £33,088	
e)	Date of the transaction	23 February 2021	
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 Roger Lane-Smith	
2	Reason for the notification		
a)	Position/status	Senior Independent Non-Executive 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		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 10 pence each	
	Identification code	ISIN: GB0005957005	
b)	Nature of the transaction	Purchase of Ordinary Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		165.1875p	10,000
d)	Aggregated information	Aggregated volume: 10,000	
	- Aggregated volume	Aggregate price: 165.1875p per Ordinary Share	

	- Price	Aggregated total: £16,518.75
e)	Date of the transaction	24 February 2021
f)	Place of the transaction	London Stock Exchange, AIM Market (XLON)

For further information please contact:

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