

3 February 2021

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

Director/PDMR Shareholding

The Company was informed on 3 February 2021 that on 1 February 2021 Mr Michael Bell, Executive Chairman of the Company, purchased 20,000 ordinary shares of 10 pence each in the capital of the Company ("Ordinary Shares") into an ISA in his name at a price of 155 pence per Ordinary Share. The Company was further informed that on 2 February 2021 Mr Bell: (i) purchased 8,460 Ordinary Shares into an ISA in his name at a price of 161.5 pence Pper Ordinary Share; (ii) purchased 9,684 Ordinary Shares into an ISA in his name at a price of 165 pence per Ordinary Share; and (iii) transferred 12,597 Ordinary Shares from a personal holding into an ISA in his name at a price of 158.5 pence per Ordinary Share.

Following these transactions, Mr Bell holds an interest in 2,803,901 Ordinary Shares, representing approximately 17.3% 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.

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 | Ordinary shares of 10 pence each |

| | | | |
|----|---------------------------|--|-----------|
| | Identification code | ISIN: GB0005957005 | |
| b) | Nature of the transaction | Purchase of Ordinary Shares into an ISA | |
| c) | Price(s) and volume(s) | Price(s) | Volume(s) |
| | | 155p | 20,000 |
| d) | Aggregated information | Aggregated volume: 20,000 | |
| | - Aggregated volume | Aggregate price: 155p per Ordinary Share | |
| | - Price | Aggregated total: £31,000 | |
| e) | Date of the transaction | 1 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 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 | Ordinary shares of 10 pence each | |
| | Identification code | ISIN: GB0005957005 | |
| b) | Nature of the transaction | <ol style="list-style-type: none"> 1. Purchase of Ordinary Shares into an ISA 2. Purchase of Ordinary Shares into an ISA | |

| | | 3. Transfer of Ordinary Shares from a personal holding into an ISA | |
|----|--------------------------|---|-----------|
| c) | Price(s) and volume(s) | Price(s) | Volume(s) |
| | | 1. 161.5p | 8,460 |
| | | 2. 165.0p | 9,684 |
| | | 3. 158.5p | 12,597 |
| d) | Aggregated information | <p>Aggregated volume of purchases (1. and 2.): 18,144</p> <p>Aggregate price of purchases (1. and 2.): 163.37p per Ordinary Share</p> <p>Aggregated total of purchases (1. and 2.): £29,641.50</p> <p>Aggregated volume of transfers (3.): 12,597</p> <p>Aggregate price of transfers (3.): 158.5p per Ordinary Share</p> <p>Aggregated total of transfers (3.): £19,966.25</p> | |
| e) | Date of the transaction | 2 February 2021 | |
| f) | Place of the transaction | London Stock Exchange, AIM Market (XLON) | |

For further information please contact:

MS INTERNATIONAL plc
Michael Bell

Tel: +44 (0)13 0232 2133

Shore Capital
Nomad and Broker
Patrick Castle/Daniel Bush

Tel: +44 (0)20 7408 4090