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**THIS ANNOUNCEMENT AMOUNTS TO A FINANCIAL PROMOTION FOR THE PURPOSES OF SECTION 21 OF THE FINANCIAL SERVICES AND MARKETS ACT 2000 ("FSMA") AND HAS BEEN APPROVED BY TENNYSON SECURITIES WHICH IS AUTHORISED AND REGULATED BY THE FINANCIAL CONDUCT AUTHORITY (FRN 538762).**

14 April 2025

**Uranium Energy Exploration PLC  
(to be renamed The Smarter Web Company PLC)  
("The Company")**

**Retail Investor IPO**

Uranium Energy Exploration PLC is pleased to announce a retail investor IPO (the "Retail Offer") via the Winterflood Retail Access Platform ("WRAP").

**Background and Business Transformation**

The Company is currently an unlisted PLC with approximately £900,000 in cash and a highly experienced management team. As part of its strategy to transition into a successful and growing operating business, the Company has, conditional upon admission, agreed to acquire the entire issued share capital of The Smarter Web Company Limited, a private, revenue-generating web design and digital services agency.

Following Admission to the Access Segment of the Aquis Stock Exchange Growth Market ("Admission"), which is expected to become effective on or around 25 April 2025, conditional upon admission, the Company will be renamed The Smarter Web Company PLC. Following the acquisition, The Smarter Web Company Limited will become a wholly owned subsidiary.

**The New Business Focus**

The Smarter Web Company, founded in 2009 by Andrew Webley, helps businesses of all sizes enhance their online presence and return on digital investment. Its core services include web design, development and digital marketing.

Before founding The Smarter Web Company, Andrew Webley was the Head of Online at Hargreaves Lansdown, one of the UK's most successful financial services companies.

Following Admission, the Company's focus will shift entirely to this operating business, with a clear strategy for revenue growth through:

- Organic growth opportunities around existing, established services
- An acquisition strategy intended to accelerate scale
- As the Company explores opportunities through organic growth and corporate acquisitions it is pioneering the adoption of a Digital Asset Treasury Policy including Bitcoin into its strategy

### **Fundraising and Retail Offer**

The Retail Offer is being made alongside an institutional placing and subscription (together, the "Fundraising") for up to 80,000,000 new ordinary shares of £0.001 each at £0.025 per share, raising gross proceeds of up to £2,000,000 (the "Issue").

Andrew Webley, founder of The Smarter Web Company, has committed to invest a minimum of £30,000 in the Issue through his ISA.

The Company has previously raised £1,075,500 via 0% convertible loan notes, which will convert on Admission at a 20% discount to the issue price.

The Issue is conditional on the issued and to be issued share capital of the Company being admitted to trading on the Access Segment of the Aquis Stock Exchange Growth Market. Application has been made to the Aquis Stock Exchange for Admission, expected to be effective on or around 25 April 2025.

### **Retail Offer Deadline**

The Retail Offer will close at 5:00 p.m. on 17 April 2025. Eligible investors are encouraged to participate early, as financial intermediaries may impose earlier deadlines.

### **The Smarter Web Company – Key Highlights**

- Established and scalable digital services business
- Organic growth opportunities around existing, established services
- An acquisition strategy intended to accelerate scale
- Pioneer in integrating a Digital Asset Treasury Policy, including Bitcoin

### **The WRAP Retail Offer**

Eligible retail investors can contact their broker or wealth manager to participate in the Retail Offer. Investors should telephone their broker or wealth manager and ask to apply. Applications can also be made using cash held within ISAs and SIPPs.

The Retail Offer is expected to close at 5:00 p.m. on 17 April 2025. Eligible retail investors should note that financial intermediaries may have earlier closing times. The result of the Retail Offer is expected to be announced by the Company alongside the result of the Fundraising on or around 25 April 2025.

Retail brokers wishing to participate in the Retail Offer on behalf of eligible retail investors, should contact [WRAP@winterflood.com](mailto:WRAP@winterflood.com).

To be eligible to participate in the Retail Offer, applicants must be a customer of a participating intermediary including individuals aged 18 years or over, companies and other bodies corporate, partnerships, trusts, associations and other unincorporated organisations.

There is a minimum subscription of £500 per investor under the Retail Offer. The terms and conditions on which investors subscribe will be provided by the relevant financial intermediaries including relevant commission or fee charges.

The Company reserves the right to amend the size of the retail offer at its discretion. The Company reserves the right to scale back any order and to reject any application for subscription under the WRAP Retail Offer without giving any reason for such rejection.

It is vital to note that once an application for Retail Offer Shares has been made and accepted via an intermediary, it cannot be withdrawn.

The Retail Offer Shares will, when issued, be credited as fully paid, and have the right to receive all dividends and other distributions declared, made or paid after their date of issue.

It is a term of the Retail Offer that the total value of the Retail Offer Shares available for subscription at the Issue Price does not exceed EUR 8 million (or the equivalent amount in GBP, calculated in accordance with the Prospectus Rules Regulations Sourcebook of the Financial Conduct Authority (the “FCA”).

**Investors should make their own investigations into the merits of an investment in the Company. Nothing in this announcement amounts to a recommendation to invest in the Company or amounts to investment, taxation or legal advice.**

**It should be noted that a subscription for Ordinary Shares and investment in the Company carries a number of risks, including the risk that investors may lose their entire investment. Investors should take independent advice from a person experienced in advising on investment in securities such as the Ordinary Shares if they are in any doubt.**

**An investment in the Company will place capital at risk. The value of investments, and any income, can go down as well as up, so investors could get back less than the amount invested.**

**Neither past performance nor any forecasts should be considered a reliable indicator of future results.**

The Retail Offer is offered in the United Kingdom under the exemption from the requirement to publish a prospectus in sections 86(1)(e) and 86(4) of FSMA. As such, there is no need for publication of a prospectus pursuant to the United Kingdom version of Regulation (EU) 2017/1129 as it forms part of United Kingdom law by virtue of the European Union (Withdrawal) Act 2018 (as amended), or for approval of the same by the FCA. The Retail Offer is not being made into any jurisdiction other than the United Kingdom.

The Company will publish an admission document in compliance with the requirements of the Aquis Stock Exchange Access Rulebook and is issued in connection with the proposed admission of Uranium Energy Exploration PLC to the Access Segment of the Aquis Stock Exchange Growth Market ("**Admission Document**"). The Admission Document does not constitute a prospectus. The Admission Document is not an approved prospectus for the purposes of, and as defined in, section 85 of FSMA, has not been prepared in accordance with the Prospectus Rules and its contents have not been approved by the FCA or any other authority which could be a competent authority for the purposes of the Prospectus Regulation. Further, the contents of the Admission Document have been approved by an authorised person for the purposes of section 21 of FSMA. The Admission Document will not be filed with or approved by the FCA or any other government or regulatory authority in the UK.

**The Smarter Web Company**

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Andrew Webley, to be appointed CEO on admission

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Further information on the Company can be found on its website at  
[www.smarterwebcompany.co.uk](http://www.smarterwebcompany.co.uk)

The Company's LEI is 213800VQ09FUG4PZMP73.

This announcement should be read in its entirety. In particular, the information in the "Important Notices" section of the announcement should be read and understood.

## Important Notices

This announcement, which has been prepared by and is the sole responsibility of the Company has been approved for the purposes of Section 21 of the Financial Services and Markets Act 2000 (“**FSMA**”) by Tennyson Securities which is authorised and regulated by the Financial Conduct Authority.

The release, publication or distribution of this announcement may be restricted by law in certain jurisdictions and persons into whose possession any document or other information referred to herein comes should inform themselves about and observe any such restriction. Any failure to comply with these restrictions may constitute a violation of the securities laws of any such jurisdiction.

This announcement and the information contained herein is not for release, publication or distribution, directly or indirectly, in whole or in part, in or into or from the United States (including its territories and possessions, any state of the United States and the District of Columbia (the “**United States**” or “**US**”)), Australia, Canada, New Zealand, Japan, the Republic of South Africa, any member state of the EEA or any other jurisdiction where to do so might constitute a violation of the relevant laws or regulations of such jurisdiction.

The Ordinary Shares have not been and will not be registered under the US Securities Act of 1933, as amended (the “**US Securities Act**”) or under the applicable state securities laws of the United States and may not be offered or sold directly or indirectly in or into the United States. No public offering of the Ordinary Shares is being made in the United States. The Ordinary Shares are being offered and sold outside the United States in “**offshore transactions**”, as defined in, and in compliance with, Regulation S under the US Securities Act (“**Regulation S**”) to non-US persons (within the meaning of Regulation S). In addition, the Company has not been, and will not be, registered under the US Investment Company Act of 1940, as amended.

This announcement does not constitute an offer to sell or issue or a solicitation of an offer to buy or subscribe for Ordinary Shares in the United States, Australia, Canada, New Zealand, Japan, the Republic of South Africa, any member state of the EEA or any other jurisdiction in which such offer or solicitation is or may be unlawful. No public offer of the securities referred to herein is being made in any such jurisdiction.

This announcement is not for publication or distribution, directly or indirectly, in or into the United States of America. This announcement is not an offer of securities for sale into the United States. The securities referred to herein have not been and will not be registered under the US Securities Act, and may not be offered or sold in the United States, except pursuant to an applicable exemption from registration. No public offering of securities is being made in the United States.

WRAP is a proprietary technology platform owned and operated by Winterflood (registered address at Riverbank House, 2 Swan Lane, London EC4R 3GA; FRN 141455). Winterflood is authorised and regulated in the United Kingdom by the Financial Conduct Authority, is acting exclusively for the Company and for no-one else and will not regard any other person (whether or not a recipient of this announcement) as its client in relation to the Retail Offer and will not be responsible to anyone other than the Company for providing the protections afforded to its clients, nor for providing advice in connection with the Retail Offer, Admission and the other arrangements referred to in this announcement.

**The value of Ordinary Shares and the income from them is not guaranteed and can fall as well as rise due to stock market movements. When you sell your investment, you may get back less than you originally invested. Figures refer to past performance and past performance is not a reliable indicator of future results.** Returns may increase or decrease as a result of currency fluctuations.

Certain statements in this announcement are forward-looking statements which are based on the Company's expectations, intentions and projections regarding its future performance, anticipated events or trends and other matters that are not historical facts. These forward-looking statements, which may use words such as "aim", "anticipate", "believe", "intend", "estimate", "expect" and words of similar meaning, include all matters that are not historical facts. These forward-looking statements involve risks, assumptions and uncertainties that could cause the actual results of operations, financial condition, liquidity and dividend policy and the development of the industries in which the Company's businesses operate to differ materially from the impression created by the forward-looking statements. These statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and other factors that could cause actual results to differ materially from those expressed or implied by such forward-looking statements. Given those risks and uncertainties, prospective investors are cautioned not to place undue reliance on forward-looking statements.

These forward-looking statements speak only as at the date of this announcement and cannot be relied upon as a guide to future performance. The Company and Winterflood expressly disclaim any obligation or undertaking to update or revise any forward-looking statements contained herein to reflect actual results or any change in the assumptions, conditions or circumstances on which any such statements are based unless required to do so by the FCA, the Aquis Stock Exchange or applicable law.

The information in this announcement is for background purposes only and does not purport to be full or complete. None of Winterflood or any of its affiliates, accepts any responsibility or liability whatsoever for, or makes any representation or warranty, express or implied, as to this announcement, including the truth, accuracy or completeness of the information in this announcement (or whether any information has been omitted from the announcement) or any other information relating to the Company or associated companies, whether written, oral or in a visual or electronic form, and howsoever transmitted or made available or for any

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Any indication in this announcement of the price at which the Ordinary Share have been bought or sold in the past cannot be relied upon as a guide to future performance. Persons needing advice should consult an independent financial adviser. No statement in this announcement is intended to be a profit forecast and no statement in this announcement should be interpreted to mean that earnings or target dividend per share of the Company for the current or future financial years would necessarily match or exceed the historical published earnings or dividends per share of the Company.

Neither the content of the Company's website (or any other website) nor the content of any website accessible from hyperlinks on the Company's website (or any other website) is incorporated into or forms part of this announcement. The Ordinary Shares to be issued or sold pursuant to the Retail Offer will not be admitted to trading on any stock exchange other than the Aquis Stock Exchange.