RNS Number : 9300X
Ultimate Products PLC
26 July 2024

Ultimate Products plc

("Ultimate Products", "Company" or "the Group")

Director/PDMR Shareholding

Ultimate Products, the owner of a number of leading homeware brands including Salter (the UK's oldest houseware brand, est.1760) and Beldray (est.1872), announces that on 25 July 2024, Simon Showman, Founder and Chief Commercial Officer, sold 45,720 ordinary shares of 0.25p each ("Ordinary Shares") in the Company at a price of 137 pence per Ordinary Share and each of his three adult children's ISAs purchased 15,240 Ordinary Shares at a price of 137 pence per share.

The Company also announces that on 15 July 2024 Simon Showman's wife, Hayley Showman, gifted 200,000 Ordinary Shares for nil consideration to The Showmanrose Foundation, a charitable trust.

Further details of the above dealings are set out at the end of this announcement.

The person responsible for arranging the release of this announcement on behalf of the Company is Chris Dent, CFO.

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Notes to Editors

Ultimate Products is the owner of a number of leading homeware brands including Salter (the UK's oldest houseware brand, established in 1760) and Beldray (a laundry, floor care, heating and cooling brand that was established in 1872). According to its market research, nearly 80% of UK households own at least one of the Group's products.

Ultimate Products sells to over 300 retailers across 38 countries, and specialises in five product categories: Small Domestic Appliances; Housewares; Laundry; Audio; and Heating and Cooling. Other brands include Progress (cookware and bakeware), Kleeneze (laundry and floorcare), Petra (small domestic appliances) and Intempo (audio).

The Group's products are sold to a broad cross-section of both large national and international multi-channel retailers as well as smaller national retail chains, incorporating discount retailers, supermarkets, general retailers and online retailers.

Founded in 1997, Ultimate Products employs over 370 staff, a significant number of whom have joined via the Group's graduate development scheme, and is headquartered in Oldham, Greater Manchester, where it has design, sales, marketing, buying, quality assurance, support functions and warehouse facilities across two sites. Manor Mill, the Group's head office, includes a spectacular 20,000 sq ft showroom that showcases each of its brands. In addition, the Group has an office and showroom in Guangzhou, China and in Paris, France.

Please note that Ultimate Products is not the owner of Russell Hobbs. The company currently has licence agreements in place granting it an exclusive licence to use the "Russell Hobbs" trademark for cookware and laundry (NB this does not include Russell Hobbs electrical appliances).

For further information, please visit www.upplc.com.

Pursuant to the notification obligations in accordance with Article 19 of the Market Abuse Regulation (MAR)

1.	**Details of PDMR / person closely associated with them ('PCA')**	
a)	Name	Simon Showman
2.	**Details of PDMR / person closely associated with them ('PCA')**	
a)	Position / status	Chief Commercial Officer
b)	Initial notification / amendment	Initial notification

<table>
<tr><td>3.</td><td colspan="2">Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</td></tr>
<tr><td>a)</td><td>Name</td><td>Ultimate Products Plc</td></tr>
<tr><td>b)</td><td>LEI</td><td>213800Q5GWTVIW6KJW33</td></tr>
<tr><td>4.</td><td colspan="2">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</td></tr>
<tr><td>c)</td><td>Description of the financial instrument</td><td>Ordinary shares of 0.25p each in the capital of Ultimate Products plc

ISIN: GB00BYX7MG58</td></tr>
<tr><td>d)</td><td>Nature of the transaction</td><td>Sale of 45,720 Ordinary Shares by Simon Showman and purchase of 15,240 Ordinary Shares by each of his adult children's ISAs</td></tr>
<tr><td>e)</td><td>Price and volume</td><td>
<table>
<tr><td>Type</td><td>Price (PENCE)</td><td>Volume</td></tr>
<tr><td>Simon Showman</td><td>137</td><td>45,720</td></tr>
<tr><td>Dylan Rose</td><td>137</td><td>15,240</td></tr>
<tr><td>Alfie Showman</td><td>137</td><td>15,240</td></tr>
<tr><td>Jack Showman</td><td>137</td><td>15,240</td></tr>
</table>
</td></tr>
<tr><td>f)</td><td>Aggregated information

Aggregated volume

Price</td><td>
<table>
<tr><td>Type</td><td>Aggregate Price</td><td>Aggregate Volume</td></tr>
<tr><td>Sale</td><td>137</td><td>45,720</td></tr>
</table>
</td></tr>
<tr><td>g)</td><td>Date of the transaction</td><td>25 July 2024</td></tr>
<tr><td>h)</td><td>Place of the transaction</td><td>London Stock Exchange (XLON)</td></tr>
</table>

<table>
<tr><td>1.</td><td colspan="2">Details of PDMR / person closely associated with them ('PCA')</td></tr>
<tr><td>a)</td><td>Name</td><td>Hayley Showman</td></tr>
<tr><td>2.</td><td colspan="2">Details of PDMR / person closely associated with them ('PCA')</td></tr>
<tr><td>a)</td><td>Position / status</td><td>Person Closely Associated with Simon Showman, Chief Commercial Officer</td></tr>
<tr><td>b)</td><td>Initial notification / amendment</td><td>Initial notification</td></tr>
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<tr><td></td><td colspan="2">auctioneer or auction monitor</td></tr>
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<tr><td>f)</td><td>Aggregated information

Aggregated volume

Price</td><td><table><tr><td>Type</td><td>Aggregate Price</td><td>Aggregate Volume</td></tr><tr><td>Gift</td><td>As above</td><td>As above</td></tr></table></td></tr>
<tr><td>g)</td><td>Date of the transaction</td><td>15 July 2024</td></tr>
<tr><td>h)</td><td>Place of the transaction</td><td>Off market</td></tr>
</table>

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