RNS Number : 6509A
Ultimate Products PLC
16 August 2024

Ultimate Products plc

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

Persons discharging managerial responsibilities ("PDMR") dealing

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), was informed on 15th August 2024 that Chris Dent, Chief Financial Officer, on the same day purchased 1,780 ordinary shares of 0.25p each ("Ordinary Shares") in the Company at a price of 140.38p per share. Following this purchase, Mr Dent has a beneficial interest in 107,114 Ordinary Shares representing approximately 0.12% of the Company's issued share capital.

For more information, please contact:

Ultimate Products +44 (0) 161 627 1400
Andrew Gossage, CEO
Chris Dent, CFO

Shore Capital +44 (0) 20 7408 4090
Mark Percy
Malachy McEntyre
David Coaten
Harry Davies-Ball
Isobel Jones

Cavendish Capital Markets Limited + 44 (0)20 7220 0500
Carl Holmes (Corporate Finance)
Matt Goode (Corporate Finance)
Abigail Kelly (Corporate Finance)
Charlie Combe (ECM)

Sodali & Co +44 (0) 207 250 1446
Rob Greening
Sam Austrums
Oliver Banks

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

<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>Chris Dent</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>Chief Financial Officer</td></tr>
<tr><td>b)</td><td>Initial notification / amendment</td><td>Initial notification</td></tr>
<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 UP Global Sourcing Holdings plc

ISIN: GB00BYX7MG58</td></tr>
<tr><td>d)</td><td>Nature of the transaction</td><td>Purchase of Ordinary Shares</td></tr>
<tr><td>e)</td><td>Price and volume</td><td><table><tr><td></td><td>Price (PENCE)</td><td>Volume</td></tr><tr><td>Chris Dent</td><td>140.38</td><td>1,780</td></tr></table></td></tr>
<tr><td>f)</td><td>Aggregated information

Aggregated volume

Price</td><td>

1,780

140.38p</td></tr>
<tr><td>g)</td><td>Date of the transaction</td><td>15 August 2024</td></tr>
<tr><td>h)</td><td>Place of the transaction</td><td>London Stock Exchange (XLON)</td></tr>
</table>

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.

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact rns@lseg.com or visit www.rns.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our Privacy Policy.

END

DSHEADPSFDNLEFA