RNS Number : 2507X
Ultimate Products PLC
17 February 2025

Ultimate Products plc

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

Transaction in Own Shares
Total Voting Rights
and
PDMR Shareholding

Further to its announcement on 10 May 2024 of the commencement of a share buyback programme, 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 it has purchased for cancellation, through Shore Capital Stockbrokers Limited, the following ordinary shares of 0.25 pence each in the Company ("Ordinary Shares").

Date of purchase:	14/02/2025
Number of Ordinary Shares purchased (aggregated volume):	8,520
Highest price paid per Ordinary Share (pence):	89
Lowest price paid per Ordinary Share (pence):	89
Volume weighted average price paid per share Ordinary Share (pence):	89

Following the cancellation of the Ordinary Shares, the Company's issued share capital will consist of87,382,662Ordinary Shares. This figure represents the total voting rights in the Company and may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in the Company, under the Disclosure Guidance and Transparency Rules of the FCA.

In accordance with Article 5(1)(b) of the UK version of Regulation (EU) No. 596/2014 which is part of UK law by virtue of the European Union (Withdrawal) Act 2018, a detailed breakdown of individual trades is available below:

Number of shares purchased	Transaction price (pence per share)	Time of transaction	Venue
8,520	89	15:55	XLON

The Company also announces that it has today been informed that Katie Maxwell, Trading Director, on 13 February 2025, effected a "Bed and ISA" trade by selling 22,684 Ordinary Shares from her dealing account at a price of £0.882 per Ordinary Share and immediately repurchasing 22,522 Ordinary Shares into her ISA at a price of £0.8835 per Ordinary Share.

Further details of the above dealing 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.

For more information, please contact:

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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)

<table>
<tr><td>1.</td><td></td><td colspan="2">Details of PDMR / person closely associated with them ('PCA')</td></tr>
<tr><td>a)</td><td></td><td>Name</td><td>Katie Maxwell</td></tr>
<tr><td>2.</td><td></td><td colspan="2">Details of PDMR / person closely associated with them ('PCA')</td></tr>
<tr><td>a)</td><td></td><td>Position / status</td><td>Trading Director</td></tr>
<tr><td>b)</td><td></td><td>Initial notification / amendment</td><td>Initial notification</td></tr>
<tr><td>3.</td><td></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></td><td>Name</td><td>Ultimate Products Plc</td></tr>
<tr><td>b)</td><td></td><td>LEI</td><td>213800Q5GWTVIW6KJW33</td></tr>
<tr><td>4.</td><td></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></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></td><td>Nature of the transaction</td><td>Sale and repurchase of Ordinary Shares through a "Bed and ISA" arrangement</td></tr>
<tr><td>e)</td><td></td><td>Price and volume</td><td>
<table>
<tr><td>Type</td><td>Price (PENCE)</td><td>Volume</td></tr>
<tr><td>Sale</td><td>£0.882</td><td>22,684</td></tr>
<tr><td>Purchase</td><td>£0.8835</td><td>22,522</td></tr>
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<tr><td>f)</td><td></td><td>Aggregated information

Aggregated volume

Price</td><td>
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g)		Date of the transaction	13 February 2025
h)		Place of the transaction	London Stock Exchange (XLON)

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