RNS Number : 4257Q
Ultimate Products PLC
10 July 2025

**Ultimate Products plc**

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

**Transaction in Own Shares**
**and**
**Total Voting Rights**

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: | 09/07/2025 |
| Number of Ordinary Shares purchased (aggregated volume): | 10,100 |
| Highest price paid per Ordinary Share (pence): | 60.45 |
| Lowest price paid per Ordinary Share (pence): | 60.45 |
| Volume weighted average price paid per share Ordinary Share (pence): | 60.45 |

Following the cancellation of the Ordinary Shares, the Company's issued share capital will consist of 86,493,072 Ordinary 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 |
|---|---|---|---|
| 10,100 | 60.45 | 15:58 | XLON |

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.

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