



28 August 2025

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

SENIOR MANAGEMENT CHANGES

Ultimate Products, the owner of a number of leading homeware brands including Salter (the UK's oldest homeware brand, est.1760) and Beldray (est.1872), is pleased to announce a number of senior management promotions, with the following members of the Group's Operating Board moving into C-suite roles:

- **Duncan Singleton**, currently Trading Director, to be promoted to Chief Commercial Officer
- **David Bloomfield**, currently Supply Chain Director, to be promoted to Chief Supply Chain Officer
- **Craig Holden**, currently Operations & HR Director, to be promoted to Chief Operating Officer
- **Katie Maxwell**, currently Trading Director, to be promoted to Chief Product Officer
- **Tracy Carroll**, currently Brand Director, to be promoted to Chief Marketing Officer

These promotions strengthen the representation of the Group's key functions at the highest level of the business and ensures their direct involvement in strategic decision-making, supporting our long-term growth ambitions.

Biographies

Duncan Singleton has over 30 years of experience in the Small Domestic Appliances ("SDA") industry, including 20 years at Ultimate Products, where he currently oversees the SDA division, which is the Group's largest. He has played a pivotal role in the growth and success of the Salter and Beldray brands, helping to elevate their market presence and performance. His expertise is further recognised through his role as Chair of the British Home Enhancement Trade Association's SDA Committee.

David Bloomfield spent over 20 years with JD Williams in supply chain management before joining Ultimate Products in 2007. With extensive expertise in Far East factory management, David has been a panellist at various supply chain conferences across the UK and Europe. Since 2008 he has attended the Main Board and leads the logistics function that underpins the Group's operational capability and retail partnerships.

Craig Holden joined Ultimate Products in 2006 and has since held a broad range of senior operational roles across the business. He currently oversees the company's operational sites across the world, as well as the people function. He led the launch of the Group's transformational graduate development scheme, which is now one of the largest in the North-West. He has also managed numerous important projects including the creation of a European showroom, and served as general manager of the Group's Far East operations.

Katie Maxwell leads the Group's Housewares function, its second largest division, and is the first person to progress from the Graduate Development Scheme to the Operating Board and now the C-suite. Katie has played a key role in driving innovation within the Group's product portfolio, aligning its product development with its branded strategy. Katie is also Deputy Chair of the ESG Committee and has championed Ultimate Products' ESG strategy with a particular focus on driving environmental initiatives within the Group's teams. She plays an active role in the Leadership programme, nurturing talent and empowering employees to progress.

Tracy Carroll joined Ultimate Products in December 2022 as the company's first Brand Director, which has seen her lead the brand & marketing strategy, and manage our communications function. Tracy has also led the successful rebrands of both Salter and Beldray. Tracy is vastly experienced with a 30-year career in marketing, having previously launched and grown the OXO homeware brand in the UK and EU during her time at Helen of Troy.

Founder role change

As part of these changes, Simon Showman, founder and current Chief Commercial Officer, transitions to the role of President and Founder with effect from 1 September 2025, replacing Barry Franks, who remains a major shareholder. In his new role,

Simon will support the Group's European business and product development function. He will remain on the Board and continues to be the Group's largest shareholder.

Andrew Gossage, CEO, commented:

"I am very pleased to be promoting this exceptional group of individuals to C-suite roles. They have each made a massive contribution to Ultimate Products, and bring relentless professionalism, dedication and passion to their roles. We are fortunate to have such enviable strength and depth of talent within our business, and their promotions also illustrate the Group's ability to provide fantastic opportunities for career progression across all functions.

"I am also delighted that Simon will continue to play an important role in the business, with a particular focus on realising the exciting opportunities that we see for this business in Europe. I look forward to continuing to work closely with this new-look senior team as we pursue our mission to provide beautiful and more sustainable products for every home."

Simon Showman, President and Founder, commented:

"Nearly 30 years after founding Ultimate Products, I am incredibly proud that the business has become a place where talented people can join in junior or mid-level roles and progress to some of our most senior leadership positions. I have seen each of these promoted colleagues grow into outstanding leaders who understand our business, culture and industry inside out, and their promotions demonstrate the calibre of talent we have at every level at Ultimate Products.

"Although my role is evolving, I look forward to remaining actively involved in the business, with a particular focus on driving our international growth, especially in Europe, and on developing the branded products our customers love. Andrew and the wider team will continue to have my full support as we pursue our long-term growth ambitions."

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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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