

6 November 2025



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

Grant of Options under the Employee Share Scheme

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), announces the following grant of deferred share awards, including grants to certain persons discharging managerial responsibilities ("PDMRs").

Deferred Bonus Awards

Following the release of its final results for the year ended 31 July 2025, the Group, on 5 November 2025, granted deferred share awards in the form of options over 203,925 ordinary shares in the Company (the "UIPI Options"), of which 46,688 UIPI Options were awarded to certain PDMRs (as set out in the table below).

PDMR	Options granted under the UIPI	Options held prior to grant	Total number of options held following grant	Total number of Options held as % of issued share capital
David Bloomfield	7,000	96,743	103,743	0.12%
Emma Rawley	7,188	64,060	71,248	0.08%
Tracy Carroll	32,500	18,081	50,581	0.06%

The UIPI Options have been granted under the rules of the Company's Incentive Plan (the "UIPI") with a view to retaining and incentivising certain members of senior management, and were adopted following the Company's Annual General Meeting in 2023. As in previous periods, Andrew Gossage, CEO, and Simon Showman, Founder and President, are not participating in any grant of options under the UIPI. As the Group did not deliver its target level of performance, no awards have been made to Chris Dent, CFO.

Total Share Options, EBT and Issued Share Capital

Following the above grants, the Company has a total of 6,304,086 share options outstanding. The EBT holds 2,699,745 ordinary shares, representing approximately 3.13% of the Company's issued share capital. The current issued share capital of the Company remains 86,330,132 ordinary shares. This figure 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.

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 in over 30 countries - spanning discounters, supermarkets and general retailers, and ranging from large national and international multi-channel retailers to smaller retail chains. Its products are also available on Salter.com and Beldray.com, as well as major third-party online marketplaces. The Group 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).

Founded in 1997, Ultimate Products 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 Paris, France. Ultimate Products employs over 300 staff and is certified as a Great Place to Work®. A significant number of its employees joined via the Group's Graduate Development Scheme, one of the biggest in the North West.

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	David Bloomfield			
2.	Details of PDMR / person closely associated with them ('PCA')				
a)	Position / status	Chief Supply Chain Officer			
b)	Initial notification / amendment	Initial notification			
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor				
a)	Name	Ultimate Products Plc			
b)	LEI	213800Q5GWTVIW6KJW33			
4.	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				
c)	Description of the financial instrument	Ordinary shares of 0.25p each in the capital of Ultimate Products plc ("Ordinary Shares") ISIN: GB00BYX7MG58			
d)	Nature of the transaction	Grant of Deferred Share Awards as options over Ordinary Shares pursuant to the Company's Ultimate Products Incentive Plan 2023			
e)	Price and volume		Price (PENCE)	Volume	
		Grant of Options	0.00	7,000	
f)	Aggregated information				

	Aggregated volume	As above.
	Price	
g)	Date of the transaction	5 November 2025
h)	Place of the transaction	Grant of options off-market

1.	Details of PDMR / person closely associated with them ('PCA')			
a)	Name	Emma Greenhalgh (Rawley)		
2.	Details of PDMR / person closely associated with them ('PCA')			
a)	Position / status	Trading Director		
b)	Initial notification / amendment	Initial notification		
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			
a)	Name	Ultimate Products Plc		
b)	LEI	213800Q5GWTVIW6KJW33		
4.	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			
c)	Description of the financial instrument	Ordinary shares of 0.25p each in the capital of Ultimate Products plc ("Ordinary Shares") ISIN: GB00BYX7MG58		
d)	Nature of the transaction	Grant of Deferred Share Awards as options over Ordinary Shares pursuant to the Company's Ultimate Products Incentive Plan 2023		
e)	Price and volume		Price (PENCE)	Volume
		Grant of Options	0.00	7,188
f)	Aggregated information			
	Aggregated volume	As above.		
	Price			
g)	Date of the transaction	5 November 2025		
h)	Place of the transaction	Grant of options off-market		

1.	Details of PDMR / person closely associated with them ('PCA')			
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a)	Name	Tracy Carroll		
2.	Details of PDMR / person closely associated with them ('PCA')			
a)	Position / status	Chief Marketing Officer		
b)	Initial notification / amendment	Initial notification		
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			
a)	Name	Ultimate Products Plc		
b)	LEI	213800Q5GWTVIW6KJW33		
4.	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			
c)	Description of the financial instrument	Ordinary shares of 0.25p each in the capital of Ultimate Products plc ("Ordinary Shares") ISIN: GB00BYX7MG58		
d)	Nature of the transaction	Grant of Deferred Share Awards as options over Ordinary Shares pursuant to the Company's Ultimate Products Incentive Plan 2023		
e)	Price and volume		Price (PENCE)	Volume
		Grant of Options	0.00	32,500
f)	Aggregated information Aggregated volume Price	As above.		
g)	Date of the transaction	5 November 2025		
h)	Place of the transaction	Grant of options off-market		

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