RNS Number : 8261S
Ultimate Products PLC
13 February 2026

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

Director/PDMR Shareholding

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 the following PDMR dealings. On 12 February 2026, Chris Dent, Chief Financial Officer:

1. purchased 16,677 Ordinary Shares of 0.25p each ("Ordinary Shares") at a price of 53.365 pence per share; and
2. sold 9,749 Ordinary Shares in the Company at a price of 52.750 pence per share.

These dealings were undertaken to transfer shares to a self-invested personal pension plan and further invest in the Group. Following these dealings, Chris Dent's total shareholding in the Company has increased to 116,034 Ordinary Shares.

Further details of the above dealings are set out at the end of this announcement.

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 Group 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.

1.	**Details of PDMR / person closely associated with them ('PCA')**	
a)	Name	Chris Dent
2.	**Details of PDMR / person closely associated with them ('PCA')**	
a)	Position / status	Chief Financial 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 ISIN: GB00BYX7MG58
d)	Nature of the transaction	Sale and Purchase of Ordinary Shares
e)	Price and volume	

Type	Price (PENCE)	Volume
Sale	52.750	9,749

		Type / Price (PENCE) / Volume Purchase / 53.365 / 16,677
f)	Aggregated information Aggregated volume Price	Type / Aggregate Price / Aggregate Volume Sale / 52.750 / 9,749 Type / Aggregate Price / Aggregate Volume Purchase / 53.365 / 16,677
g)	Date of the transaction	12 February 2026
h)	Place of the transaction	London Stock Exchange (XLON)

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