RNS Number : 2074B
Ultimate Products PLC
21 April 2026

21 April 2026

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 that on 20 April 2026, David Bloomfield, Chief Supply Chain Officer, effected a "Bed and ISA" transaction by selling 32,000 ordinary shares of 0.25p each in the Company ("Ordinary Shares") from his personal dealing account and immediately repurchasing these shares into his ISA, all at a price of 47.0 pence per Ordinary Share.

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

For more information, please contact:

Ultimate Products +44 (0) 161 627 1400
Andrew Gossage, CEO
Chris Dent, CFO

Cavendish Capital Markets Limited (Nomad and joint Broker) + 44 (0)20 7220 0500
Matt Goode/ Callum Davidson/ Trisyia Jamaludin (Corporate Finance)
Matt Lewis (Corporate Broking)

Shore Capital (Joint Broker) +44 (0) 20 7408 4090
Malachy McEntyre/ Isobel Jones (Corporate Broking)
Mark Percy / David Coaten / Harry Davies-Ball (Corporate Advisory)

Sodali & Co +44 (0) 207 250 1446
Rob Greening / Sam Austrums / Oliver Banks

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 UP 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.

Pursuant to the notification obligations in accordance with Article 19 of the Market Abuse Regulation (MAR)

<table>
<tr><td>1.</td><td colspan="2">Details of PDMR / person closely associated with them ('PCA')</td></tr>
<tr><td>a)</td><td>Name</td><td>David Bloomfield</td></tr>
<tr><td>2.</td><td colspan="2">Details of PDMR / person closely associated with them ('PCA')</td></tr>
<tr><td>a)</td><td>Position / status</td><td>Chief Supply Chain Officer</td></tr>
<tr><td>b)</td><td>Initial notification / amendment</td><td>Initial notification</td></tr>
<tr><td>3.</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>Name</td><td>Ultimate Products Plc</td></tr>
<tr><td>b)</td><td>LEI</td><td>213800Q5GWTVIW6KJW33</td></tr>
<tr><td>4.</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>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>Nature of the transaction</td><td>1. Sale of Ordinary Shares from dealing account

2. Purchase of shares into ISA</td></tr>
<tr><td>e)</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>47.0</td><td>32,000</td></tr>
</table>
</td></tr>
</table>

		Purchase	47.0	32,000
f)	Aggregated information Aggregated volume Price	Sale - 32,000 Purchase - 32,000 Sale - 47.0p Purchase - 47.0p		
g)	Date of the transaction	20 April 2026		
h)	Place of the transaction	London Stock Exchange (AIMX)		

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact rns@lseg.com or visit www.rns.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our Privacy Policy.

END

DSHSEMFUSEMSESL