RNS Number : 9096B
Ultimate Products PLC
27 April 2026

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

EBT Share Purchase

Further to its announcement of 2 February 2026, 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), was notified that on 24 April 2026, JTC Employer Solutions Trustee Limited, in its capacity as trustee ("the Trustee") of the Ultimate Products Employee Benefit Trust (the "EBT"), purchased 35,000 ordinary shares of 0.25 pence each in the capital of the Company ("Ordinary Shares") at a price of 46.4744 pence per Ordinary Share.

The EBT holds Ordinary Shares for the benefit of the Company's employees and satisfies the vesting of awards made under the Company's share incentive schemes.

Following the above transactions, the EBT holds 3,208,014 Ordinary Shares, representing approximately 3.7% of the Company's issued share capital.

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.

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