RNS Number : 1018G
Ultimate Products PLC
28 May 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 that on 28 May 2026, Chris Dent, Chief Financial Officer, purchased 23,923 ordinary shares in the Company ("Ordinary Shares") at a price of 52.25 pence per Ordinary Share.

Following this transaction, Chris Dent is interested in 139,957 Ordinary Shares representing 0.16 per cent. of the issued share capital of the Company.

The notification below, made in accordance with the requirements of the UK Market Abuse Regulation, provides further details.

For more information, please contact:

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Andrew Gossage, CEO
Chris Dent, CFO

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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 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 https://upplc.com/.

<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>Chris Dent</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 Financial 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>Purchase of Ordinary Shares</td></tr>
<tr><td>e)</td><td>Price and volume</td><td>
<table>
<tr><td>Type</td><td>Price(s)</td><td>Volume (s)</td></tr>
<tr><td>Purchase</td><td>52.25p</td><td>23,923</td></tr>
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<tr><td>f)</td><td>Aggregated information

Aggregated volume

Price</td><td><table>
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<tr><td>g)</td><td>Date of the transaction</td><td>28 May 2026</td></tr>
<tr><td>h)</td><td>Place of the transaction</td><td>London Stock Exchange (XLON)</td></tr>
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