RNS Number : 2673H
Ultimate Products PLC
08 June 2026

8 June 2026

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 5 June 2026, JTC Employer Solutions Trustee Limited, in its capacity as trustee ("the Trustee") of the Ultimate Products Employee Benefit Trust (the "EBT"), purchased 32,500 ordinary shares of 0.25 pence each in the capital of the Company ("Ordinary Shares") at a price of 44.92 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 3,378,481 Ordinary Shares, representing approximately 3.9% 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 leading homeware brands including Salter and Beldray. According to its market research, nearly 80% of UK households own at least one of the Group's products.

The Group 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 four product categories: Small Domestic Appliances; Housewares; Laundry; and Audio. Other UP brands include Progress (bakeware, cookware and kitchen electrical), Kleeneze (laundry and floorcare), Petra (small domestic appliances), George Wilkinson (cookware and kitchen electrical) 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 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/.

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

MSCEELFBQQLZBBX