



2 July 2026

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

Director/PDMR Shareholding

Ultimate Products, the owner of leading homeware brands including Salter (the UK's oldest houseware brand, est.1760) and Beldray (est.1872), announces that on 1 July 2026, Simon Showman, President and Founder, sold 165,681 ordinary shares of 0.25p each ("Ordinary Shares") in the Company at a price of 45.9 pence per Ordinary Share and each of his three adult children purchased 55,227 Ordinary Shares at a price of 45.9 pence per Ordinary Share.

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

The person responsible for arranging the release of this announcement on behalf of the Company is Chris Dent, CFO.

Investor questions on this announcement

<https://investors.upplc.com/link/PKvAr>

We encourage all investors to share questions on this announcement via our investor hub

For further information, please contact:

Ultimate Products

Andrew Gossage, CEO
Chris Dent, CFO

[Via our investor hub](#)

Sodali & Co

Rob Greening / Sam Austrums / Oliver Banks

ultimateproducts@sodali.com

Cavendish Capital Markets Limited (Nomad and Joint Broker)

Matt Goode / Callum Davidson / Trisyia Jamaludin (Corporate Finance)
Matt Lewis (Corporate Broking)

+44 (0)20 7220 0500

Shore Capital (Joint Broker)

Malachy McEntyre / Isobel Jones (Corporate Broking)
Mark Percy / David Coaten / Harry Davies-Ball (Corporate Advisory)

+44 (0)20 7408 4090

Subscribe to our news alert service: <https://ultp-l.investorhub.com/s/5b213f>

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).

Engage with the Ultimate Products plc management team directly by asking questions and seeing what other shareholders have to say. Navigate to our interactive investor hub here: <https://ultp-l.investorhub.com/s/3ffb1d>

1.	Details of PDMR / person closely associated with them ('PCA')							
a)	Name	Simon Showman						
2.	Details of PDMR / person closely associated with them ('PCA')							
a)	Position / status	President and Founder						
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 of 165,681 Ordinary Shares by Simon Showman and purchase of 55,227 Ordinary Shares by each of his adult children						
e)	Price and volume	<table border="1"> <tr> <th>Type</th><th>Price (PENCE)</th><th>Volume</th></tr> <tr> <td>Sale</td><td>45.9</td><td>165,681</td></tr> </table>	Type	Price (PENCE)	Volume	Sale	45.9	165,681
Type	Price (PENCE)	Volume						
Sale	45.9	165,681						
f)	Aggregated information	As above						

	Aggregated volume	
	Price	
g)	Date of the transaction	1 July 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

DSHSSEEDFEMSESW