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Ultimate Products PLC
13 July 2026

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

Launch of New Investor Hub and Company Website

Ultimate Products, the owner of leading homeware brands including Salter (the UK's oldest houseware brand, est.1760) and Beldray (est.1872), announces the launch of its interactive investor hub. Designed for both existing and prospective shareholders, the new investor hub brings together Ultimate Products' content in a single integrated platform to better inform and engage with investors and stakeholders. Content available on the platform includes:

- Regulatory announcements
- Reports
- Presentations
- Educational material
- Interviews
- Corporate research

The investor hub also provides an interactive online experience, enabling stakeholders to comment on and ask the Ultimate Products team questions via a portal, which will be monitored and responded to in a timely manner.

How to sign up for the Ultimate Products investor hub:

1. Visit https://ultp-l.investorhub.com/auth/signup
2. Follow the prompts to sign up for an investor hub account
3. Complete your account profile

New website
In addition, the Group is pleased to announce that it has launched its new corporate website, which can be viewed at https://upplc.com.

Chris Dent, Chief Financial Officer of Ultimate Products, commented:

"At Ultimate Products, clear communication with shareholders remains a priority as we continue to deliver on our growth strategy. The launch of our InvestorHub creates a more direct and transparent way to engage with both current and prospective investors, supporting our long-term ambitions."

For further information, please contact:

Investor questions on this announcement https://investors.upplc.com/link/eNbGbe

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

Ultimate Products *Via our investor hub*
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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 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

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