RNS Number : 3267S
Ultimate Products PLC
27 August 2026

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

EBT Share Sale
and
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), was notified that on 26 August 2026, Ultimate Products EBT Ltd, in its capacity as trustee ("the Trustee") of the Ultimate Products Employee Benefit Trust (the "EBT"), sold 41,522 ordinary shares of 0.25 pence each in the capital of the Company ("Ordinary Shares") at a price of 53.5 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 transaction, the EBT holds 3,559,989 Ordinary Shares, representing approximately 4.1% of the Company's issued share capital.

Director/PDMR Shareholding

The Company also announces that on 26 August 2026, Christ Dent, Chief Financial Officer, sold 4,875 Ordinary Shares from his personal dealing account at a price of 53.5 pence per Ordinary Share and immediately repurchased the same number of Ordinary Shares into his Self-Invested Personal Pension at a price of 52.8 pence per Ordinary Share.

Following this transaction, Chris Dent's beneficial interest in Ordinary Shares is unchanged at 139,957 Ordinary Shares representing 0.16% 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 further information, please contact:

Ultimate Products
Andrew Gossage, CEO
Chris Dent, CFO
Via our investor hub

Sodali & Co
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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	Chris Dent
2.	**Details of PDMR / person closely associated with them ('PCA')**	
a)	Position / status	Chief Financial Officer
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 4,875 Ordinary Shares and repurchase of 4,875 Ordinary Shares by a Self-Invested Personal Pension
e)	Price and volume	

		Type / Price(s) / Volume(s) Sale / 53.5p / 4,875 Purchase / 52.8p / 4,875
f)	Aggregated information Aggregated volume Price	Type / Aggregate Price / Aggregate Volume Sale / 53.5p / 4,875 Purchase / 52.8p / 4,875
g)	Date of the transaction	26 August 2026
h)	Place of the transaction	London Stock Exchange (AIMX)

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