

7 September 2026



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

Confirmation of CEO Designate Arrival

Ultimate Products, the owner of leading homeware brands including Salter (the UK's oldest houseware brand, est.1760) and Beldray (est.1872), is pleased to confirm that Simon Harrison joined the Group as Chief Executive Officer designate on Saturday, 5 September 2026. As previously announced, Simon will assume the role of Chief Executive Officer on Monday, 26 October 2026, succeeding Andrew Gossage, who will take a short sabbatical before continuing with the Group as a Non-Executive Director from 1 May 2027.

Upon joining the Group, Simon's first engagement was IFA Berlin 2026, the international consumer electronics and home appliances trade fair, where members of the Ultimate Products team are exhibiting the Group's range of branded houseware products to customers, consumers and suppliers.

Simon joined Ultimate Products from Princes Group, where he was Chief Executive Officer, and brings more than 25 years' FMCG commercial and leadership experience across brand and trade marketing, sales and operations.

Christine Adshead, Chair of Ultimate Products, commented:

"On behalf of everyone at Ultimate Products, I am delighted to welcome Simon Harrison to the business. IFA Berlin is a fitting venue for his first engagement, giving him an early opportunity to see our brands and products in action and to meet stakeholders from across the industry. We look forward to working with Simon as he familiarises himself with the Group ahead of formally taking up the CEO role in October, following an orderly handover."

For further information, please contact:

Investor questions on this announcement

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

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

Ultimate Products

Andrew Gossage, CEO

Chris Dent, CFO

[Via our investor hub](#)

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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 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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