RNS Number : 7070A
Ultimate Products PLC
28 October 2026

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

Grant of Share Awards
EBT Share Purchase Programme Update
and
Dividend Timetable

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), announces the grant of deferred share awards and share options, including grants to certain persons discharging managerial responsibilities ("PDMRs"). In addition, it announces that Ultimate Products EBT Limited, in its capacity as trustee ("the Trustee") of the Ultimate Products Employee Benefit Trust (the "EBT"), will commence an EBT programme to buy ordinary shares of 0.25p each in the Company ("Ordinary Shares") for the period to 31 January 2027, up to an aggregate value of £162,500.

The Company also provides the dividend timetable for the final dividend of 1.80 pence per Ordinary Share proposed in its final results for the year ended 31 July 2026 published on 27 October 2026.

Deferred Bonus Awards
Following the finalisation of its results for the year ended 31 July 2026, the Group, on 27 October 2026, granted deferred share awards over 478,159 Ordinary Shares (the "UPIP Options"). As the Group did not deliver its target level of performance, no deferred share awards were granted to any PDMRs.

Market Value Share Option Awards
In addition, the Group granted 600,000 market value share options over Ordinary Shares (the "Options") to certain PDMRs. The Options were granted on 27 October 2026 to further align the interests of the senior management team with the Company's shareholders. The Options vest after 48 months and have an exercise price of 45.0 pence per share, representing the closing mid-market price on 26 October 2026. Accordingly, their value will be tied to any future increase in share price.

PDMR	Options granted under the PSP	Options held prior to grant	Total number of options held following grant	Total number of Options held as % of issued share capital
Simon Harrison	300,000	-	300,000	0.35%
Christopher Dent	50,000	238,081	288,081	0.33%
David Bloomfield	50,000	250,536	300,536	0.35%
Duncan Singleton	50,000	178,144	228,144	0.26%
Tracy Carroll	50,000	185,305	235,305	0.27%
Katie Maxwell	50,000	164,053	214,053	0.25%
Craig Holden	50,000	208,791	258,791	0.30%

The Options have been granted under the rules of the Group's Performance Share Plan ("PSP"), which was adopted following the Annual General Meeting in 2017 to retain and incentivise members of senior management.

EBT Share Purchase Programme
The Group has appointed a new Trustee of its EBT, Ultimate Products EBT Limited, which will commence a programme to buy Ordinary Shares for the period to 31 January 2027, up to an aggregate value of £162,500 (the "Programme").

The Programme seeks to mitigate the dilutive impact of share option awards and improve overall shareholder return. The EBT currently holds 3,559,989 Ordinary Shares, the same number as at the year-end, representing 4.12% of the Company's current issued share capital of 86,330,132 Ordinary Shares. Following the Share Awards noted above, the Company currently has a total of 3,326,017 Ordinary Shares under option, representing 3.85% of the Company's current issued share capital.

The Trustee of the EBT has entered into arrangements with the Company's broker, Shore Capital Stockbrokers Limited, to carry out on-market purchases of Ordinary Shares under the Programme. These arrangements allow Shore Capital to continue making purchases during any prohibited period under the UK Market Abuse Regulation, provided that it acts independently of the Company and in accordance with certain pre-set parameters.

Dividend Timetable
Subject to shareholder approval at the Annual General Meeting of the Company on 11 December 2026, the final dividend will be paid on 29 January 2027 to shareholders on the register at the close of business on 4 January 2027 (ex-dividend date 31 December 2026).

For more information, please contact:

Ultimate Products Chris Dent, CFO	*Via our investor hub*
Sodali & Co Rob Greening / Sam Austrums / Oliver Banks	ultimateproducts@sodali.com
Shore Capital (Nomad and Broker) Malachy McEntyre / Isobel Jones (Corporate Broking) Mark Percy / David Coaten / Harry Davies-Ball (Corporate Advisory)	+44 (0)20 7408 4090

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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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ISIN: GB00BYX7MG58</td></tr>
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a)	Name	Chris Dent
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a)	Name	Katie Maxwell
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a)	Position / status	Chief Product Officer
b)	Initial notification / amendment	Initial notification
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a)	Name	Craig Holden
2.	**Details of PDMR / person closely associated with them ('PCA')**	
a)	Position / status	Chief Operating Officer
b)	Initial notification / amendment	Initial notification
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