RNS Number : 0484C
Ultimate Products PLC
06 November 2026

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

Director/PDMR Shareholding

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 that on 5 November 2026, David Bloomfield, Chief Supply Chain Officer, and his spouse purchased 30,000 ordinary shares of 0.25p each in the Company ("Ordinary Shares") and 20,000 Ordinary Shares, respectively, each at a price of 50.2 pence per Ordinary Share.

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

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

Pursuant to the notification obligations in accordance with Article 19 of the Market Abuse Regulation (MAR)

<table>
<tr><td>1.</td><td colspan="2">Details of PDMR / person closely associated with them ('PCA')</td></tr>
<tr><td>a)</td><td>Name</td><td>David Bloomfield</td></tr>
<tr><td>2.</td><td colspan="2">Details of PDMR / person closely associated with them ('PCA')</td></tr>
<tr><td>a)</td><td>Position / status</td><td>Chief Supply Chain Officer</td></tr>
<tr><td>b)</td><td>Initial notification / amendment</td><td>Initial notification</td></tr>
<tr><td>3.</td><td colspan="2">Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</td></tr>
<tr><td>a)</td><td>Name</td><td>Ultimate Products Plc</td></tr>
<tr><td>b)</td><td>LEI</td><td>213800Q5GWTVIW6KJW33</td></tr>
<tr><td>4.</td><td colspan="2">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</td></tr>
<tr><td>c)</td><td>Description of the financial instrument</td><td>Ordinary shares of 0.25p each in the capital of Ultimate Products plc

ISIN: GB00BYX7MG58</td></tr>
<tr><td>d)</td><td>Nature of the transaction</td><td>Purchase of Ordinary Shares</td></tr>
<tr><td>e)</td><td>Price and volume</td><td><table><tr><td>Type</td><td>Price (PENCE)</td><td>Volume</td></tr><tr><td>Purchase</td><td>50.2</td><td>30,000</td></tr></table></td></tr>
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<tr><td>a)</td><td>Name</td><td>Susan Bloomfield</td></tr>
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<tr><td>a)</td><td>Position / status</td><td>Person Closely Associated with David Bloomfield, Chief Supply Chain Officer</td></tr>
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