



Ultimate Products plc

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

Director/PDMR Shareholding

Ultimate Products, the owner of a number of leading homeware brands including Salter (the UK's oldest homeware brand, est.1760) and Beldray (est.1872), announces that on 27 September 2024, David Bloomfield, Supply Chain Director, and his wife, Susan Bloomfield, each sold 60,000 ordinary shares of 0.25p each ("Ordinary Shares") in the Company at a price of 136 pence per Ordinary Share.

The Company also announces that it has today been informed that Duncan Singleton, Trading Director, has effected the following transactions:

1. on 24 September 2024, Duncan effected a "Bed and ISA" by selling 14,409 Ordinary Shares from his dealing account and immediately repurchasing the same number of Ordinary Shares into his ISA, each at a price of £1.40 per Ordinary Share; and
2. on 25 September 2024, Duncan effected a "Bed and ISA" by selling 14,383 Ordinary Shares from his dealing account and immediately repurchasing the same number of Ordinary Shares into his ISA, each at a price of £1.38 per Ordinary Share.

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

The person responsible for arranging the release of this announcement on behalf of the Company is Chris Dent, CFO.

For more information, please contact:

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Rob Greening

Sam Austrums

Oliver Banks

Notes to Editors

Ultimate Products is the owner of a number of leading homeware brands including Salter (the UK's oldest homeware brand, established in 1760) and Beldray (a laundry, floor care, heating and cooling brand that was established in 1872). According to its market research, nearly 80% of UK households own at least one of the Group's products.

Ultimate Products sells to over 300 retailers across 38 countries, and specialises in five product categories: Small Domestic Appliances; Housewares; Laundry; Audio; and Heating and Cooling. Other brands include Progress (cookware and bakeware), Kleeneze (laundry and floorcare), Petra (small domestic appliances) and Intempo (audio).

The Group's products are sold to a broad cross-section of both large national and international multi-channel retailers as well as smaller national retail chains, incorporating discount retailers, supermarkets, general retailers and online retailers.

Founded in 1997, Ultimate Products employs over 370 staff, a significant number of whom have joined via the Group's graduate development scheme, and 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 spectacular 20,000 sq ft showroom that showcases each of its brands. In addition, the Group has an office and showroom in Guangzhou, China and in Paris, France.

Please note that Ultimate Products is not the owner of Russell Hobbs. The company 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).

For further information, please visit www.upplc.com.

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

1.	Details of PDMR / person closely associated with them ('PCA')								
a)	Name	David Bloomfield							
2.	Details of PDMR / person closely associated with them ('PCA')								
a)	Position / status	Supply Chain Director							
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 Ordinary Shares							
e)	Price and volume	<table border="1"> <thead> <tr> <th>Type</th> <th>Price (PENCE)</th> <th>Volume</th> </tr> </thead> <tbody> <tr> <td>Sale</td> <td>136</td> <td>60,000</td> </tr> </tbody> </table>		Type	Price (PENCE)	Volume	Sale	136	60,000
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	Aggregated volume	Sale	136	60,000
	Price			
g)	Date of the transaction	27 September 2024		
h)	Place of the transaction	London Stock Exchange (XLON)		

1.	Details of PDMR / person closely associated with them ('PCA')									
a)	Name	Susan Bloomfield								
2.	Details of PDMR / person closely associated with them ('PCA')									
a)	Position / status	Person Closely Associated with David Bloomfield, Supply Chain Director								
b)	Initial notification / amendment	Initial notification								
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor									
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1.	Details of PDMR / person closely associated with them ('PCA')			
a)	Name	Duncan Singleton		
2.	Details of PDMR / person closely associated with them ('PCA')			
a)	Position / status	Trading Director		
b)	Initial notification / amendment	Initial notification		

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