

13 January 2025

# **Eagle Eye Solutions Group PLC**

("Eagle Eye" or the "Company")

## **Director/PDMR Shareholding**

Eagle Eye, a leading SaaS and AI technology company that creates digital connections enabling personalised, real-time marketing at scale, announces that it has been informed today of the following share purchases by a Director, a person closely associated to a Director and a person closely associated to a PDMR of the Company as follows:

Director/PDMR	Role	Number of Ordinary Shares subject to purchase	Purchase price	Total number of Ordinary Shares held post purchase	% of existing issued share capital
Jacqui Rothwell, wife of Steve Rothwell	CIO	16,399	£3.66	1,372,312	4.6
Kate Aylmer, wife of David Aylmer	COO	2,718	£3.66	27,025	0.1
Lucy Sharman-Munday	CFO	13,819	£3.60	106,391	0.4

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	1. Steve Rothwell 2. David Aylmer 3. Lucy Shamran-Munday	
2	Reason for the notification		
a)	Position/status	1. Chief Information Officer 2. Chief Operating Officer 3. 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	Eagle Eye Solutions Group plc	
b)	LEI	2138002S1AIBVVMZ7A21	
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		
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 1p each  GB00BKF1YD83	
b)	Nature of transaction	Purchase of Ordinary Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		1. £3.66 per share 2. £3.66 per share 3. £3.60 per share	16,399 2,718 13,819
	Aggregated information - Aggregated volume - Price	n/a	
e)	Date of the transaction	13 January 2025	
f)	Place of the transaction	London Stock Exchange	

**Enquiries:**  
**Eagle Eye Solutions Group plc**  
Tim Mason, Chief Executive Officer  
Lucy Sharman-Munday, Chief Financial Officer

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David Anderson / Nick Prowling / James Smith

**Shore Capital (Joint Broker)**

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**Alma Strategic Communications**

Caroline Forde, Hannah Campbell, Kinvira Verdon

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**About Eagle Eye**

Eagle Eye is a leading SaaS and AI technology company enabling retail, travel and hospitality brands to earn the loyalty of their end customers by powering their real-time, omnichannel and personalised consumer marketing activities, at scale.

Eagle Eye AIR is a cloud-based platform, which provides the most flexible and scalable loyalty and promotions capability in the world. More than 1 billion personalised offers are executed via the platform every week, and it currently hosts over 500 million loyalty member wallets for businesses all over the world. Eagle Eye is a certified member of the MACH Alliance and is trusted to deliver a secure service at hundreds of thousands of physical POS destinations worldwide, enabling the real-time issuance and redemption of promotional coupons, loyalty offers, gift cards, subscription benefits and more.

The Eagle Eye AIR platform is currently powering loyalty and customer engagement solutions for enterprise businesses all over the world, including Asda, Tesco, Morrisons, Waitrose and John Lewis & Partners, JD Sports, Pret a Manger, Loblaws, Southeastern Grocers, Giant Eagle, and the Woolworths Group. In January 2024, Eagle Eye launched EagleAI, a next-generation data science solution for personalisation, already being used by leading retailers worldwide including Carrefour, Auchan and Pattison Food Group. Web - [www.eagleeye.com](http://www.eagleeye.com)

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