

15 January 2025

Eagle Eye Solutions Group plc
("Eagle Eye" or the "Company")

Grant of share options

Eagle Eye, a leading SaaS and AI technology company that creates digital connections enabling personalised, real-time marketing at scale, announces that the following options over ordinary shares of 1p each in Eagle Eye ("Ordinary Shares") were granted on 14 January 2025 to the following Executive Directors and person discharging managerial responsibilities ("PDMRs") of Eagle Eye for nil cost as follows:

Director/PDMR	Role	Number of Ordinary Shares subject to FY27 option grant	Number of Ordinary Shares subject to FY24 option grant	Total number of Ordinary Shares under option post grants	Total as % of existing issued share capital
Tim Mason	Chief Executive Officer	92,301	25,819	1,894,268	6.4%
Steve Rothwell	Chief Information Officer	54,505	14,915	300,732	1.0%
Lucy Sharman-Munday	Chief Financial Officer	54,505	14,915	692,138	2.3%
Al Henderson	Chief Sales Officer	30,199	6,855	106,398	0.4%
David Aylmer	Chief Operating Officer	30,199	8,671	323,733	1.1%
Claire Essex-Crosby	Chief People Officer	19,044	2,149	81,333	0.3%
James Esson	Company Secretary	19,982	758	58,051	0.2%

Granting of the above options was delayed due to ongoing negotiations on the multi-year global OEM agreement with one of the world's largest enterprise software vendors announced on 13 January 2025.

Annual grant of share options

The FY27 awards have been made under the Eagle Eye Solutions Group plc Long Term Incentive Plan scheme with an exercise price of 1p per Ordinary Share. The awards have been granted under the current year's Long Term Incentive Plan performance criteria, vesting following completion of the three-year period ending 30 June 2027 subject to revenue and EBITDA performance criteria and the overall underlying performance of the Company. Consistent with previous awards, the number of options which vest will vary depending on the level of achievement between threshold (revenue £73.0m, EBITDA £18.0m), target and stretch (revenue £91.0m, EBITDA £22.75m) performance levels.

FY24 grant of share options

The FY24 awards have been made under the Eagle Eye Group Solutions Plc Long Term Incentive Plan scheme with an exercise price of 1p per Ordinary Share and have been granted under the current year's Long Term Incentive Plan performance criteria, fully vested following completion of the three year period ending 30 June 2024. In common with previous awards, the number of options which vested depended on the level of achievement between stretch and super stretch performance levels as previously detailed in the Company's 2022 Remuneration Committee Report.

Following the new grant of options and assuming all vesting criteria are met, the fully diluted number of Ordinary Shares would be 33,538,604; of which the total number of Ordinary Shares over which options currently issued and outstanding represent 11.7% of the fully diluted number of Ordinary Shares. This is in accordance with the Company's shareholder approved limit for shares outstanding under the Company's share option schemes at any time of a maximum of 20% of the ordinary share capital of the Company in issue at such time.

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	1. Tim Mason 2. Steve Rothwell 3. Lucy Sharman-Munday 4. Al Henderson 5. David Aylmer 6. Claire Essex-Crosby 7. James Esson
2	Reason for the notification	

	Reason for the notification		
a)	Position/status	1. Chief Executive Officer 2. Chief Information Officer 3. Chief Financial Officer 4. Chief Sales Officer 5. Chief Operating Officer 6. Chief People Officer 7. Company Secretary	
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	Options over Ordinary Shares of 1p each GB00BKF1YD83	
b)	Nature of transaction	Grant of Options over Ordinary Shares pursuant to Eagle Eye Solutions Group plc Long Term Incentive Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		1. Nil 2. Nil 3. Nil 4. Nil 5. Nil 6. Nil 7. Nil	1. 118,120 2. 69,420 3. 69,420 4. 37,054 5. 38,870 6. 21,193 7. 20,740
	Aggregated information - Aggregated volume - Price	Not applicable	
e)	Date of the transaction	14 January 2025	
f)	Place of the transaction	Outside of a trading venue	

Tim Mason, Chief Executive Officer
Lucy Sharman-Munday, Chief Financial Officer

Investec Bank plc (Nominated Adviser and Joint Broker)
David Anderson, Nick Prowting, James Smith

Tel: +44 20 7597 5970

Shore Capital (Joint Broker)
Corporate Advisory: Daniel Bush, David Coaten, Lucy Bowden
Corporate Broking: Henry Willcocks

Tel: +44 20 7408 4090

Alma Strategic Communications
Caroline Forde, Hannah Campbell, Kinvara Verdon

Tel: +44 20 3405 0205

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 850 million 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

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact ms@seg.com or visit www.ms.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHPKQBDBKBADD