

6 February 2025

Eagle Eye Solutions Group PLC

("Eagle Eye" or the "Company")

PDMR shareholding and issue of equity

Eagle Eye, a leading SaaS technology company that creates digital connections enabling personalised, real-time marketing, announces that David Aylmer, Chief Operating Officer, has exercised options over 80,716 ordinary shares of 1 pence each ("Ordinary Shares") at a price of £0.01 per share and sold all 80,716 Ordinary Shares at a price of £3.64 per Ordinary Share, as set out in the table below:

Director/Senior Personnel	Role	Number of options in Ordinary Shares subject to exercise	Number of Ordinary Shares subject to sale	Total number of Ordinary Shares held post sale	% of existing issued share capital
David Aylmer	COO	80,716	80,716	27,025	0.1%

An application has been made for the 80,716 new Ordinary Shares to be admitted to trading on AIM ("Admission"). It is expected that Admission will occur on or around 11 February 2025.

Following the issue of the new Ordinary Shares, the total number of Ordinary Shares in issue is 29,709,742, with each share carrying the right to one vote. There are no shares held in Treasury. The total number of voting rights in the Company is, therefore, 29,709,742.

The above figure of 29,709,742 may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, the Company, under the FCA's Disclosure and Transparency Rules.

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	David Aylmer	
2	Reason for the notification		
a)	Position/status	Chief Operating 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	1. Exercise of share options over Ordinary Shares 2. Sale of Ordinary Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		1. £0.01 exercise price per share	1. 80,716 2. 80,716

		2. £3.04 sale price per share	
	Aggregated information - Aggregated volume - Price	N/A	
e)	Date of the transaction	5 February 2025	
f)	Place of the transaction	1. Outside of a trading venue 2. AIM, London Stock Exchange	

Enquiries:

Eagle Eye Solutions Group plc

Tel: 0844 824 3686

Tim Mason, Chief Executive Officer

Lucy Sharmar-Munday, Chief Financial Officer

Investec Bank plc (Nominated Adviser and Joint Broker)

Tel: +44 20 7597 5970

David Anderson / Nick Prowling / James Smith

Shore Capital (Joint Broker)

Tel: +44 20 7408 4090

Corporate Advisory: Daniel Bush, David Coaten, Lucy Bowden

Corporate Broking: Henry Willcocks

Alma Strategic Communications

Tel: +44 20 3405 0205

Caroline Forde, Hannah Campbell, Kinvara Verdon

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

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