

20 March 2025

EUROCELL PLC
("Eurocell" or the "Group")

Launch of Share Buyback Programme

Eurocell plc, the market leading, vertically integrated UK manufacturer, recycler and distributor of innovative window, door and roofline PVC products, today announced that it intends to commence a further share buyback programme in respect of its ordinary shares of £0.001 each ("Ordinary Shares") up to a maximum consideration of £5 million from the date of this announcement (the "Buyback").

As referenced in the 2024 Preliminary Results Announcement, the Board is focused on enhancing shareholder returns and recognises the importance of our ordinary dividend. We will also periodically consider supplementary distributions, whilst always seeking to maintain a strong financial position. The Buyback will reduce the share capital of the Company and enhance earnings per share.

Details of the Share Buyback Programme

Eurocell has given irrevocable and non-discretionary instructions to Joh. Berenberg, Gossler & Co. KG ("Berenberg") in relation to the Buyback, which will commence immediately after this announcement. Berenberg will act as principal during the Buyback and will make trading decisions concerning the timing of the purchases of Ordinary Shares independently of the Company.

The maximum amount allocated to the Buyback is £5 million. Any market repurchase of Ordinary Shares will be announced no later than 7:30am on the business day following the calendar day on which the repurchase occurred. The Shares that are repurchased will be cancelled.

Any purchases of Ordinary Shares contemplated by this announcement will be effected within certain pre-set parameters. These arrangements are in accordance with the authorities granted by the Company's shareholders at its annual general meeting held on 16 May 2024 to repurchase a maximum of 10,969,731 Ordinary Shares.

The maximum price payable for an Ordinary Share will be the lower of (a) 105% of the average of the middle market quotation for Ordinary Shares as derived from the Daily Official List of London Stock Exchange plc for the five business days before the date on which the purchase is made and (b) an amount equal to the higher of the last independent trade and highest current independent purchase bid.

Due to the limited liquidity in the Ordinary Shares, the Buyback may on any given trading day exceed 25 per cent but remain below 50 per cent of the average daily trading volume.

The arrangements relating to the maximum price and volume parameters are in accordance with Article 5(1) in the UK version of the Market Abuse Regulations (Regulation (EU) No 596/2014) as incorporated into UK domestic law by virtue of the European Union (Withdrawal) Act 2018. The limited liquidity of the Company allows for Market Abuse Regulations 1 Annex 1.1.9.3(b) Provision of the Buy-back and Stabilisation Regulation relating to buy-back programmes to warrant the exemptions specified.

Details of the authority granted at the 2024 AGM can be found on our website under: <https://investors.eurocell.co.uk/investors/agm/>

Enquiries:

Eurocell plc

Darren Waters, Chief Executive Officer
Michael Scott, Chief Financial Officer

+44 (0) 1773 842 105
+44 (0) 1773 842 140

Teneo

Nick de Bunsen

+44 (0) 7825 575 258

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

MSCEBLFLEXLEBBL