



Ultimate Products plc

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

**Grant of Options under the Employee Share Scheme
and
PDMR dealing**

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 the following grant of options and certain resulting PDMR dealings.

Employee Share Scheme

The Company is pleased to announce that it has made a further round of invitations under its Save As You Earn Scheme (the "SAYE Scheme") to all eligible employees. Under the SAYE Scheme, employees have been offered the opportunity to participate in the future growth of the Company through the granting of share options.

Eligible employees were invited to subscribe for options over Ordinary Shares with an exercise price of 50.88 pence per Ordinary Share, representing a 20% discount to the average closing mid-market price of the Ordinary Shares on 30 April 2025, being the business day prior to opening of the SAYE scheme for application. The options have a savings contract start date of 1 July 2025 and are exercisable between 1 July 2028 and 31 January 2029.

Of the total eligible employees, 97 elected to participate in the SAYE Scheme and, pursuant to this, a grant of 1,182,126 options over Ordinary Shares has been made on 27 May 2025, equating to 1.36% of the current issued share capital of 86,718,437 Ordinary Shares. It is currently intended that any future exercise of these options will be satisfied through the Ordinary Shares held in trust by the UP Global Sourcing Employee Benefit Trust, with no dilution to existing shareholders.

As a tax-advantaged share plan compliant with Schedule 3 of the Income Tax (Earnings and Pensions) Act 2003, eligible employees included all UK-based employees and full-time directors who have been employed by the Group for twelve months or more.

PDMR dealing

Pursuant to the above, certain persons discharging managerial responsibilities ("PDMR") were granted options over, in aggregate 108,486 Ordinary Shares as more fully disclosed in the tables set out further below.

For more information, please contact:

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Rob Greening

Sam Austrums

Simon Smith

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	Chris Dent		
2.	Details of PDMR / person closely associated with them ('PCA')			
a)	Position / status	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	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 ("Ordinary Shares") ISIN: GB00BYX7MG58		
d)	Nature of the transaction	Grant of options over Ordinary Shares pursuant to the Company's Save As You Earn Scheme		
e)	Price and volume		Price (PENCE)	Volume
		Grant of Options	50.88	18,081
f)	Aggregated information Aggregated volume Price	Grant of Options: as above		
g)	Date of the transaction	27 May 2025		
h)	Place of the	Grant of options off-market		

	transaction	
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1.	Details of PDMR / person closely associated with them ('PCA')			
a)	Name	Jenny Stewart (Scales)		
2.	Details of PDMR / person closely associated with them ('PCA')			
a)	Position / status	Commercial 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			
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f)	Aggregated information Aggregated volume Price	Grant of Options: as above		
g)	Date of the transaction	27 May 2025		
h)	Place of the transaction	Grant of options off-market		

1.	Details of PDMR / person closely associated with them ('PCA')			
a)	Name	Craig Holden		
2.	Details of PDMR / person closely associated with them ('PCA')			
a)	Position / status	Operations & HR 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			
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g)	Date of the transaction	27 May 2025
h)	Place of the transaction	Grant of options off-market

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		
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g)	Date of the transaction	27 May 2025		
h)	Place of the transaction	Grant of options off-market		

1.	Details of PDMR / person closely associated with them ('PCA')									
a)	Name	Emma Rawley								
2.	Details of PDMR / person closely associated with them ('PCA')									
a)	Position / status	Trading 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									
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f)	Aggregated information									

	Aggregated volume	Grant of Options: as above
	Price	
g)	Date of the transaction	27 May 2025
h)	Place of the transaction	Grant of options off-market

1.	Details of PDMR / person closely associated with them ('PCA')			
a)	Name	Tracy Carroll		
2.	Details of PDMR / person closely associated with them ('PCA')			
a)	Position / status	Brand 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		
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