



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

Director/PDMR Shareholding

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 that it has today been informed of the following PDMR dealings by Katie Maxwell, Trading Director:

1. on 1 July 2025, Katie purchased 636 ordinary shares of 0.25p each ("Ordinary Shares") in the Company at a price of 53.7112 pence per Ordinary Share; and
2. on 8 July 2025, Katie purchased 386 Ordinary Shares at a price of 60.34 pence per Ordinary Share.

Further details of the above dealings are set out at the end of this announcement.

The person responsible for arranging the release of this announcement on behalf of the Company is Chris Dent, CFO.

For more information, please contact:

Ultimate Products +44 (0) 161 627 1400

Andrew Gossage, CEO

Chris Dent, CFO

Shore Capital +44 (0) 20 7408 4090

Malachy McEntyre (Corporate Broking)

Isobel Jones (Corporate Broking)

Mark Percy (Corporate Advisory)

David Coaten (Corporate Advisory)

Harry Davies-Ball (Corporate Advisory)

Cavendish Capital Markets Limited + 44 (0)20 7220 0500

Matt Goode (Corporate Finance)

Callum Davidson (Corporate Finance)

Trisyia Jamaludin (Corporate Finance)

Matt Lewis (Corporate Broking)

Sodali & Co +44 (0) 207 250 1446

Rob Greening

Sam Austrums

Oliver Banks

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	Katie Maxwell							
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								
c)	Description of the financial instrument	Ordinary shares of 0.25p each in the capital of Ultimate Products plc ISIN: GB00BYX7MG58							
d)	Nature of the transaction	Purchase of Ordinary Shares							
e)	Price and volume	<table border="1"> <thead> <tr> <th>Type</th><th>Price (PENCE)</th><th>Volume</th></tr> </thead> <tbody> <tr> <td>Purchase</td><td>53.7112</td><td>636</td></tr> </tbody> </table>		Type	Price (PENCE)	Volume	Purchase	53.7112	636
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g)	Date of the transaction	1 July 2025							

h)	Place of the transaction	London Stock Exchange (XLON)
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g)	Date of the transaction	8 July 2025						
h)	Place of the transaction	London Stock Exchange (XLON)						

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