



15 July 2025

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

Launch of Share Buyback Programme

Eagle Eye, a leading SaaS and AI company that creates digital connections enabling personalised, real-time marketing at scale, announces that from today, the Company will commence a share buyback programme to repurchase ordinary shares of 1 pence each in the Company ("Ordinary Shares") for up to a maximum amount of £1.0 million (the "Buyback Programme"). All shares acquired under the Buyback Programme will be held in treasury, in order to satisfy future obligations from Eagle Eye's staff share schemes, thus partially reducing future dilution for shareholders.

The Board believes that the current share price undervalues Eagle Eye and its future prospects and that the Buyback Programme represents an effective use of the Group's cash balances to deliver value for shareholders, in line with Eagle Eye's approach to capital allocation. Eagle Eye continues to have financial flexibility to support the execution of its growth strategy.

The Company has instructed Investec Bank plc, the Company's Nominated Adviser and Joint Broker, to conduct the Buyback Programme on its behalf. The Buyback Programme will be effected within certain pre-set parameters, including that the maximum price paid per Ordinary Share shall be no more than 105 per cent. of the trailing five day average mid-market price, and in accordance with and under the terms of the general authority granted to the Board by the Company's shareholders at the Company's annual general meeting on 21 November 2024 (the "General Authority").

The Buyback Programme will expire on 28 February 2026, or earlier, if the maximum aggregate consideration has been reached.

Any market repurchase of Ordinary Shares will be announced no later than 7:30 a.m. on the business day following the calendar day on which the repurchase occurred.

Due to the limited liquidity in the issued Ordinary Shares, a buy-back of Ordinary Shares pursuant to the General Authority on any trading day may represent a significant proportion of the daily trading volume in the Ordinary Shares on AIM and may exceed 25 per cent of the average daily trading volume. Accordingly, the Company will not benefit from the exemption contained in Article 5(1) of the UK version of the Market Abuse Regulation (Regulation (EU) No 596/2014) as incorporated into UK domestic law by virtue of the European Union (Withdrawal) Act 2018.

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About Eagle Eye

Eagle Eye is a leading SaaS and AI 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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