

24th July 2025

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

Transaction in Own Shares

Eagle Eye, a leading SaaS and AI company that creates digital connections enabling personalised, real-time marketing at scale, announces today it has purchased the following number of its ordinary shares of 1p each through Investec Bank plc.

Ordinary Shares

Date of purchase:	23rd July 2025
Number of ordinary shares purchased:	5,000
Lowest price per share (pence):	231.50
Highest price per share (pence):	231.50
Weighted average price per day (pence):	231.50

Following the purchase, the Company's total issued share capital consists of 29,949,455 Ordinary Shares, of which 5,000 Ordinary Shares will be held in treasury. Therefore, the total number of voting rights will be 29,944,455. Shareholders may use this figure as the denominator for the calculations by which they can determine if they are required to notify their interest in, or a change to their interest in, the Company under the FCA's Disclosure Guidance and Transparency Rules.

The table below contains detailed information about the purchases made as part of the buyback programme.

Aggregate information:

Venue	Volume-weighted average price (p)	Aggregated volume	Lowest price per share (p)	Highest price per share (p)
AIMX	231.5000	5,000	231.50	231.50

Schedule of Purchases - Individual Transactions

In accordance with Article 5(1)(b) of the Market Abuse Regulation (EU) No 596/2014 as it forms part of UK law, a full breakdown of the individual trades made by Investec on behalf of the Company as part of the Programme is detailed below:

Date and time of each trade	Number of shares purchased	Price (pence per share)	Trading Venue	Transaction Reference Number
23 July 2025 09:19:36	5,000	231.50	AIMX	00345854722TRLO1

Enquiries:

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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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