

23 October 2025

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

Issue of equity

Eagle Eye, a leading SaaS and AI technology company that creates digital connections enabling personalised, real-time marketing at scale, announces that it has applied for the admission to trading on AIM of 5,000 new ordinary shares of 1p each in the Company ("Ordinary Shares") following the exercise of certain options over Ordinary Shares. Dealings are expected to commence on 29 October 2025.

Following the issue of the 5,000 new Ordinary Shares, the total number of Ordinary shares in issue as at the date of this notice is 29,955,168 with each share carrying the right to one vote. There are 85,000 shares held in Treasury. The total number of voting rights in the Company is, therefore, 29,870,168.

The above figure of 29,870,168 may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, the Company, under the FCA's Disclosure and Transparency Rules.

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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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