

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.

**Enquiries:**

**Eagle Eye Solutions Group plc**

Tim Mason, Chief Executive Officer  
Lucy Sharman-Munday, Chief Financial Officer

**Tel: 0844 824 3686**

**Investec Bank plc (Nominated Adviser and Joint Broker)**

David Anderson / Nick Prowling / James Smith

**Tel: +44 20 7597 5970**

**Shore Capital (Joint Broker)**

Corporate Advisory: Daniel Bush, David Coaten, Lucy Bowden  
Corporate Broking: Henry Willcocks

**Tel: +44 20 7408 4090**

**Alma Strategic Communications**

Caroline Forde, Hannah Campbell, Kinvara Verdon

**Tel: +44 20 3405 0205**

**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](http://www.eagleeye.com)

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact [ms@seg.com](mailto:ms@seg.com) or visit [www.ms.com](http://www.ms.com).

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

IOEFLFFSMLVFIE