6th November 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:	5th November 2025
Number of ordinary shares purchased:	5,000
Lowest price per share (pence):	270.25
Highest price per share (pence):	270.25
Weighted average price per day (pence):	270.2500

Following the purchase, the Company's total issued share capital consists of 29,955,168 Ordinary Shares, of which 113,000 Ordinary Shares will be held in treasury. Therefore, the total number of voting rights will be 29,842,168. 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	270.2500	5,000	270.25	270.25

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
05 November 2025 09:24:02	5,000	270.25	AIMX	00359575858TRLO1

Enquiries:

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Lucy Sharman-Munday, Chief Financial Officer

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David Anderson / Nick Prowting / James Smith

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Caroline Forde, Hannah Campbell, Kinvara Verdon

Eagle Eye is a leading SaaS and AI company, enabling retail, travel and hospitality brands to earn lasting customer loyalty through harnessing the power of real-time, omnichannel and personalized marketing. Our powerful technology combines the world's most flexible and scalable loyalty and promotions capability with cutting edge, built-for-purpose AI to deliver 1:1 personalization at scale for enterprise businesses, globally.

Our growing customer base includes Loblaws, Southeastern Grocers, Giant Eagle, Asda, Tesco, Morrisons, JD Sports, E.Leclerc, Carrefour, the Woolworths Group and many more. Each week, more than 1 billion personalized offers are seamlessly executed via our platform, and over 500 million loyalty member wallets are managed worldwide.

AI-powered, API-based and cloud-native, Eagle Eye's enterprise-grade technology is fully certified by the MACH Alliance and has received recognition from leading industry bodies, including Gartner, Forrester, IDC and QKS.

Web - www.eagleeye.com

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