



19 November 2025

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

AGM trading statement

Positive progress on all strategic objectives provides confidence in full year performance

Eagle Eye, a leading SaaS and AI technology company that creates digital connections enabling personalized, real-time marketing at scale, provides the following trading update ahead of the Company's Annual General Meeting ("AGM") to be held at 2.30 p.m. today at the offices of x+why, The Orchard, Floor 8, One Great Cumberland Place, London, W1H 7AL.

Trading in H1 FY26 has started well, with new Wins in the UK, Thailand and notably in North America, where Eagle Eye has recently secured a new five-year contract with one of the largest independent food retailers, with the potential for expansion. Early progress from sharpened focus on the North American market is encouraging set against our strategic objective of winning in our biggest market, the USA. The pipeline continues to build, with an increasing number of well-progressed opportunities, demonstrating the growing traction of Eagle Eye's offering.

The Group is also pleased to report positive progress with its transformational OEM agreement, with both parties anticipating first customer contracts within the next few months. The launch event in October 2025 for the OEM's new loyalty solution was well attended; the solution is now live on the OEM's global price list and training of the OEM's global sales team is ongoing. The vendor's scale and extensive customer relationships mean the Board is confident this opportunity will add to Group ARR in FY26, with material revenue contribution from FY27 onwards.

As set out at the full year results, Eagle Eye is putting in place the foundations required to support sustained growth and margin progression, including operational and platform efficiencies, increased partner led delivery and the continued scale-up of its SaaS and AI revenue base. As part of this, the Group has made further adjustments to its operating structure to streamline its leadership. The Board is confident in maintaining a double-digit adjusted EBITDA margin for FY26 and improving adjusted EBITDA progression as the year progresses, with a target FY26 exit run rate EBITDA margin of 20%.

The Board remains confident in Eagle Eye's significant medium-term growth prospects, supported by continued strong momentum in EagleAI, expanding routes to market, and a scalable technology platform. With four new customer wins already this year and a healthy pipeline, alongside the structural changes undertaken and a strengthened leadership team, Eagle Eye is well positioned to deliver further positive momentum as it progresses through FY26, and for a return to double-digit revenue and EBITDA growth in FY27.

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About Eagle Eye

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, Iesco, 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 700 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.eagleye.com

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