

20 November 2025

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

**Grant of share options**

Eagle Eye, a leading SaaS and AI technology company that creates digital connections enabling personalised, real-time marketing at scale announces that the following options over ordinary shares of 1p each in Eagle Eye ("Ordinary Shares") were granted on 20 November 2025 to the following Executive Directors and person discharging managerial responsibilities ("PDMRs") of Eagle Eye for nil cost as follows:

Director/PDMR	Role	Number of Ordinary Shares subject to option grant	Total number of Ordinary Shares under option post grants	Total as % of existing issued share capital
Tim Mason	Chief Executive Officer	183,821	2,011,246	6.7%
Lucy Sharman-Munday	Chief Financial Officer	108,547	762,072	2.5%
Al Henderson	Chief Partnership Officer	60,142	144,092	0.5%
James Esson	Company Secretary	39,795	86,159	0.3%
Zyed Jamoussi	Chief Technology Officer	84,746	143,507	0.5%
Cédric Chereau	Managing Director, EagleAI	62,124	120,885	0.4%
Jeff Baskin	Chief Revenue Officer	71,406	71,406	0.2%

**Annual grant of share options**

The awards have been made under the Eagle Eye Solutions Group plc Long Term Incentive Plan scheme with an exercise price of 1p per Ordinary Share. The awards have been granted under the current year's Long Term Incentive Plan performance criteria, vesting following completion of the three-year period ending 30 June 2028 subject to revenue and EBITDA performance criteria and the overall underlying performance of the Company. Consistent with previous awards, the number of options which vest will vary depending on the level of achievement between threshold (revenue £59.9m, EBITDA £12.95m), target and stretch (revenue £74.4m, EBITDA £18.1m) performance levels. In addition, up to 13,473 of the options granted to Cédric Chereau above will vest dependant on the level of achievement of EagleAI between threshold (revenue £9.85m, EBITDA £2.7m), target and stretch (revenue £11.75m, EBITDA £3.5m) performance levels.

Following the new grant of options and assuming all vesting criteria are met, the fully diluted number of Ordinary Shares would be 34,264,470; of which the total number of Ordinary Shares over which options currently issued and outstanding represent 12.5% of the fully diluted number of Ordinary Shares. This is in accordance with the Company's shareholder approved limit for shares outstanding under the Company's share option schemes at any time of a maximum of 20% of the ordinary share capital of the Company in issue at such time.

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	<ol style="list-style-type: none"> <li>Tim Mason</li> <li>Lucy Sharman-Munday</li> <li>Al Henderson</li> <li>James Esson</li> <li>Zyed Jamoussi</li> <li>Cédric Chereau</li> <li>Jeff Baskin</li> </ol>
2	Reason for the notification	
a)	Position/status	<ol style="list-style-type: none"> <li>Chief Executive Officer</li> <li>Chief Financial Officer</li> <li>Chief Partnership Officer</li> </ol>

		4. Company Secretary 5. Chief Technology Officer 6. Managing Director, EagleAI 7. Chief Revenue Officer	
b)	Initial notification/Amendment	Initial Notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Eagle Eye Solutions Group plc	
b)	LEI	2138002S1AIBVVMZ7A21	
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument  Identification code	Options over Ordinary Shares of 1p each  GB00BKF1YD83	
b)	Nature of transaction	Grant of Options over Ordinary Shares pursuant to Eagle Eye Solutions Group plc Long Term Incentive Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		1. Nil 2. Nil 3. Nil 4. Nil 5. Nil 6. Nil 7. Nil	1. 183,821 2. 108,547 3. 60,142 4. 39,795 5. 84,746 6. 62,124 7. 71,406
	Aggregated information  - Aggregated volume  - Price	Not applicable	
e)	Date of the transaction	20 November 2025	
f)	Place of the transaction	Outside of a trading venue	

**Enquiries:**
**Eagle Eye Solutions Group plc**

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

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