

24 November 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 7,520 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 27 November 2025.

Following the issue of the 7,520 new Ordinary Shares, the total number of Ordinary shares in issue as at the date of this notice is 29,990,909 with each share carrying the right to one vote. There are 138,000 shares held in Treasury. The total number of voting rights in the Company is, therefore, 29,852,909.

The above figure of 29,852,909 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 Shorman-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 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

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