RNS Number : 1712M
Eagle Eye Solutions Group PLC
18 December 2025

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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 20,008 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 24 December 2025.

Following the issue of the 10,000 new Ordinary Shares, the total number of Ordinary shares in issue as at the date of this notice is 30,186,528 with each share carrying the right to one vote. There are 193,000 shares held in Treasury. The total number of voting rights in the Company is, therefore, 29,993,528.

The above figure of 29,993,528 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:

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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

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