

12th January 2026

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:	9 th January 2026
Number of ordinary shares purchased:	5,000
Lowest price per share (pence):	281.00
Highest price per share (pence):	281.00
Weighted average price per day (pence):	281.0000

Following the purchase, the Company's total issued share capital consists of 30,186,528 Ordinary Shares, of which 218,000 Ordinary Shares will be held in treasury. Therefore, the total number of voting rights will be 29,968,528. 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	281.0000	5,000	281.00	281.00

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
09 January 2026 14:58:04	5,000	281.00	AIMX	00369876883TRL01

Enquiries:

Eagle Eye Solutions Group plc
Tim Mason, Chief Executive Officer
Lucy Sharman-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

Alma Strategic Communications
Caroline Forde, Hannah Campbell, Kinvara Verdon

Tel: +44 20 3405 0205

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 Loblaw's, 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

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact rns@seg.com or visit www.rns.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

POSFLFSRLFIAIIR