

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

Director Declaration Update

Eagle Eye announces the following information relating to directors' disclosures under Rule 17 and Schedule Two paragraph (g) of the AIM Rules for Companies.

Robert Senior, Non-Executive Director

The following disclosure is made further to the announcement dated 16 November 2018.

Current directorships and/or partnerships as at 16 November 2018:

Inge Consulting Ltd

Anne de Kerckhove, Chair

The following disclosure is made further to the announcement dated 15 September 2023.

Former directorships and/or partnerships as at 15 September 2023:

7Digital SAS

The disclosure regarding the former directorship of Freespace LTD was misspelled and should have been disclosed as Freespee Ltd.

Sir Terry Leahy, Non-Executive Director

The following disclosure is made further to the Eagle Eye Solutions Group PLC admission document dated 10 April 2014.

Current directorships and/or partnerships as at 10 April 2014:

The Social Mobility Foundation (resigned 31 December 2020)

Former directorships and/or partnerships as at 10 April 2014:

Spen Hill Properties (Southend) Limited

Tesco Navona (GP) Limited

Tesco Navona PL Propco Limited

Tesco Purple (GP) Limited

Tesco Violet (GP) Limited

Tesco Property Holdings (No.2) Limited

Spen Hill Properties (Holdings) PLC

Tesco Stores Limited

TLPM Capital Partnership LLP

-Ends-

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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