

2 February 2026

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

Extension of Share Buyback Programme Long Stop Expiry Date

Eagle Eye, a leading SaaS and AI technology company that creates digital connections enabling personalised, real-time marketing at scale, announces an extension to the long stop expiry date of its existing share buyback programme (the "**Buyback Programme**").

On 15 July 2025, the Company announced the launch of the Buyback Programme for up to a maximum amount of £1.0 million. Since the commencement of the Share Buyback Programme, the Company has repurchased 233,000 ordinary shares of 1 pence each (the "**Ordinary Shares**") in aggregate for a total consideration of approximately £0.64 million (excluding dealing costs). Accordingly, approximately £0.36 million remains to be deployed under the Buyback Programme. In order to allow the existing Buyback Programme to continue to completion, the Board has resolved to extend the long stop expiry date for the Buyback Programme from 28 February 2026 until the earlier of: (i) the Buyback Programme having reached its £1.0 million maximum amount, and (ii) close of business on 31 May 2026 unless the Company and Shore Capital Stockbrokers Limited agree otherwise (in which event an announcement would be made).

The Company has instructed Shore Capital Stockbrokers Limited to conduct the remainder of the Buyback Programme on the Company's behalf on an irrevocable and non-discretionary basis. The Buyback Programme will be continued to be effected within certain pre-set parameters, including that the maximum price paid per Ordinary Share shall be no more than 105 per cent. of the trailing five-day average mid-market price, and in accordance with and under the terms of the general authority granted to the Board by the Company's shareholders at the Company's annual general meeting on 19 November 2025 (the "General Authority"). Ordinary Shares acquired under the Buyback Programme will continue to be held in treasury and are expected to be used, *inter alia*, to satisfy future obligations from Eagle Eye's staff share schemes, partially reducing future dilution.

All other terms of the Buyback Programme, as set out in the Buyback Programme launch announcement on 15 July 2025, remain unchanged. Any market purchase of Ordinary Shares will continue to be announced no later than 7:30 a.m. on the business day following the calendar day on which the purchase occurred.

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 personalised 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 personalisation 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 personalised 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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