

6 February 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 that further to its announcement on 2 February 2026 of the extension of its share buyback, Eagle Eye has today purchased, through Shore Capital Stockbrokers Limited, the following ordinary shares of 1p each ("Ordinary Shares"). The Ordinary Shares purchased will be transferred into treasury.

Date of purchase:	5 February 2026
Number of Ordinary Shares purchased (aggregated volume):	6,500
Lowest price paid per Ordinary Share (pence):	373.00
Highest price paid per Ordinary Share (pence):	373.00
Weighted average price per day (pence):	373.00

Following the purchase, the Company's total issued share capital consists of 30,186,528 Ordinary Shares, of which 247,300 Ordinary Shares will be held in treasury. Therefore, the total number of voting rights will be 29,939,228. 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.

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 Shore Capital Stockbrokers Limited on behalf of the Company as part of the Programme is detailed below:

Trading Venue	Number of Ordinary Shares purchased	Transaction price (pence per share)	Date and time of transaction
AIMX	6,500	373.00	5 February 2026 16:02

**Enquiries:**

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Lucy Sharman-Munday, Chief Financial Officer

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**Alma Strategic Communications** **Tel: +44 20 3405 0205**  
Caroline Forde, Hannah Campbell, Kinvara Verdon

**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, ELeclerc, 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.

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