

12 February 2026

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

Director/PDMR Shareholding

Eagle Eye, a leading SaaS and AI technology company that creates digital connections enabling personalised, real-time marketing at scale, announces that it has been informed today that the following Directors and PDMRs have transferred Ordinary Shares in the Company to new custody accounts as set out below.

Name	Position	Shares transferred	Beneficial interest in Issued Ordinary Share capital	Beneficial interest in Issued Ordinary Share capital (%)
Tim Mason	Chief Executive Officer	251,795	344,634	1.15%
Lucy Sharman-Munday	Chief Financial Officer	37,637	119,459	0.40%
Al Henderson	Chief Partnerships Officer	182,046	182,046	0.61%

Following these transactions the beneficial interests of the Directors and PDMRs remains unchanged.

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	1. Tim Mason 2. Lucy Sharman-Munday 3. Al Henderson	
2	Reason for the notification		
a)	Position/status	1. Chief Executive Officer 2. Chief Financial Officer 3. Chief Partnerships Officer	
b)	Initial notification/Amendment	Initial Notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Eagle Eye Solutions Group plc	
b)	LEI	2138002S1AIBVVMZ7A21	
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument identification code	Ordinary shares of 1p each GB00BKF1YD83	
b)	Nature of transaction	Transfer of custody account	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		N/A	1. 251,795 2. 37,637 3. 182,046
	Aggregated information - Aggregated volume - Price	n/a	
e)	Date of the transaction	12 February 2026	
f)	Place of the transaction	Outside of a trading venue	

Enquiries:

Eagle Eye Solutions Group plc

Tim Mason, Chief Executive Officer

Lucy Sharman-Munday, Chief Financial Officer

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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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