

12 February 2026

Eagle Eye Solutions Group PLC

("Eagle Eye" or the "Company")

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 Zyed Jamoussi, Chief Technology Officer, has transferred 106,208 Ordinary Shares in the Company to a new custody account.

Following this transaction the beneficial interest of Zyed Jamoussi remains unchanged at 106,208 Ordinary Shares representing 0.35% of the issued Ordinary Share capital of the Company.

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Zyed Jamoussi	
2	Reason for the notification		
a)	Position/status	Chief Technology 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	106,208
	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

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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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