

UP Global Sourcing Holdings plc
"Ultimate Products" or "the Group"

Director's share purchase

Ultimate Products, the owner, manager, designer and developer of an extensive range of value-focused consumer goods brands, announces that it has received notification that, Jim McCarthy, Non-Executive Chairman, has today purchased 300,000 ordinary shares of 0.25p each ("**Ordinary Shares**") at 33.4p. As a result, Mr. McCarthy increased his holding to 800,000 Ordinary Shares, representing 1.0% of the Company's issued share capital.

For more information, please contact:

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Rob Greening
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Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them.

Details of the person discharging managerial responsibilities / person closely associated	
a)	Name James John McCarthy
2	Reason for the notification
a)	Position/status Non-Executive Chairman
b)	Initial notification /Amendment Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor
a)	Name UP Global Sourcing Holdings Plc
b)	LEI 213800Q5GWTVIW6KJW33

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 0.25p each in the capital of UP Global Sourcing Holdings plc GB00BYX7MG58				
b)	Nature of the transaction	Purchase of ordinary shares				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>33.4p</td> <td>300,000</td> </tr> </tbody> </table>	Price(s)	Volume(s)	33.4p	300,000
Price(s)	Volume(s)					
33.4p	300,000					
d)	Aggregated information - Aggregated volume - Price	300,000 33.4P				
e)	Date of the transaction	12/02/2018				
f)	Place of the transaction	London Stock Exchange (XLON)				