

9 February 2021

UP Global Sourcing Holdings PLC

"Ultimate Products" or "the Company" or "the Group"

Persons discharging managerial responsibilities "PDMR" shareholding

Ultimate Products, the owner, manager, designer and developer of an extensive range of value-focused consumer goods brands, announces that on 9 February 2021 Duncan Singleton and David Bloomfield sold 200,000 and 145,000 ordinary shares of 0.25p each ("Ordinary Shares") respectively.

| PDMR | Number of Ordinary shares held following the sale | Total number of Ordinary shares held as % of issued share capital |
|------------------|---|---|
| Duncan Singleton | 210,800 | 0.29% |
| David Bloomfield | 800,000 | 0.97% |

For more information please contact:

UP Global Sourcing Holdings plc +44 (0) 161 627 1400
Simon Showman, CEO
Andrew Gossage, Managing Director
Graham Screawn, Chief Financial Officer

Powerscourt +44 (0) 207 250 1446
Rob Greening
Sam Austrums

Pursuant to the notification obligations in accordance with Article 19 of the Market Abuse Regulation (MAR)

| | | |
|-----------|--|---|
| 1. | Details of PDMR / person closely associated with them ('PCA') | |
| a) | Name | Duncan Singleton David Bloomfield |
| 2. | Details of PDMR / person closely associated with them ('PCA') | |
| a) | Position / status | Duncan Singleton - Trading Director David Bloomfield - Supply Chain Director |
| b) | Initial notification / amendment | 09 February 2021 |
| 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 | | | |
| c) | Description of the financial instrument | Ordinary shares of 0.25p each in the capital of UP Global Sourcing Holdings plc ISIN: GB00BYX7MG58 | | |
| d) | Nature of the transaction | Sale of shares | | |
| e) | Price(s) and volume(s) | | Price(s) (PENCE) | Volume(s) |
| | | Duncan Singleton | 137.61 | 200,000 |
| | | David Bloomfield | 137.61 | 145,000 |
| f) | Aggregated information | | | |
| | Aggregated volume | 345,000 | | |
| | Price | 137.61p | | |
| g) | Date of the transaction | 09 February 2021 | | |
| h) | Place of the transaction | <i>London Stock Exchange (XLON)</i> | | |

Notes to Editors

Ultimate Products is an owner, manager, designer and developer of a series of well-known brands focused on the home, selling to over 300 retailers across 37 countries. It has five product categories: Small Domestic Appliances; Housewares; Audio; Laundry; and Heating and Cooling. Its brands include Beldray (laundry, floor care, heating and cooling), Intempo (audio), Kleeneze (laundry); Salter (kitchenware), and Progress (cookware and bakeware).

The Group's products are sold to a broad cross-section of both large national and international multi-channel retailers as well as smaller national retail chains, incorporating discount retailers, supermarkets, general retailers and online retailers. Its best-selling products include frying pans, mugs and speakers, selling approximately one million of each every year.

Founded in 1997, Ultimate Products is headquartered in Oldham, Greater Manchester, where it has design, sales, marketing, buying, quality assurance, support functions and warehouse facilities across two sites. Manor Mill, the Group's head office, includes a spectacular 20,000 sq ft showroom that showcases each of its brands. In addition, the Group has an office and showroom in Guangzhou, China and in Cologne, Germany.

Ultimate Products' graduate development scheme was launched in 2012 and in 2018 it welcomed its one-hundredth graduate. In total, Ultimate Products now employs over 250 staff.

Please note that Ultimate Products is not the owner of Russell Hobbs or Salter. The company currently has licence agreements in place granting it an exclusive licence to use the "Russell Hobbs" trademark

for cookware (NB this does not include Russell Hobbs electrical appliances) and the "Salter" trademark for electrical and cookware (NB this does not include Salter scales).

For further information, please visit www.upgs.com