

28 July 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 28 July 2021 Graham Screawn transferred in aggregate 18,900 ordinary shares of 0.25p each ("Ordinary Shares") from a personal holding into his and his wife's ISAs at a price of 210p, there is no change to his beneficial interest.

The Company also announces that on 28 July 2021 Simon Showman transferred in aggregate 28,350 Ordinary Shares from a personal holding into his three children's ISAs at a price of 210p, there is no change to his beneficial interest.

For more information please contact:

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Simon Showman, CEO
Andrew Gossage, Managing Director
Graham Screawn, Chief Financial Officer

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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	Graham Screawn
2.	Details of PDMR / person closely associated with them ('PCA')	
a)	Position / status	Graham Screawn - Chief Financial Officer
b)	Initial notification / amendment	28 July 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 and repurchase of shares		
e)	Price(s) and volume(s)		Price(s) (PENNY)	Volume(s)
		Graham Screawn	210p	18,900
		Graham Screawn	210p	9,450
		Janet Screawn	210p	9,450
f)	Aggregated information			
	Aggregated volume	18,900 (sold) & 18,900 (purchased)		
	Price	210p		
g)	Date of the transaction	28 July 2021		
h)	Place of the transaction	London Stock Exchange (XLON)		

1. Details of PDMR / person closely associated with them ('PCA')				
a)	Name	Simon Showman		
2. Details of PDMR / person closely associated with them ('PCA')				
a)	Position / status	Simon Showman - Chief Executive Officer		
b)	Initial notification / amendment	28 July 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 and repurchase of shares		
e)	Price(s) and volume(s)		Price(s) (PENNY)	Volume(s)
		Simon Showman	210p	28,350
		Dylan Rose	210p	9,450
		Alfie Showman	210p	9,450
		Jack Showman	210p	9,450

f)	Aggregated information	
	Aggregated volume	28,350 (sold) & 28,350 (purchased)
	Price	210p
g)	Date of the transaction	28 July 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 six product categories: Audio; Heating and Cooling; Housewares; Laundry; Luggage; and Small Domestic Appliances. Its brands include Beldray (laundry, floor care, heating and cooling), Intempo (audio), Salter (kitchenware), Constellation (luggage), 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 2020 it welcomed its 300th graduate. In total, Ultimate Products now employs over 300 staff.

Please note that Ultimate Products is not the owner of Russell Hobbs. 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).

For further information, please visit www.upgs.com