**17 November 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 17 November 2021 Graham Screawn transferred in aggregate 18,914 ordinary shares of 0.25p each (“Ordinary Shares”) from a personal holding to his two children at a price of 210p, there is no change to his beneficial interest.

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 | Graham Screawn | |
| **2.** | **Details of PDMR / person closely associated with them (**'**PCA**'**)** | | |
| a) | Position / status | Graham Screawn - Chief Financial Officer | |
| b) | Initial notification / amendment | 17 November 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) (PENCE) | Volume(s) | | Graham Screawn | 210p | 18,914 | | Alexander Screawn | 210p | 9,457 | | Nicola Screawn | 210p | 9,457 | | |
| f) | Aggregated information   Aggregated volume   Price | 18,914 (sold) & 18,914 (purchased)  210p | |
| g) | Date of the transaction | 17 November 2021 | |
| h) | Place of the transaction | *London Stock Exchange (XLON)* | |
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**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 38 countries. It has five product categories: Audio; Heating and Cooling; Housewares; Laundry; and Small Domestic Appliances. Its brands include Beldray (laundry, floor care, heating and cooling), Intempo (audio), Salter (kitchen and bathroomware), Progress (cookware and bakeware), Kleeneze (laundry and floorcare) and Petra (small domestic appliances).

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](http://www.upgs.com)