

[10] December 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 Graham Screawn, Chief Financial Officer, has today acquired 149,722 Ordinary Shares at a price of 196.19 pence per share (being the average middle market price of an Ordinary Share at the close of dealings on each of the dealing days over the period of 90 days prior to the 2nd November 2021, the date of exercise). This share purchase is pursuant to the exercise by Mr Screawn, as part of his retirement planning, of his entire interest in the UP Group Management Incentive Plan, as previously announced on 2nd November 2021.

For more information please contact:

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Simon Showman, CEO
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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	10 December 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	Acquisition of Ordinary Shares to satisfy MIP Exercise		
e)	Price and volume		Price (PENNY)	Volume
		Acquired	196.19	149,722
f)	Aggregated information			
	Aggregated volume	149,722 acquired		
	Price	196.19 pence		
g)	Date of the transaction	10 December 2021		
h)	Place of the transaction	<i>London Stock Exchange (XLON)</i>		

Notes to Editors

About Ultimate Products

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