

21 February 2022

UP Global Sourcing Holdings plc

"Ultimate Products" or the "Group"

PDMR dealing

Shares transferred to The Showmanrose Foundation charitable trust

Ultimate Products, the owner of a number of leading homeware brands including Salter (the UK's oldest houseware brand, est.1760) and Beldray (est.1872), announces that on 21 February 2022 Simon Showman, Chief Executive Officer, gifted 100,000 ordinary shares of 0.25p each in the Company ("Ordinary Shares") for nil consideration to The Showmanrose Foundation, a charitable trust.

Commenting on the donation, Simon and Hayley Showman said:

"Our family is delighted to be in a position to provide much-needed support to a number of charities across the Greater Manchester region. The Showmanrose Foundation will have a particular focus on local children's causes and projects, especially those that are under-resourced and for which these funds will hopefully make a real and lasting difference. We see it as both a responsibility and a privilege to give back to the communities in which we live and work, and doing so has also been a guiding principle for Ultimate Products since its inception."

For more information, please contact:

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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	Simon Showman
2. Details of PDMR / person closely associated with them ('PCA')		
a)	Position / status	Chief Executive Officer
b)	Initial notification / amendment	21 February 2022
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	Ordinary shares of 0.25p each in the capital of UP Global Sourcing Holdings plc ISIN: GB00BYX7MG58		
b)	Nature of the transaction	Gift of Ordinary Shares		
c)	Price and volume	Simon Showman Showmanrose Foundation	Price (PENCE) Nil Nil	Volume 100,000 100,000
d)	Aggregated information			
	Aggregated volume	100,000 Ordinary Shares gifted and 100,000 Ordinary Shares acquired		
	Price	Nil pence		
e)	Date of the transaction	21 February 2022		
f)	Place of the transaction	<i>Off-market</i>		

About Ultimate Products

Ultimate Products is the owner of a number of leading homeware brands including Salter (the UK's oldest houseware brand, established in 1760) and Beldray (a laundry, floor care, heating and cooling brand that was established in 1872). According to its market research, nearly 80% of UK households own at least one of the Group's products.

Ultimate Products sells to over 300 retailers across 38 countries, and specialises in five product categories: Small Domestic Appliances; Housewares; Laundry; Audio; and Heating and Cooling. Other brands include Progress (cookware and bakeware), Kleeneze (laundry and floorcare), Petra (small domestic appliances) and Intempo (audio).

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.

Founded in 1997, Ultimate Products employs over 300 staff, a significant number of whom have joined via the Group's graduate development scheme, and 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.

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