



### A brief history

1997

Business founded by Simon Showman and Barry Franks.

2009

Acquired the brand Beldray.  
Opened QA and sourcing office, Guangzhou, China.

2012

Launched Graduate Development Scheme.

2015

Cookware brand Progress acquired.

2017

Ultimate Products IPOs on the LSE main market.

2018

Acquired the Kleeneze brand.

2021

Purchase of kitchen electrical brand Petra, the first German brand to join the Ultimate Products range.

Completed the acquisition of the Salter brand for £33.7 m.

2022

Launch of inaugural ESG strategy.

Appointment of first dedicated Brand Director.

2023

Rebranding of the iconic Salter label, elevating its already strong identity and consumer recognition.

Launch of European Showroom in Paris.

### Who we are

- ▶ Ultimate Products plc is the owner of a number of leading homeware brands including Salter (the UK's oldest housewares brand, est. 1760) and Beldray (est. 1872).
- ▶ We own, manage, design and develop a range of value-focused consumer goods brands.
- ▶ Our headquarters in Oldham, Greater Manchester, have Design, Sales, Marketing, Buying, Quality Assurance and Support functions, as well as warehouse facilities across two sites.
- ▶ According to our market research, nearly 80% of UK households own at least one of our products.
- ▶ We have a spectacular 20,000 sq. ft. showroom at our head office, as well as an office and showroom in China, and a European showroom in Paris.
- ▶ Employing over 360 staff, we sell to over 300 retailers across over 40 countries.
- ▶ Five major product categories – Small Domestic Appliances; Housewares & Cookshop; Laundry & Cleaning; Floorcare and Scales
- ▶ Our products are sold to a broad range of national and international supermarkets, discount retailers and online platforms.
- ▶ Products are also sold direct-to-consumers via our Salter.com and Beldray.com websites

### Key financials

	Yr2 to 31 July 2023 £'m
Turnover	166.3
Adjusted EBITDA	20.2
Adjusted PBT	16.8
Adjusted PAT	13.3

### Five major product categories



## A model for growth

### What we do...

#### We develop brands

Spotting trends early, being innovative and developing new and existing products at pace gives us a competitive edge.

#### We source beautiful products

Our buying teams source products from 16 countries, supported by in-house quality assurance professionals to ensure the quality and sustainability of our product ranges.

#### We protect our brands

We are privileged to own Salter, the UK's oldest housewares brand established in 1760, and Beldray, established in 1872. We are passionate that the products we source reflect the prestige of these brands. Through our innovation and marketing we build and grow awareness of these brands.

#### We sell to retailers & consumers

Our UK and European sales teams sell to over 300 retailers in 45 countries. In addition, we have a growing direct to consumer offering via our online channels.

#### We distribute globally

Our supply chain team ensure smooth service for our customers, developing bespoke systems and applications to cleverly navigate the significant complexities of supplying retail and online in a cost-effective, scalable manner.

#### We invest in people & productivity

It is our people that drive our business forward. Across all divisions, we prioritise training and developing, encouraging an environment of continuous improvement and growth.

#### We grow profits

At the centre of our strategy is our desire to become the leading supplier of household products, with an ambition to be in every home across the UK and Europe.

## Executive directors

**Andrew Gossage**  
Chief Executive Officer



**Chris Dent**  
Chief Financial Officer



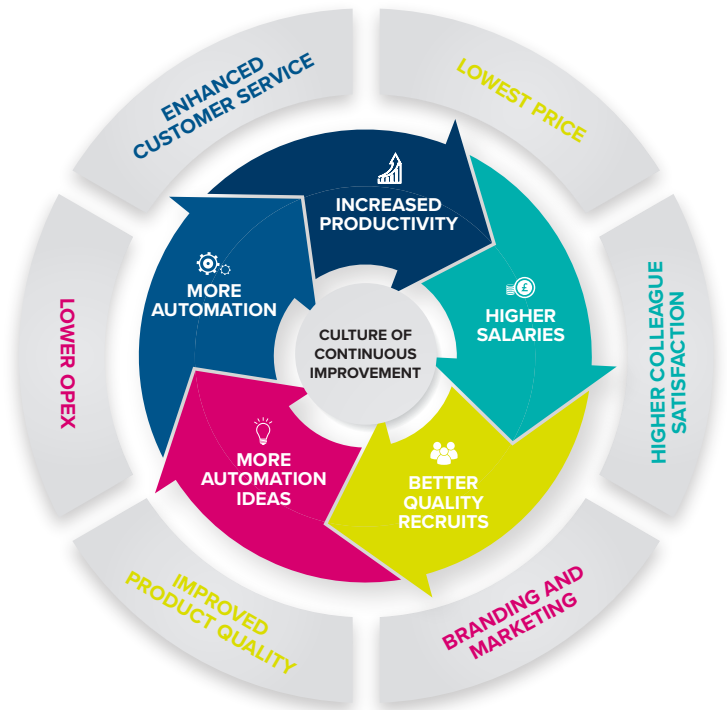
**Simon Showman**  
Chief Commercial Officer



**David Bloomfield**  
Supply Chain Director



## Culture of continuous improvement



## Retail partners



## Where we are

UK	UK	Paris	Hong Kong	China
Ultimate Products Manor Mill, Victoria Street, Manchester OL9 0DD.	Ultimate Products Heron Mill, Heron Street, Manchester OL8 4JU.	Ultimate Products JJA Complex Unit 2D, Zac des Tulipes Nord, 4 Rue de Montservon, Gonesse, 95500	Ultimate Products Unit B, 13/F, Yun Tat, Commercial Building, 70-74, Wuhu Street, Hung Hom, Kowloon.	Ultimate Products 401, Southern Tower, Heping Business Center, No. 898, Dadao Nan, Guangzhou

## Media contact

**Powerscourt** Rob Greening • Sam Austrums • Oliver Banks

Tel: +44 (0) 207 250 1446  
Email: [ultimateproducts@powerscourt-group.com](mailto:ultimateproducts@powerscourt-group.com)