

THIS ANNOUNCEMENT CONTAINS INSIDE INFORMATION FOR THE PURPOSES OF THE MARKET ABUSE REGULATION (EU) NO. 596/2014 (AS AMENDED) AS IT FORMS PART OF THE DOMESTIC LAW OF THE UNITED KINGDOM BY VIRTUE OF THE EUROPEAN UNION (WITHDRAWAL) ACT 2018 (AS AMENDED) ("MAR").

FOR IMMEDIATE RELEASE

6 MAY 2026

**Portmeirion Group PLC
("Portmeirion", the "Group" or "Company")**

DIRECTORATE CHANGE

Portmeirion Group PLC, the global homewares brand group, today announces the appointment of Michael Scheepers as Group Chief Executive Officer ("Group CEO"). After nine years with the Group, Mike Raybould has decided to step down from his CEO role and as a director of the Company on 11 May 2026. Michael Scheepers appointment is expected to take effect from week commencing 11 May 2026, subject to the satisfactory completion of Nomad due diligence.

Michael Scheepers joined Portmeirion as Group Brand and Commercial Director in December 2025 as part of our succession plans. He previously worked at globally renowned cookware brand Le Creuset, where he was employed for over nine years in senior leadership roles, including six years as Regional CEO across a global portfolio of mature and emerging markets. During this time Michael was responsible for driving brand elevation, commercial performance, and transformation across a number of different territories including Europe, the Middle East, Africa and India, within the premium home and lifestyle category. At Portmeirion Michael has led the global ecommerce, own retail and brand marketing teams with responsibility for the UK sales division, working closely with the Board as part of the Senior Leadership Team.

Peter Tracey, Non-Executive Chairman of Portmeirion, commented: *"I would like to thank Mike Raybould for the significant contribution he has made to Portmeirion over the last 9 years. Mike steered the Group through a challenging period including COVID and the introduction of US Tariffs. He has driven significant change and improvement across many parts of the organisation. We wish him well in all his future endeavours."*

In Michael Scheepers we have an experienced leader with deep expertise in premium home and lifestyle brand transformation and a strong commercial track record. Under his leadership we will continue to focus on accelerating progress against our strategic transformation goals of returning to growth and improved performance, fortress balance sheet and ultimately elevating Portmeirion's heritage brands to a wider global consumer."

Michael Scheepers, Group Brand and Commercial Director commented: *"Portmeirion Group has a stable of brands steeped in the rich heritage of British craftsmanship and design and I'm delighted to be given the opportunity to lead the business as we launch and execute on our new strategic plans. I look forward to working closely with the Board and our talented team to leverage the exciting global opportunities ahead and deliver long-term value for our stakeholders."*

Mike Raybould, CEO, commented: *"It has been a privilege to lead this Group as CEO with its amazing portfolio of heritage ceramic brands. We have been able to transform and modernise our business and operations over the last 5 years despite the difficult economic backdrop and I'm delighted that I am able to hand over to Michael, who joined us last year. He has considerable experience and has already started to drive significant positive change across our sales and brand marketing activities. I look forward to seeing the company go from strength to strength."*

ENDS

ENQUIRIES:

Portmeirion Group PLC:

Peter Tracey, *Non-Executive
Chairman*

Via Houston (see below)

Michael Scheepers, Group CEO

Jonathan Hill, *Group Finance Director*

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NOTES TO EDITOR:

Portmeirion Group PLC is a global homewares brand group based in Stoke-on-Trent, England. The Group owns six unrivalled heritage and contemporary brands; Spode, Portmeirion, Royal Worcester, Pimpernel, Wax Lyrical and Nambé. The Group serves markets across the world, with global demand driven by diversified international markets including the key geographies of the US, UK and South Korea.

IMPORTANT NOTICES:

This Announcement is released by Portmeirion Group PLC and contains inside information for the purposes of Article 7 of MAR, and is disclosed in accordance with the Company's obligations under Article 17 of MAR. For the purposes of MAR, the person responsible for this Announcement is Jonathan Hill, Chief Financial Officer.

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