



### The Character Group plc

("Group", "Character" or the "Company")

*Designers, developers and international distributors of toys, games and giftware*

## CHARACTER TAKES TWO OF THE TOP TWELVE TOYS THIS CHRISTMAS UNVEILED AT DREAMTOYS 2018

**LONDON:** Thursday, 15 November 2018: The Board of Character (AIM: symbol: CCT.L) is very pleased to report that its principal trading subsidiary, Character Options Limited ("Character Options") has featured strongly in the prestigious best toys of the year wish list.

Each year, the Toy Retailer Association (TRA) releases its "**Dream Toys' dream dozen**". Based on the opinions of large chain retailers, small multiples and independent retailers across the UK, the informative listing is regarded as the most independent and authoritative prediction of the toys that will be the most sought after by children this Christmas.

Within this year's "**Dream Toys' dream dozen**" released at the TRA's annual event in London yesterday Character Options once again was amongst the nine successful companies who have developed the in-demand toys. Featuring in the top rankings for Character are the [Laser X Twin Pack](#) and [Cra-Z-Slimy Creations Super Slime Studio](#).

The [Cra-Z-Slimy Creations Super Slime Studio](#) (retailing at £29.99) has been a key creative play kit of the season and has set the trend for children to create their own slime at home. For [Laser X Twin Pack](#) (retailing at £49.99) this is the second year running that it has made the top twelve toys.

Jon Diver, Character's Joint MD commented:

*"We have great strength and depth across our brands, so we are all delighted that two of our novel lines have listed in the **Dream Toys' dream dozen**". Our highly experienced teams are dedicated to developing, marketing and distributing innovative and exciting toys that meet today's high expectations that both our customers and the consumer demand in terms of quality and value."*

*"We are also particularly proud that Character has listed at least one range each year since the TRA listing inception in 2010".*

Jerry Healy, Group Marketing Director at Character added:

*"The annual **Dream Toys' dream dozen** event is central in our marketing calendar and is a culmination of months of work in creating awareness for the Character Options toy lines. The two products that made the list are key items in our portfolio, so we were delighted to see them included."*

*"We are all very proud of our achievements – our market leading position in the UK ensures that we remain the partner of choice and this is being reflected in our portfolio as it continues to go from strength to strength and feature so favourably within our customers' marketing offering too."*

In addition to the **Dream Toys'** list, 72 other toys and games were named as being ones to watch out for as the Christmas season ramps up. 10 of these are supplied by Character Options and include [Wrapples](#) from Little Live Pets, the [Peppa Pig Mobile Medical Centre](#), [Treasure X](#) and the [Batman Stretch](#) toy.

Product ranges can be viewed at [www.character-online.co.uk](http://www.character-online.co.uk).

## ENQUIRIES

### **The Character Group plc**

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**FTSE sector: leisure: FTSE AIM All-share: symbol: CCT.L: Market cap: £106m**

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