



Wednesday, 6 October 2021

The Character Group plc

*Designers, developers and international distributor of toys, games and giftware
(the "Company")*

Directors' share dealings

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them

and

Total voting rights

The Character Group plc (AIM: CCT), has today received notices from Mr Michael Hyde (the Managing Director of the Group's Far East Operations) and Mr Kiran Shah (the Joint-Managing Director of the Company and Group Finance Director) notifying the Company of share transactions effected respectively by them on 6 October 2021 as follows:

- Mr Hyde has disclosed that he has gifted and transferred 40,793 ordinary shares of 5 pence each in the capital of the Company ("Ordinary Shares") to charity for nil consideration. Following this transaction, Mr Hyde's interest in shares in the Company is 268,888 Ordinary Shares, which represents approximately 1.26 % of the Company's issued voting Ordinary Share capital.
- Mr Shah has disclosed that he has sold 30,000 Ordinary Shares at a price of 510p per share and, through his personal ISA account, has purchased 30,000 Ordinary Shares at a price of 510p per share. Following these transactions, Mr Shah's interest in Ordinary Shares remains unchanged at 2,166,720 Ordinary Shares, which represents approximately 10.13% of the Company's issued voting Ordinary Share capital.

The information set out below is provided in accordance with the requirements of Article 19(3) of the Market Abuse Regulation (EU) No 596/2014.

1.	Details of the person discharging managerial responsibilities / person closely associated			
a.	Name	Michael Hyde		
2.	Reason for the notification			
a.	Position/status	Managing Director, Far East Operations		
b.	Initial notification/Amendment	Initial notification		
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			
a.	Name	The Character Group plc		
b.	LEI	213800HY6EB8T8VWWE73		
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, type of instrument Identification code	Ordinary shares of 5 pence GB0008976119		
b.	Nature of the transaction	Gift of shares		
c.	Price(s) and volume(s)	Name	Price(s)	Volume
		Michael Hyde	Nil (gifted)	40,793
d.	Aggregated information <ul style="list-style-type: none"> Aggregated volume Price 	Not applicable.		
e.				
f.	Date of the transaction	6 October 2021		
g.	Place of the transaction	London Stock Exchange, AIM		

1.	Details of the person discharging managerial responsibilities / person closely associated			
a.	Name	Kiran Shah		
2.	Reason for the notification			
a.	Position/status	Joint Managing Director and Group Finance Director		
b.	Initial notification/Amendment	Initial notification		
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			

a.	Name	The Character Group plc	
b.	LEI	213800HY6EB8T8VWWE73	
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, type of instrument Identification code	Ordinary shares of 5 pence GB0008976119	
b.	Nature of the transaction	Sale and purchase of shares	
c.	Price(s) and volume(s)	Price(s)	Volume
		510p	30,000
		510p	30,000
d.	Aggregated information <ul style="list-style-type: none"> • <i>Aggregated volume</i> • <i>Price</i> 	30,000 Ordinary Shares (sold) at 510 pence per Ordinary Share 30,000 Ordinary Shares (bought) at 510 pence per Ordinary Share	
e.	Date of the transaction	6 October 2021	
f.	Place of the transaction	London Stock Exchange, AIM	

Total voting rights (TVR)

As at the date of this announcement, the Company's issued share capital consists of 23,608,501 Ordinary Shares of which 2,226,220 are held in treasury. Therefore, the total number of Ordinary Shares carrying voting rights in Character Group is 21,382,281. This figure of 21,382,281 may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest, or a change to their interest, in the Company under the Disclosure Guidance and Transparency Rules.

ENQUIRIES:

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