

23 January 2017

The Character Group plc
("Character Group" or the "Company")

Directors' share dealings

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

Character Group (AIM: CCT), the designer, developer and international distributor of branded toys, games and giftware, announces that Mr Mark Dowding, being a Director of the Company and Person Discharging Managerial Responsibilities (PDMRs), has notified the Company of share purchase transactions effected in the market as follows:

Mark Dowding (Group Finance Director) has purchased 9,554 Character Group ordinary shares of 5p each in the Company ("Ordinary Shares") at an average price of 498.1p. 7,000 of these Ordinary Shares were purchased on 20 January 2017 at a price of 500p per share and the remaining 2,554 Ordinary Shares were purchased today at a price of 492.74p. Following this purchase, Mr Dowding's shareholding in the Company has increased to 93,395 Ordinary Shares, which represents approximately 0.44% of the Company's issued voting share capital.

1.	Details of the person discharging managerial responsibilities / person closely associated			
a.	Name	Mark Dowding		
2.	Reason for the notification			
a.	Position/status	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			
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	Purchase of shares		
c.	Price(s) and volume(s)	Name	Price(s)	Volume
		Mark Dowding	500p	7,000
		Mark Dowding	492.74p	2,554
d.	Aggregated information <ul style="list-style-type: none">• <i>Aggregated volume</i>• <i>Price</i>	9,554 ordinary shares at an average price of 498.1p		
e.	Date of the transaction	20 January 2017 and 23 January 2017		
f.	Place of the transaction	London Stock Exchange, AIM		

Enquiries:

The Character Group plc

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