

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) announces it has recently undertaken a series of institutional investor meetings which were well received. In response to demand from institutional and other investors, Kiran Shah, Joint Managing Director, and Jerry Healy (Group Marketing Director) have agreed to make stock available to meet this demand.

Jerry Healy and Kiran Shah being Directors of the Company and Persons Discharging Managerial Responsibilities (PDMRs) have notified the Company of share transactions effected in the market by them respectively as follows:

- On 9 December 2016 Mr Jeremiah Healy Group Marketing Director, exercised 72,000 unapproved share options, at an exercise price of 35.5p per share. Accordingly the Company then allotted to Mr Healy 72,000 Ordinary Shares of 5p each representing 0.34% of the Company's issued voting share capital. Mr Healy has today sold 36,000 Ordinary Shares in the Company at a price of 525p per share. Following this sale, Mr Healy's shareholding in the Company is 36,000 ordinary shares, which represents approximately 0.17% of the Company's issued voting share capital.
- Kiran Shah, Joint Managing Director, today sold 147,000 Ordinary Shares in the Company at a price of 525p per share. Following this sale, Mr Shah's shareholding interest in the Company is 2,140,001 Ordinary Shares, which represents approximately 10.09% of the Company's issued voting share capital.

1.	Details of the person discharging managerial responsibilities / person closely associated														
a.	Name	Jeremiah Healy and Kiran Shah													
2.	Reason for the notification														
a.	Position/status	Group marketing director/Joint managing 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	Exercise of share options and sale of shares													
c.	Price(s) and volume(s)	<table border="1" style="width: 100%;"> <thead> <tr> <th>Name</th> <th>Price(s)</th> <th>Volume</th> </tr> </thead> <tbody> <tr> <td>Jeremiah Healy</td> <td>35.5p</td> <td>72,000 (exercise share options)</td> </tr> <tr> <td>Jeremiah Healy</td> <td>525p</td> <td>36,000 (sale of shares)</td> </tr> <tr> <td>Kiran Shah</td> <td>525p</td> <td>147,000 (sale of shares)</td> </tr> </tbody> </table>		Name	Price(s)	Volume	Jeremiah Healy	35.5p	72,000 (exercise share options)	Jeremiah Healy	525p	36,000 (sale of shares)	Kiran Shah	525p	147,000 (sale of shares)
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Jeremiah Healy	525p	36,000 (sale of shares)													
Kiran Shah	525p	147,000 (sale of shares)													
d.	Aggregated information <ul style="list-style-type: none"> • <i>Aggregated volume</i> • <i>Price</i> 	N/A													
e.	Date of the transaction	9 December 2016 and 12 December 2016													
f.	Place of the transaction	London Stock Exchange, AIM													

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