

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

Total Voting Rights

For the purposes of the Financial Conduct Authority's Disclosure Guidance and Transparency Rules, the total number of ordinary shares of 5p each of Character Group ("Ordinary Shares") in issue as at 31 March 2018 is 23,878,908.

The Company holds 2,770,006 Ordinary Shares in Treasury, which do not carry any voting rights.

Therefore, the total number of Ordinary Shares carrying voting rights in Character Group is 21,108,902.

The above figure of 21,108,902 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.

3 April 2018

Enquiries:

**The Character Group plc**  
Kiran Shah, Company Secretary  
**Office: +44 (0) 20 8329 3377**  
**Email: [info@charactergroup.plc.uk](mailto:info@charactergroup.plc.uk)**  
**[www.thecharacter.com](http://www.thecharacter.com)**

**Panmure Gordon** (*Nominated Adviser and Joint Broker*)  
Andrew Godber, Investment Banking  
Tom Salvesen, Corporate Broking  
**Tel: +44 (0) 20 7886 2500**

**Allenby Capital Limited** (*Joint Broker*)  
Nick Athanas  
Katrina Perez  
**Tel: +44 (0) 20 3328 5656**

**TooleyStreet Communications Limited** (*investor and media relations*)  
Fiona Tooley  
**Tel: +44 (0) 7785 703523**  
**Email: [fiona@tooleystreet.com](mailto:fiona@tooleystreet.com)**