



designers, developers and international distributors of toys, games and giftware

Issued on behalf of The Character Group plc
Date: Friday, 17 January 2014

Immediate Release

The Character Group plc
("Character" or the "Group")
Trading Update

The Character Group plc, which holds its Annual General Meeting today (17 January 2014) at 11.00 am, publishes the following Trading Update ahead of the Meeting:-

"As reported in the 2013 Annual Report issued in December and available on the Group's web site, we had made solid progress at home and abroad by the end of the financial year to 31 August 2013.

We are delighted to report that this progress was maintained through Christmas, with consumer purchases of our products matching our expectations and leaving low stock levels of our products on our retailers' shelves.

*What is perhaps more significant for our future growth is that not only have we enjoyed solid Christmas sales but early indications are that post-Christmas sales have remained strong with all the items highlighted in last year's Annual Report such as **Minecraft™**, **Teksta®**, **TheZelfs™**, **Peppa Pig®**, **Fireman Sam®**, and **ChillFactor™**, continuing to perform well. Additionally, the late November introduction of **Cra-Z-Loom™** to the UK market shows great promise of replicating the success seen in the U.S.*

Whilst the growth of UK sales across several categories is pleasing, it is also satisfying to note that international distribution and sales continue to develop strongly.

Next week, as part of our 2014 domestic and international marketing programme, we shall be exhibiting at The London Toy Fair (www.btha.co.uk/toy-fair) being held at Olympia. The three day event will provide our customers and the media with the opportunity to see the latest additions to our product range.

At this stage it is too early to change any financial projections for the financial year ending August 2014. The Board believes, however, that Character has an exciting yet balanced product portfolio, which should provide the Group with the engine for continued growth."

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Annual General Meeting

The 2014 Annual General Meeting will be held at the offices of Duane Morris, 2nd Floor, 10, Chiswell Street, London EC1Y 4UQ at 11am today (17 January). A copy of the 2013 Annual Report can be viewed on, and downloaded from, the Group's website at www.thecharacter.com.