

28 February 2019

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

Transaction in Own Shares

Character Group (AIM: CCT) announces that it has yesterday bought back for cancellation 9,000 ordinary shares of 5p each in the capital of the Company ("**Ordinary Shares**") pursuant to the share buyback programme announced on 12 December 2018 (the "**Programme**") and the Company's stated objective to enhance shareholder value.

As a result of the above, the Company's issued share capital consists of 23,714,798 Ordinary Shares. The Company holds 2,492,006 Ordinary Shares in treasury which do not carry voting rights and therefore the total number of voting rights in Character Group is 21,222,792. The figure of 21,222,792 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 change to their interest, in the Company under the FCA's Disclosure Guidance and Transparency Rules.

The Company has an unutilised capacity to buy back up to a further 3,161,983 Ordinary Shares under the authority granted at the Annual General Meeting on 18 January 2019.

In accordance with Article 5(1)(b) of Regulation (EU) No 596/2014 (the Market Abuse Regulation), the schedules below contain a summary of and detailed information about the purchases made by Panmure Gordon (UK) Limited on behalf of the Company as part of the Programme.

Schedule 1: Summary of buy-back transactions

Date of purchase:	28 February 2019
Number of Ordinary Shares purchased:	9,000
Highest price paid per Ordinary Share (pence)	547
Lowest price paid per Ordinary Share (pence)	547
Volume weighted average price paid per Ordinary Share (pence)	547

Schedule 2: Details of buy-back transactions

Date of purchase	Time of purchase (hh:mm - GMT)	Number of Ordinary Shares purchased	Transaction price (pence per Ordinary Share)
28/02/19	14.38	9,000	547

Enquiries:

The Character Group plc

Kiran Shah, Joint MD
Tel: +44 (0)208 329 3377

Panmure Gordon, Nominated Adviser and Joint Broker

Atholl Tweedie, Investment Banking
Charles Leigh-Pemberton, Corporate Broking
Tel: +44 (0)20 7886 2500

Allenby Capital Limited, Joint Broker

Nick Athanas

Tel: +44 (0)20 3328 5656

Tooley Street Communications, IR & Media Relations

Fiona Tooley
Tel: +44 (0)7785 703 523