



Thursday, 24 December 2020

The Character Group plc
Designers, developers, and international distributor of toys, games, and giftware
(the “Company”)

Annual Financial Report and Notice of AGM

The Company announces that the 2020 Annual Report and Financial Statements for the year ended 31 August 2020, has been published.

The Company’s 2021 Annual General Meeting (AGM) will be held at 11.00am on 22 January 2021. A separate circular letter, incorporating the Notice of the AGM, has yesterday been sent or supplied to all shareholders and provides further details of the arrangements for the AGM and a summary of the business to be conducted at that meeting.

Copies of the 2020 Annual Report, the circular letter and the form of proxy for the AGM have been uploaded to, and are available for download at, the Company’s website at <http://www.thecharacter.com> (see the “Financial Report” and “AGM 2021” tabs, respectively). Copies of these documents have also been posted to shareholders who are entitled to receive “hard” copies of such documents.

ENQUIRIES:

The Character Group plc

Ray Smyth, General Counsel & Company Secretary

Office: +44 (0) 208 329 3377

Email: info@charactergroup.plc.uk

FTSE sector: leisure:

FTSE AIM All-share: symbol: CCT

Market cap: £92.22m

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

TooleyStreet Communications Limited (*Investor and media relations*)

Fiona Tooley

Tel: +44 (0) 7785 703523

Email: fiona@tooleystreet.com