



17 September 2019

The Character Group plc
 ("Character Group" or the "Company")
designers, developer and international distributor of branded toys, games and giftware

Director/ PDMR shareholding

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them

The notification below is made in accordance with the requirements of the EU Market Abuse Regulation.

1.	Details of the person discharging managerial responsibilities / person closely associated			
a.	Name	Mr David Harris		
2.	Reason for the notification			
a.	Position/status	Non-executive 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	213800HY6EB8T8VWWE73		
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	Purchase of shares		
c.	Price(s) and volume(s)	Name	Price(s)	Volume
		Mr. David Harris	368 pence	4,500
d.	Aggregated information <ul style="list-style-type: none"> • <i>Aggregated volume</i> • <i>Price</i> 	N/A		
e.	Date of the transaction	16 September 2019		
f.	Place of the transaction	London Stock Exchange, AIM		

Enquiries:

The Character Group plc
 Kiran Shah, Joint MD
 Tel: +44 (0)208 329 3377

Panmure Gordon, Nominated Adviser and Joint Broker
 Atholl Tweedie
 James Stearns
 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