



Thursday, 23 December 2021

The Character Group plc

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

**Annual Financial Report
and
Notice of 2022 AGM**

The Company announces that the 2021 Annual Report and Financial Statements have been published.

Copies of the 2021 Annual Report and full Financial Statements for the year ended 31 August 2021, together with a Circular letter incorporating the Notice of Meeting convening the Company's 2022 Annual General Meeting and Proxy voting card have been uploaded to the Company's website, www.character.com and are now available for viewing and download. Copies of these documents have also been posted to shareholders who have elected to receive “hard” copies of such documents.

The Company's 2022 Annual General Meeting (AGM) will be held at 2nd Floor, 86-88 Coombe Road, New Malden, Surrey KT3 4QS on Friday, 21 January 2022 at 11.00am. Although the 2022 AGM is being held as an in-person meeting, due to health and safety concerns arising from rapidly rising number of cases of the Omicron variant of COVID-19 in recent weeks, the Board is strongly encouraging Shareholders to submit a proxy vote in advance of the AGM and to appoint the Chairman of the meeting as their proxy rather than attend the meeting in person. Further details of the facilities to be made available for shareholders to observe the AGM remotely and put questions to the Directors are given in the AGM Circular.

ENQUIRIES:

The Character Group plc

Ray Smyth, Company Secretary

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FTSE sector: leisure:

FTSE AIM All-share: symbol: CCT.L

Market cap: £133m

Product ranges can be viewed at www.character-online.com.

Panmure Gordon (*Nominated Adviser and Joint Broker*)

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