

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

Total Voting Rights

For the purposes of the Financial Services Authority's Disclosure and Transparency Rules, the total number of ordinary shares of 5p each of Character Group ("Ordinary Shares") in issue as at 30 June 2014 is 25,297,646.

The Company holds 4,019,456 Ordinary Shares in Treasury, which do not carry any voting rights.

Therefore, the total number of Ordinary Shares carrying voting rights in Character Group is 21,278,190.

The above figure of 21,278,190 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 a change to their interest, in the Company under the Disclosure and Transparency Rules.

30 June 2014

Enquiries:

**The Character Group Plc**

Kiran Shah / Mark Dowding

Tel: 020 8329 3377

**Charles Stanley Securities  
(Nominated Adviser)**

Russell Cook / Carl Holmes

Tel: 020 7149 6000

**Tooley Street Communications  
(IR & Media Relations)**

Fiona Tooley

Tel: 07785 703 523