

22 September 2016

The Character Group plc
Designers, developers and international distributor of toys, games and giftware

(“Character Group” or the “Company”)

Transaction in Own Shares

In continuing its stated objective to enhance shareholder value, Character Group (AIM:CCT.L) announces that, on 21 September 2016, it bought-back for cancellation 292,402 ordinary shares of 5p each in the capital of the Company (“Ordinary Shares”) in the market at an average price of 447.487 pence per Ordinary Share. The Ordinary Shares acquired for cancellation represent approximately 1.36 per cent. of the current issued share capital of the Company (excluding shares held in treasury).

For the purposes of the Financial Conduct Authority's Disclosure and Transparency Rules, the total number of Ordinary Shares in issue as at the date of this notice (taking into account the Ordinary Shares purchased for cancellation by the Company announced above and excluding Ordinary Shares held in treasury) is 21,139,152 (“Revised Issued Voting Share Capital”).

The Company has an unutilised capacity to buy back up to a further 2,791,298 Ordinary Shares under the authority granted at the Annual General Meeting on 22 January 2016.

Character Group holds 3,269,456 Ordinary Shares in treasury which do not carry voting rights and these represent approximately 15.47 per cent. of the Revised Issued Voting Share Capital.

The figure of 21,139,152 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 Disclosure and Transparency Rules.

In accordance with Article 5(1)(b) of Regulation (EU) No 596/2014 (the Market Abuse Regulation), the schedule below contains a summary of and detailed information about the purchases made by Panmure Gordon (UK) Limited on behalf of the Group as part of the buy-back programme.

Schedule 1: Summary of buy-back transactions

Date of purchase :	21 September 2016
Number of Ordinary Shares purchased:	292,402
Highest price paid per share (pence)	448
Lowest price paid per share (pence)	447
Average price paid per share (pence)	447.487

Schedule 2: Details of buy-back transactions

Time (hh:mm – GMT)	Number of Ordinary Shares purchased	Transaction price (pence per share)
15:07	150,000	447

16:57	142,402	448
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