



The Character Group plc

("Character", "Group" or the "Company")

Designers, developers, and international distributor of toys, games, and giftware

Two toys in this year's DreamToys list for Character Options With six further products announced as best in category

LONDON: WEDNESDAY, 03 NOVEMBER 2021: The Board of Character (AIM: symbol: CCT.L) is pleased to announce that its principal trading subsidiary, Character Options Limited ("Character Options") has featured strongly in the prestigious best toys of the year wish list, the official "DreamToys" list announced by the Toy Retailers Association (TRA) in London today.

The release of the annual DreamToys list is recognised as the most independent and authoritative prediction of what will be the most sought-after toys at Christmas, in the UK. The toys are independently selected by a representative panel of retailers and industry experts, and they are always the talk of the playground and at home during the festive season.

Character Options has secured TWO of its hero toys in the official 'Dream Dozen' listing with SIX further toys being named within the extended list of most desired toys.

The two official DreamToys from Character Options are:

- Little Live Pets My Pet Pig, Piggly
- Pokémon 8 Inch Plush Toys

The six further toys named as the most sought in their categories were:

- Tan Tan the Orangutan from Jiggly Pets
- The InstaGlam On-the-Glo Trolley Case
- Squeakee the Balloon Dino
- Gotta Go Turdle from Little Live Pets
- Heroes of Goo Jit Zu Galaxy Attack Figures
- Dino Dissection from Treasure X

This year, the DreamToys event was held both in person and virtually at the DreamToys PR Headquarters, in Shoreditch, with journalists being shown around in timed sessions during the event. Following last year's virtual only event, the semi return to a live event added to the excitement for 2021.

Jerry Healy, Executive Director & Group Marketing, commented:

"Since the DreamToys listing was set up, Character Options has always been strongly represented. As the pinnacle in our annual marketing calendar, it is excellent to be able to demonstrate some of our leading products to the media in person, once more.

"When it comes to making purchasing decisions, gift buyers look to the best toy stories at Christmas time. We are therefore delighted to once again be well represented in this year's official DreamToys list."

This is a non-regulatory announcement.

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FTSE sector: leisure goods:

FTSE AIM All-share: symbol: CCT

Market cap: £148.1m

Email: info@charactergroup.plc.uk

Group website: www.thecharacter.com

Product ranges can also be viewed at www.character-online.co.uk

[CHARACTER GROUP PLC CCT Stock | London Stock Exchange](#)

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