

15 August 2017

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 14 August 2017, it bought-back for cancellation 197,000 ordinary shares of 5p each in the capital of the Company (“Ordinary Shares”) in the market at a price of 470 pence per Ordinary Share. The Ordinary Shares acquired for cancellation represent approximately 0.93 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 20,946,352 (“Revised Issued Voting Share Capital”).

The Company has an unutilised capacity to buy back up to a further 2,942,700 Ordinary Shares under the authority granted at the Annual General Meeting on 20 January 2017.

Character Group holds 3,269,456 Ordinary Shares in treasury which do not carry voting rights and these represent approximately 15.61 per cent. of the Revised Issued Voting Share Capital.

The figure of 20,946,352 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.

Enquiries:

The Character Group plc

Kiran Shah, Joint MD

Office: +44 (0) 20 8329 3377

Email: info@charactergroup.plc.uk

www.thecharacter.com

Panmure Gordon (*Nominated Adviser and Joint Broker*)

Andrew Godber, Investment Banking

Tom Salvesen, Corporate Broking

Tel: +44 (0) 20 7886 2500

Allenby Capital Limited (*Joint Broker*)

Nick Athanas

Katrina Perez

Tel: +44 (0) 20 3328 5656

TooleyStreet Communications Limited (*investor and media relations*)

Fiona Tooley

Tel: +44 (0) 7785 703523

Email: fiona@tooleystreet.com