



LONDON: Thursday, 22 July 2021

THE CHARACTER GROUP PLC

("Character" or "Group")

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

Completion of acquisition of Chill Factor business

The Board of Character (AIM symbol: CCT.L) is pleased to confirm that the acquisition of the business and assets of the *Chill Factor* branded range of drink chilling bottles and slushy makers, announced on 5 July 2021, was completed yesterday (21 July).

The Character Group plc

FTSE sector: leisure goods:

FTSE AIM All-share: symbol: CCT.L

Market cap: £137.37m

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Group website: www.thecharacter.com

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

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