

TR-1: Standard form for notification of major holdings

| NOTIFICATION OF MAJOR HOLDINGS | | | | |
|--|---|---|--------------------------------|--|
| 1a. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached: | | The Character Group plc | | |
| 1b. Please indicate if the issuer is a non-UK issuer | | | | |
| Non-UK issuer | | | | |
| 2. Reason for the notification | | | | |
| An acquisition or disposal of voting rights | | | | |
| An acquisition or disposal of financial instruments | | | | |
| An event changing the breakdown of voting rights | | | | X |
| Other (please specify) | | | | |
| 3. Details of person subject to the notification obligation | | | | |
| Name | | Kiran Shah | | |
| City and country of registered office (if applicable) | | London, United Kingdom | | |
| 4. Full name of shareholder(s) | | | | |
| Name | | (a) Kiran Shah and (b) Sarissa Holdings Limited | | |
| City and country of registered office (if applicable) | | (a) London, UK (b) Jersey, Channel Islands | | |
| 5. Date on which the threshold was crossed or reached: | | 15 February 2024 | | |
| 6. Date on which issuer notified (DD/MM/YYYY): | | 16 February 2024 | | |
| 7. Total positions of person(s) subject to the notification obligation | | | | |
| | % of voting rights attached to shares (total of 8. A) | % of voting rights through financial instruments (total of 8.B 1 + 8.B 2) | Total of both in % (8.A + 8.B) | Total number of voting rights held in issuer (8.A + 8.B) |
| Resulting situation on the date on which threshold was crossed or reached | 10.01% | 0% | 10.01% | 1,928,766 |
| Position of previous notification (if applicable) | | | | |

| 8. Notified details of the resulting situation on the date on which the threshold was crossed or reached | | | | |
|--|-------------------------|------------------------|--------------------|------------------------|
| A: Voting rights attached to shares | | | | |
| Class/type of shares | Number of voting rights | | % of voting rights | |
| ISIN code | Direct (DTR5.1) | Indirect (DTR5.2.1) | Direct (DTR5.1) | Indirect (DTR5.2.1) |
| GB0008976119 | 169,472 | 1,759,294 | 0.88% | 9.13% |
| | | | | |
| | | | | |
| SUBTOTAL 8. A | 1,928,766 | | 10.01% | |

| B 1: Financial Instruments according to DTR5.3.1R (1) (a) | | | | |
|---|-----------------|-----------------------------|---|--------------------|
| Type of financial instrument | Expiration date | Exercise/ Conversion Period | Number of voting rights that may be acquired if the instrument is exercised/converted | % of voting rights |
| | | | | |
| | | | | |
| | | SUBTOTAL 8. B 1 | | N/A |

| B 2: Financial Instruments with similar economic effect according to DTR5.3.1R (1) (b) | | | | | |
|--|-----------------|-----------------------------|-----------------------------|-------------------------|--------------------|
| Type of financial instrument | Expiration date | Exercise/ Conversion Period | Physical or cash Settlement | Number of voting rights | % of voting rights |
| | | | | | |
| | | | | | |
| | | | SUBTOTAL 8.B.2 | | N/A |

| 9. Information in relation to the person subject to the notification obligation | | | |
|---|--|--|---|
| Person subject to the notification obligation is not controlled by any natural person or legal entity and does not control any other undertaking(s) holding directly or indirectly an interest in the (underlying) issuer | | | |
| Full chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held starting with the ultimate controlling natural person or legal entity | | | |
| Name | % of voting rights if it equals or is higher than the notifiable threshold | % of voting rights through financial instruments if it equals or is higher than the notifiable threshold | Total of both if it equals or is higher than the notifiable threshold |
| | | | |

| 10. In case of proxy voting, please identify: | |
|---|-----|
| Name of the proxy holder | N/A |
| The number and % of voting rights held | N/A |
| The date until which the voting rights will be held | N/A |

| 11. Additional information | |
|----------------------------|------------------|
| Place of completion | London, UK |
| Date of completion | 15 February 2024 |