

27 April 2017

The Character Group plc
 (“Character Group” or the “Company”)

Directors’ share dealings and Transaction in Own Shares

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them and transaction in own shares

Directors’ share dealings

Character Group (AIM: CCT) the designer, developer and international distributor of branded toys, games and giftware, announces that Mr. Mark Dowding and Mr. Jeremiah Healy, being Directors of the Company and Persons Discharging Managerial Responsibilities (PDMRs), have notified the Company of share purchase transactions effected in the market by them respectively as follows:

- Mr. Mark Dowding, Group Finance Director and Company Secretary, purchased 8,000 Character Group ordinary shares at a price of 470 pence per share. Following this purchase, Mr. Dowding’s shareholding in the Company has increased to 108,000 ordinary shares, which represents approximately 0.51% of the Company’s issued voting share capital.
- Mr. Jeremiah Healy, Group Marketing Director, purchased 5,000 Character Group ordinary shares at a price of 470 pence per share. Following this purchase, Mr. Healy’s shareholding in the Company has increased to 41,000 ordinary shares, which represents approximately 0.19% of the Company’s issued voting share capital.

1.	Details of the person discharging managerial responsibilities / person closely associated											
a.	Name	Mr. Mark Dowding and Mr. Jeremiah Healy										
2.	Reason for the notification											
a.	Position/status	Group Finance Director and Company Secretary/Group Marketing Director										
b.	Initial notification/Amendment	Initial notification										
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor											
a.	Name	The Character Group plc										
b.	LEI											
4.	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted											
a.	Description of the Financial instrument, type of instrument Identification code	Ordinary shares of 5 pence GB0008976119										
b.	Nature of the transaction	Purchase of shares										
c.	Price(s) and volume(s)	<table border="1" style="width: 100%;"> <thead> <tr> <th>Name</th> <th>Price(s)</th> <th>Volume</th> </tr> </thead> <tbody> <tr> <td>Mr. Mark Dowding</td> <td>470</td> <td>8,000</td> </tr> <tr> <td>Mr. Jeremiah Healy</td> <td>470</td> <td>5,000</td> </tr> </tbody> </table>		Name	Price(s)	Volume	Mr. Mark Dowding	470	8,000	Mr. Jeremiah Healy	470	5,000
Name	Price(s)	Volume										
Mr. Mark Dowding	470	8,000										
Mr. Jeremiah Healy	470	5,000										
d.	Aggregated information <ul style="list-style-type: none"> • <i>Aggregated volume</i> • <i>Price</i> 	N/A										
e.	Date of the transaction	27 April 2017										
f.	Place of the transaction	London Stock Exchange, AIM										

Transaction in Own Shares

In continuing its stated objective to enhance shareholder value, Character Group (AIM:CCT.L) announces that, on 27 April 2017, it bought-back for cancellation 75,000 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 0.35 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 21,143,352 ("Revised Issued Voting Share Capital").

The Company has an unutilised capacity to buy back up to a further 3,139,700 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 15.46 per cent. of the Revised Issued Voting Share Capital.

The figure of 21,143,352 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.

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 :	27 April 2017
Number of Ordinary Shares purchased:	75,000
Highest price paid per share (pence)	470
Lowest price paid per share (pence)	470
Average price paid per share (pence)	470

Schedule 2: Details of buy-back transactions

Time (hh:mm - GMT)	Number of Ordinary Shares purchased	Transaction price (pence per share)
09:11	75,000	470

Enquiries:

The Character Group plc

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