



Monday, 13 May 2024

The Character Group plc

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

Transaction in Own Shares

Character announces that, in accordance with the terms of its share buyback programme announced on 6 February 2024 as extended and increased as announced on 3 April 2024 (the "Programme"), the Company purchased the following number of its issued ordinary shares of £0.05 each ("Ordinary Shares") from Panmure Gordon (UK) Limited ("Panmure Gordon").

Date of purchase:	13 May 2024
Aggregate number of Ordinary Shares purchased:	25,861
Lowest price paid per share (GB pence):	292
Highest price paid per share (GB pence):	292
Volume weighted average price paid per share (GB pence):	292

The repurchased shares have been cancelled. Following the purchase of these shares, the Company holds 2,100,159 shares in treasury and has 18,815,734 shares in issue (excluding treasury shares). Therefore, the total voting rights in the Company will be 18,815,734. The figure of 18,815,734 may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, the Company under the FCA's Disclosure Guidance and Transparency Rules.

In accordance with Article 5(1)(b) of the UK version of Regulation (EU) No. 596/2014, which is part of UK law by virtue of the European Union (Withdrawal) Act 2018, the table below contains detailed information of the individual trades made by Panmure Gordon as part of the Programme.

Aggregate information:

Venue	Volume-weighted average price (pence per share)	Aggregate volume
AIMX	292	25,861

Individual transactions:

Number of shares purchased	Transaction price (pence per share)	Time of transaction	Venue
25,861	292	10:04:25	AIMX

Enquiries to:

The Character Group plc

Jon Diver, Joint Managing Director

Kiran Shah, Joint Managing Director & Group Finance Director

Office: +44 (0) 208 329 3377

Mobile: +44 (0) 7831 802219 (JD)

Mobile: +44 (0) 7956 278522 (KS)

Panmure Gordon (*Nominated Adviser and Joint Broker*)

Atholl Tweedie / Daphne Zhang, Investment Banking

Rupert Dearden / Rauf Munir, Corporate Broking

Tel: +44 (0) 20 7886 2500

Allenby Capital Limited (*Joint Broker*)

Nick Athanas, Corporate Finance

Amrit Nahal / Tony Quirke, Sales & Corporate Broking

Tel: +44 (0) 20 3328 5656

TooleyStreet Communications Limited (*Investor and media relations*)

Fiona Tooley

Tel: +44 (0) 7785 703523

Email: fiona@tooleystreet.com