

The Character Group plc
("Character Group" or the "Company")

Total Voting Rights

For the purposes of the Financial Conduct Authority's Disclosure Guidance and Transparency Rules, the total number of ordinary shares of 5p each of Character Group ("Ordinary Shares") in issue as at 7 August 2018 is 23,891,358.

The Company holds 2,676,456 Ordinary Shares in Treasury, which do not carry any voting rights.

Therefore, the total number of Ordinary Shares carrying voting rights in Character Group is 21,214,902.

The above figure of 21,214,902 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 a change to their interest, in the Company under the Disclosure Guidance and Transparency Rules.

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Enquiries:

The Character Group plc
Kiran Shah, Company Secretary
Office: +44 (0) 20 8329 3377
Email: info@charactergroup.plc.uk
www.thecharacter.com

Panmure Gordon (*Nominated Adviser and Joint Broker*)
Atholl Tweedie, Investment Banking
Charles Leigh-Pemberton, 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