



Monday, 23 September 2024

The Character Group plc

*Designers, developers and international distributor of toys, games and giftware
(the "Company")*

Director's share dealings

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them

The Character Group plc (AIM: CCT) announces the following historical purchases by Carmel Warren, Non-Executive Chair, via her Self-Invested Pension Plan ("SIPP"), of ordinary shares of 5 pence each in the capital of the Company ("Shares") pursuant to the SIPP's dividend reinvestment arrangements, which were unintentionally not disclosed to the Company.

Carmel Warren established a dividend reinvestment plan via her SIPP which inadvertently included dividends received from the Company, pursuant to which an aggregate of 553 Shares were acquired via the SIPP (the "SIPP Acquisitions") as follows: (i) 148 Shares acquired at a price of 274p per Share on 11 August 2023; (ii) 237 Shares acquired at a price of 250p per Share on 13 February 2024; and (iii) 168 Shares acquired at a price of 288p per Share on 13 August 2024.

Including the historical purchases detailed above, Carmel Warren has a total interest of 6,337 Shares representing approximately 0.03% of the Company's issued share capital.

The SIPP Acquisitions occurred outside of closed periods and were not previously notified due to an oversight, which is being corrected through the release of this notification now that it has been identified by Carmel Warren and the Company. The Company has reviewed its processes for notification of directors' interests and directors' dividend reinvestment plans and considers the late lodgement of this notification to be an inadvertent error.

The information set out below is provided in accordance with the requirements of Article 19(3) of the Market Abuse Regulation (EU) No 596/2014.

1.	Details of the person discharging managerial responsibilities / person closely associated														
a.	Name	Carmel Warren													
2.	Reason for the notification														
a.	Position/status	Non-Executive Chair													
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	213800HY6EB8T8VWWE73													
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	Purchases of shares via SIPP													
c.	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume</th> </tr> </thead> <tbody> <tr> <td>(i)</td> <td>274p</td> <td>148</td> </tr> <tr> <td>(ii)</td> <td>250p</td> <td>237</td> </tr> <tr> <td>(iii)</td> <td>288p</td> <td>168</td> </tr> </tbody> </table>			Price(s)	Volume	(i)	274p	148	(ii)	250p	237	(iii)	288p	168
	Price(s)	Volume													
(i)	274p	148													
(ii)	250p	237													
(iii)	288p	168													
d.	Aggregated information <ul style="list-style-type: none"> Aggregated volume Price 	553 ordinary shares for £1,481.86													
e.															
f.	Date of the transaction	(i) 11 August 2023 (ii) 13 February 2024 (iii) 13 August 2024													
g.	Place of the transaction	London Stock Exchange, AIM													

ENQUIRIES:

The Character Group plc

Jon Diver, Joint Managing Director
Kiran Shah, Joint Managing Director & Group Finance Director
Office: +44 (0) 208 329 3377
Email: info@charactergroup.plc.uk

Panmure Liberum

(Nominated Adviser and Joint Broker)
Atholl Tweedie/Dougie McLeod, 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, 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