



Friday, 14 December 2018

**The Character Group plc**  
 ("Character Group" or the "Company")  
**Transaction in Own Shares**

Character Group announces that, yesterday (13 December) it bought-back for cancellation 100,000 ordinary shares of 5p each in the capital of the Company ("**Ordinary Shares**") pursuant to the share buyback programme announced on 12 December 2018 (the "**Programme**") and the Company's stated objective to enhance shareholder value.

As a result of the above, the Company's issued share capital consists of 23,792,808 Ordinary Shares. The Company holds 2,662,106 Ordinary Shares in treasury which do not carry voting rights and therefore the total number of voting rights in Character Group is 21,130,702. The figure of 21,130,702 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 FCA's Disclosure and Transparency Rules.

The Company has an unutilised capacity to buy back up to a further 3,020,700 Ordinary Shares under the authority granted at the Annual General Meeting on 19 January 2018.

In accordance with Article 5(1)(b) of Regulation (EU) No 596/2014 (the Market Abuse Regulation), the schedules below contain a summary of and detailed information about the purchases made by Panmure Gordon (UK) Limited on behalf of the Company as part of the Programme.

**Schedule 1:** Summary of buy-back transactions

Date of purchase:	13 December 2018
Number of Ordinary Shares purchased:	100,000
Highest price paid per Ordinary Share (pence)	526
Lowest price paid per Ordinary Share (pence)	520
Volume weighted average price paid per Ordinary Share (pence)	521.5

**Schedule 2:** Details of buy-back transactions

<b>Date of purchase</b>	<b>Time of purchase (hh:mm - GMT)</b>	<b>Number of Ordinary Shares purchased</b>	<b>Transaction price (pence per Ordinary Share)</b>
13/12/18	09.30	75,000	520
13/12/18	14.00	25,000	526

**Enquiries:**

**The Character Group plc**

Kiran Shah, Joint MD  
 Tel: +44 (0)208 329 3377

**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  
 Tel: +44 (0)20 3328 5656

**Tooley Street Communications, IR & Media Relations**

Fiona Tooley  
 Tel: +44 (0)7785 703 523