

1. Issuer Details**ISIN**

GB0008976119

Issuer Name

THE CHARACTER GROUP PLC

UK or Non-UK Issuer

UK

2. Reason for Notification

An event changing the breakdown of voting

3. Details of person subject to the notification obligation**Name**

Ruffer LLP

City of registered office (if applicable)

London

Country of registered office (if applicable)

United Kingdom

4. Details of the shareholder**Full name of shareholder(s) if different from the person(s) subject to the notification obligation, above****City of registered office (if applicable)****Country of registered office (if applicable)****5. Date on which the threshold was crossed or reached**

21-Feb-2022

6. Date on which Issuer notified

23-Feb-2022

7. Total positions of person(s) subject to the notification obligation

	% of voting rights attached to shares (total of 8.A)	% of voting rights through financial instruments (total of 8.B 1 + 8.B 2)	Total of both in % (8.A + 8.B)	Total number of voting rights held in issuer
Resulting situation on the date on which threshold was crossed or reached	5.117000	0.000000	5.117000	986715
Position of previous	4.976900	0.000000	4.976900	

notification (if applicable)				
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8. Notified details of the resulting situation on the date on which the threshold was crossed or reached

8A. Voting rights attached to shares

Class/Type of shares ISIN code(if possible)	Number of direct voting rights (DTR5.1)	Number of indirect voting rights (DTR5.2.1)	% of direct voting rights (DTR5.1)	% of indirect voting rights (DTR5.2.1)
GB0008976119	986715	0	5.117000	0.000000
Sub Total 8.A	986715		5.117000%	

8B1. Financial Instruments according to (DTR5.3.1R.(1) (a))

Type of financial instrument	Expiration date	Exercise/conversion period	Number of voting rights that may be acquired if the instrument is exercised/converted	% of voting rights
Sub Total 8.B1				

8B2. Financial Instruments with similar economic effect according to (DTR5.3.1R.(1) (b))

Type of financial instrument	Expiration date	Exercise/conversion period	Physical or cash settlement	Number of voting rights	% of voting rights
Sub Total 8.B2					

9. Information in relation to the person subject to the notification obligation

1. Person subject to the notification obligation is not controlled by any natural person or legal entity and does not control any other undertaking(s) holding directly or indirectly an interest in the (underlying) issuer.

Ultimate controlling person	Name of controlled undertaking	% of voting rights if it equals or is higher than the notifiable threshold	% of voting rights through financial instruments if it equals or is higher than the notifiable threshold	Total of both if it equals or is higher than the notifiable threshold

10. In case of proxy voting

Name of the proxy holder

The number and % of voting rights held

The date until which the voting rights will be held

11. Additional Information

Ruffer LLP controls the voting rights over 986,715 shares (now 5.1170% of the voting rights) of Character Group plc which are held by the discretionary clients of Ruffer LLP and its subsidiaries (the voting of which is all controlled by Ruffer LLP). This is due to a corporate event where the company repurchased 2,142,572 shares through a tender offer on 21 February 2022.

12. Date of Completion

23-Feb-2022

13. Place Of Completion

