



The Character Group plc

("Character" or the "Group")

Designers, developers and international distributors of toys, games and giftware

Character gains rights for Pokémon

Agreement with Wicked Cool Toys will see new toys in the market by mid-2018

LONDON: WEDNESDAY 6 SEPTEMBER 2017: The Board is pleased to announce that Character Options Limited (the Group's principal trading subsidiary) has been appointed the master toy distributor in United Kingdom and Ireland for the globally popular Pokémon brand.

The agreement between Character and the global master toy licensee, Wicked Cool Toys based in USA, will see action figures, playsets, plush, role play and other toys based on the hit Pokémon animated series, join Character's portfolio from summer 2018.

Jon Diver, Joint MD at Character Group commented:

"We are thrilled to be adding such an iconic and powerhouse property as Pokémon to Character's product line up. Toys are a major part of the Pokémon brand and bring a tangible dimension to fun for kids.

"The partnership with Wicked Cool Toys spells exciting times ahead and gives Character a tremendous opportunity to add further breadth and depth to our product range; we cannot wait to get started."

Michael Rinzler, co-president from Wicked Cool Toys added:

"Pokémon is one of the most beloved entertainment properties in the world, and Wicked Cool Toys is thrilled to become part of that legacy. We can't wait to deliver innovative and fun toys that embody the joy of Pokémon to kids and the brand's millions of passionate fans around the world. Working with partners such as Character is an important part of that strategy. With them, we know we have found the ideal distribution and marketing channel for the United Kingdom and Ireland."

ENQUIRIES

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FTSE sector: leisure: **FTSE AIM All-share: symbol:** CCT.L: **Market cap:** £100.54m

Copies of this statement can also be viewed at www.thecharacter.com

Product ranges can be viewed at www.character-online.co.uk

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