



23 October 2023

The Character Group plc

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

Directors' 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), has received notifications from Mr Kiran Shah (the Joint-Managing Director of the Company and Group Finance Director) and from Jon Diver (the Joint-Managing Director of the Company) notifying the Company of share transactions effected by them.

1. On Friday, 20 October 2023 Mr Shah advised that he has sold 60,000 ordinary shares of 5 pence each in the capital of the Company ("Ordinary Shares") at a price of 269.95p per share and a further 9,600 Ordinary Shares at a price of 270p and has purchased 60,000 Ordinary Shares at a price of 270p per share through his self-invested personal pension and 9,600 Ordinary Shares in his personal ISA account also at a price of 270p per share. Following these transactions, Mr Shah's interest in Ordinary Shares remains unchanged at 1,928,766 Ordinary Shares, which represents approximately 9.96% of the Company's issued voting Ordinary Share capital.
2. Today (23 October) Mr Diver advised that he has sold 50,000 Ordinary Shares at a price of 270p per share and has purchased 50,000 Ordinary Shares at a price of 270.06p per share through his self-invested personal pension. Following these transactions, Mr Diver's interest in Ordinary Shares remains unchanged at 1,284,089 Ordinary Shares, which represents approximately 6.63% of the Company's issued voting Ordinary Share capital.

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	Kiran Shah	
2.	Reason for the notification		
a.	Position/status	Joint Managing Director and Group Finance Director	
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	(a) Sales and (b) purchase of shares	
c.	Price(s) and volume(s)	Price(s)	Volume
		(a) (sale)	269.95p 60,000
		(a) (sale)	270p 9,600
		(b) (purchase)	270p 69,600
d.	Aggregated information <ul style="list-style-type: none"> • Aggregated volume • Price 	69,600 Ordinary Shares (sold) at £187,890 69,600 Ordinary Shares (bought) at £187,920	
e.	Date of the transaction	20 October 2023	
f.	Place of the transaction	London Stock Exchange, AIM	

1.	Details of the person discharging managerial responsibilities / person closely associated		
g.	Name	Jon Diver	
5.	Reason for the notification		
a.	Position/status	Joint Managing Director	
b.	Initial notification/Amendment	Initial notification	
6.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a.	Name	The Character Group plc	
b.	LEI	213800HY6EB8T8VWWE73	
7.	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	(a) Sales and (b) purchase of shares	
c.	Price(s) and volume(s)		
		Price(s)	Volume
	(a) (sale)	270p	50,000
	(b) (purchase)	270.06p	50,000
d.	Aggregated information <ul style="list-style-type: none"> • <i>Aggregated volume</i> • <i>Price</i> 	50,000 Ordinary Shares (sold) at £135,000 50,000 Ordinary Shares (bought) at £135,030	
e.	Date of the transaction	23 October 2023	
f.	Place of the transaction	London Stock Exchange, AIM	

ENQUIRIES:

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