



Monday, 15 May 2023

The Character Group plc

("Character Group" or the "Company")

designers, developer and international distributor of branded toys, games and giftware

Director/ PDMR shareholding

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

1.	Details of the person discharging managerial responsibilities / person closely associated			
a.	Name	Mrs. Carmel Warren		
2.	Reason for the notification			
a.	Position/status	Non-executive 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	Purchase of shares		
c.	Price(s) and volume(s)	Name	Price(s)	Volume
		Mrs. Carmel Warren	344 pence	1,453
		Mrs. Carmel Warren	347 pence	2,881
		Mrs. Carmel Warren	344.8 pence	1,450
d.	Aggregated information <ul style="list-style-type: none"> • <i>Aggregated volume</i> • <i>Price</i> 	5,784 shares 345.69p		
e.	Date of the transaction	12 May 2023		
f.	Place of the transaction	London Stock Exchange, AIM		

ENQUIRIES:

The Character Group plc

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