

2 January 2019

The Character Group plc

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

Exercise of Options, Director/PDMR and PCA Dealing and Total Voting Rights

Character Group (AIM: CCT) the designer, developer and international distributor of branded toys, games and giftware, announces that Mr Jerry Healy, the Group Marketing Director and a Person Discharging Managerial Responsibilities (PDMR), today notified the Company that he has exercised an option today in respect of 18,000 ordinary shares of 5p each in the Company ("Ordinary Shares") at an exercise price of 213p per share pursuant to the Company's 2006 share option plan and, subsequently, transferred 32,000 Ordinary Shares to his wife, Mrs Kathleen Ann Healy, for nil consideration. To satisfy the exercise of options, the Company has transferred 18,000 Ordinary Shares from treasury. Following this option exercise, Mr Healy's interest in shares in the Company, including the interests of Persons Closely Associated ("PCAs") with him, has increased to 73,000 Ordinary Shares, which represents approximately 0.34% of the Company's issued voting share capital.

Following the exercise of Mr Healy's share options and the corresponding transfer of shares to him from treasury, the Company's issued share capital consists of 23,735,815 Ordinary Shares of which 2,576,106 are held in treasury.

Therefore, the total number of Ordinary Shares carrying voting rights in Character Group is 21,159,709. The above figure of 21,159,709 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 a change to their interest, in the Company under the Disclosure Guidance and Transparency Rules.

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							
	Name	Jerry Healy						
2.	Reason for the notification							
a.	Position/status	Group Marketing 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	(i) Exercise of option (ii) Transfer of Ordinary Shares by a PDMR to a PCA						
c.	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume</th> </tr> </thead> <tbody> <tr> <td>(i) 213p</td> <td>(i) 18,000</td> </tr> <tr> <td>(ii) Nil</td> <td>(ii) 32,000</td> </tr> </tbody> </table>	Price(s)	Volume	(i) 213p	(i) 18,000	(ii) Nil	(ii) 32,000
Price(s)	Volume							
(i) 213p	(i) 18,000							
(ii) Nil	(ii) 32,000							
d.	Aggregated information <i>Aggregated volume</i> <i>Price</i>	Not applicable.						
e.	Date of the transaction	(i) 2 January 2019 (ii) 2 January 2019						
f.	Place of the transaction	(i) Outside of a trading venue (ii) Outside of a trading venue						

1.	Details of the person discharging managerial responsibilities / person closely associated	
	Name	Kathleen Ann Healy
2.	Reason for the notification	
a.	Position/status	PCA of Jerry Healy
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	Receipt of transfer to Ordinary Shares by a PDMR to a PCA	
c.	Price(s) and volume(s)	Price(s)	Volume
		Nil	32,000
d.	Aggregated information <i>Aggregated volume</i> <i>Price</i>	Not applicable.	
e.	Date of the transaction	2 January 2019	
f.	Place of the transaction	Outside of a trading venue	

ENQUIRIES:

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