

31 December 2015

The Character Group plc

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

("Character Group" or the "Company")

Transaction in Own Shares

In continuing its stated objective to enhance shareholder value, Character Group (AIM:CCT.L) announces that, on 30 December 2015, it bought-back for cancellation 4,673 ordinary shares of 5p each in the capital of the Company ("Ordinary Shares") in the market at a price of 463.93 pence per Ordinary Share. The Ordinary Shares acquired for cancellation represent approximately 0.02 per cent. of the current issued share capital of the Company (excluding shares held in treasury).

For the purposes of the Financial Conduct Authority's Disclosure and Transparency Rules, the total number of Ordinary Shares in issue as at the date of this notice (taking into account the Ordinary Shares purchased for cancellation by the Company announced above and excluding Ordinary Shares held in treasury) is 21,418,554 ("Revised Issued Voting Share Capital").

The Company has an unutilised capacity to buy back up to a further 4,353,473 Ordinary Shares under the authority granted at the Annual General Meeting on 16 January 2015.

Character Group holds 3,269,456 Ordinary Shares in treasury which do not carry voting rights and these represent approximately 15.26 per cent. of the Revised Issued Voting Share Capital.

The figure of 21,418,554 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 change to their interest, in the Company under the Disclosure and Transparency Rules.

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