



27 January 2020

**The Character Group plc**

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

**Director's share dealings**

Notification and public disclosure of transactions by a person discharging managerial responsibilities and persons closely associated with him

Character Group announces that it has today received notice from Mr Richard King, the non-executive Chairman of the Company, that, on 27 January 2020:

- Mr. King purchased 176,120 ordinary shares of 5p each in the Company ("Ordinary Shares") at a price of 313.007p per share; and
- the TOPS Pension Scheme, a pension scheme in which Mr. King is interested and which is in relation to him a Person Closely Associated ("PCA"), sold 176,120 Ordinary Shares at a price of 312.99p per share,

both of which transactions were effected through the market.

Following these transactions, Mr King's interest in Ordinary Shares, including the interests of PCA's with him, remains 336,286 Ordinary Shares, which represents approximately 1.57% of the Company's issued voting 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.

<b>1.</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>		
a.	Name	Richard King	
<b>2.</b>	<b>Reason for the notification</b>		
a.	Position/status	Non-executive Chairman	
b.	Initial notification/Amendment	Initial notification	
<b>3.</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a.	Name	The Character Group plc	
b.	LEI	213800HY6EB8T8VWWE73	
<b>4.</b>	<b>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</b>		
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)	Price(s)	Volume
		313.007p	176,120
d.	Aggregated information <ul style="list-style-type: none"> <li>• Aggregated volume</li> <li>• Price</li> </ul>	Not applicable.	
e.	Date of the transaction	27 January 2020	
f.	Place of the transaction	London Stock Exchange, AIM	

<b>1.</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>		
a.	Name	The TOPS Pension Scheme	
<b>2.</b>	<b>Reason for the notification</b>		
a.	Position/status	Person closely associated with Richard King	
b.	Initial notification/Amendment	Initial notification	
<b>3.</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a.	Name	The Character Group plc	
b.	LEI	213800HY6EB8T8VWWE73	
<b>4.</b>	<b>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</b>		
a.	Description of the Financial instrument, type of instrument Identification code	Ordinary shares of 5 pence  GB0008976119	
b.	Nature of the transaction	Sale of shares	
c.	Price(s) and volume(s)	Price(s)	Volume
		312.99p	176,120
d.	Aggregated information <ul style="list-style-type: none"> <li>• <i>Aggregated volume</i></li> <li>• <i>Price</i></li> </ul>	Not applicable.	
e.	Date of the transaction	27 January 2020	
f.	Place of the transaction	London Stock Exchange, AIM	

**ENQUIRIES:**

**The Character Group plc**

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