



Thursday, 6 January 2022

The Character Group plc

*Designers, developers and international distributor of branded toys, games and giftware
(the “Company”)*

**Directors’ share dealings
Transfer of treasury shares
and
Total Voting Rights**

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

The Character Group plc (AIM: CCT) announces that, as part of the arrangements with certain of the executive Directors of the Company which obliges those Directors to apply a proportion of their net cash annual bonus entitlements in the purchase of shares in the Company, 33,443 ordinary shares of 5p each in the capital of the Company held as treasury shares (“the Sale Shares”) were yesterday transferred out of treasury and sold by the Company at a price of 620p per share, being the mid-market closing price of an issued ordinary share in the capital of the Company on 4 January 2022. The Sale Shares were purchased by Mr Jon Diver, Mr Kiran Shah and Mr Joe Kissane, being Directors of the Company and Persons Discharging Managerial Responsibilities (PDMRs), from their net cash annual bonus entitlements for the financial year ended 31 August 2021. The said Directors have, accordingly, notified the Company of share transactions effected yesterday by them respectively as follows:

- Mr Jon Diver, Joint Managing Director, purchased 18,806 Sale Shares at a price of 620p per share. Following this purchase, Mr Diver’s interest in shares in the Company has increased to 1,428,248 Ordinary Shares, which represents approximately 6.67% of the Company’s issued voting share capital.
- Mr Kiran Shah, Joint Managing Director and Group Finance Director, purchased 9,758 Sale Shares at a price of 620p per share. Following this purchase, Mr Shah’s interest in shares in the Company has increased to 2,176,478 Ordinary Shares, which represents approximately 10.16% of the Company’s issued voting share capital.
- Mr Joe Kissane, Managing Director of UK operations, purchased 4,879 Sale Shares at a price of 620p per share. Following this purchase, Mr Kissane’s interest in shares in the Company has increased to 518,757 Ordinary Shares, which represents approximately 2.42% 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 which is part of UK domestic law pursuant to the Market Abuse (Amendment) (EU Exit) regulations (SI 2019/310).

1.	Details of the persons discharging managerial responsibilities / person closely associated	
a.	Name	Jon Diver, Kiran Shah and Joe Kissane
2.	Reason for the notification	
a.	Position/status	Joint Managing Director/Joint Managing Director and Group Finance Director/Managing Director, UK Operations
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, pursuant to The Character Group plc's annual bonus arrangements for the 2021 financial year		
c.	Price(s) and volume(s)	Name	Price(s)	Volume
		Jon Diver	620p	18,806
		Kiran Shah	620p	9,758
		Joe Kissane	620p	4,879
d.	Aggregated information <ul style="list-style-type: none"> • <i>Aggregated volume</i> • <i>Price</i> 	Not applicable.		
e.	Date of the transaction	5 January 2022		
f.	Place of the transaction	London Stock Exchange, AIM		

Total Voting Rights (TVR)

Following the above transactions, the Company's issued share capital consists of 23,608,501 Ordinary Shares of which 2,192,777 are held in treasury. Therefore, the total number of Ordinary Shares carrying voting rights in Character Group is 21,415,724. This figure of 21,415,724 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.

ENQUIRIES:

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