

14 March 2017

The Character Group plc
("Character Group" or the "Company")
Directors' share dealings

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

Character Group (AiM: CCT) the designer, developer and international distributor of branded toys, games and giftware, announces that Mr Mark Dowding and Mr Clive Crouch, being Directors of the Company and Persons Discharging Managerial Responsibilities (PDMRs), have notified the Company of share purchase transactions effected in the market yesterday (13 March 2017) by them respectively as follows:

- Mark Dowding, Group Finance Director, purchased 6,605 ordinary shares of 5p each in Character Group ("Ordinary Shares") at an average price of 515p per share. Following this purchase, Mr Dowding's shareholding in the Company has increased to 100,000 Ordinary Shares, which represents approximately 0.47% of the Company's issued voting share capital.
- Clive Crouch, Non-executive Director, purchased 9,803 Ordinary Shares at a price of 515p per share. Following this purchase, Mr Crouch's shareholding in the Company has increased to 15,358 Ordinary Shares, which represents approximately 0.07% of the Company's issued voting share capital.

1.	Details of the person discharging managerial responsibilities / person closely associated														
a.	Name	Mark Dowding and Clive Crouch													
2.	Reason for the notification														
a.	Position/status	Group finance director/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														
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)	<table border="1"><thead><tr><th>Name</th><th>Price(s)</th><th>Volume</th></tr></thead><tbody><tr><td>Mark Dowding</td><td>514.2824p</td><td>2,705</td></tr><tr><td>Mark Dowding</td><td>515p</td><td>3,900</td></tr><tr><td>Clive Crouch</td><td>515p</td><td>9,803</td></tr></tbody></table>		Name	Price(s)	Volume	Mark Dowding	514.2824p	2,705	Mark Dowding	515p	3,900	Clive Crouch	515p	9,803
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Mark Dowding	514.2824p	2,705													
Mark Dowding	515p	3,900													
Clive Crouch	515p	9,803													
d.	Aggregated information <ul style="list-style-type: none">• <i>Aggregated volume</i>• <i>Price</i>														
e.	Date of the transaction	13 March 2017													
f.	Place of the transaction	London Stock Exchange, AIM													

Enquiries:

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