



*The information contained within this announcement is deemed by the Company to constitute inside information stipulated under the Market Abuse Regulation (EU) No. 596/2014. Upon the publication of this announcement via the Regulatory Information Service, this inside information is now considered to be in the public domain.*

**LONDON:** Wednesday, 17 February 2021

## **THE CHARACTER GROUP PLC**

(“Character”, “Company”, “Group”)

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

### **Purchase of new warehouse premises**

The Board of Character (AIM symbol: CCT) is pleased to report that, following a simultaneous exchange of contracts and completion, the Group has today acquired a warehouse and office complex at Townley Street, Middleton in Lancashire at a price of £5m (excluding VAT). These premises, which are located within 6 miles of the Company’s main operational base in Oldham, provide a total of approximately 157,000 sq. ft. of warehouse, office and ancillary accommodation/facilities and are positioned on a plot of approximately 7.44 acres. It will serve as an over-spill warehousing facility for the Group’s UK operations, after some updating and fitting out to suit the Group’s operating systems and processes.

#### **The Character Group plc**

**FTSE sector:** leisure goods:

**FTSE AIM All-share: symbol:** CCT

**Market cap:** £93.8m

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Group website: [www.thecharacter.com](http://www.thecharacter.com)

Product ranges can also be viewed at [www.character-online.co.uk](http://www.character-online.co.uk)

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