



Monday, 31 July 2023

**The Character Group plc**

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

**Directors' share dealings**

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

The Character Group plc (AIM: CCT), has received a notice on 28 July 2023 from Mr Richard King (the Chairman of the Company) notifying the Company of share transactions effected by him on the same date.

Mr King has disclosed that he has transferred for nil consideration 295,814 ordinary shares of 5 pence each in the capital of the Company ("Ordinary Shares") to a family trust in which he is interested. Following this transaction, Mr King's interest in Ordinary Shares remains unchanged at 295,814 Ordinary Shares, which represents approximately 1.53% of the Company's issued voting Ordinary 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	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	Transfer (gift) and acquisition of shares	
c.	Price(s) and volume(s)	Price(s)	Volume
		Nil	295,814
		Nil	295,814
d.	Aggregated information <ul style="list-style-type: none"> <li>Aggregated volume</li> <li>Price</li> </ul>	N/A	
e.	Date of the transaction	28 July 2023	
f.	Place of the transaction	London Stock Exchange, AIM	

**ENQUIRIES:****The Character Group plc**

Jon Diver, Joint Managing Director  
Kiran Shah, Joint Managing Director

**Office: +44 (0) 208 329 3377**

Mobile: +44 (0) 7831 802219 (JD)

Mobile: +44 (0) 7956 278522 (KS)

**Email: [info@charactergroup.plc.uk](mailto:info@charactergroup.plc.uk)**

**Panmure Gordon**

*(Nominated Adviser and Joint Broker)*

Atholl Tweedie, Investment Banking

Rupert Dearden, Corporate Broking

**Tel: +44 (0) 20 7886 2500**

**Allenby Capital Limited**

*(Joint Broker)*

Nick Athanas, Corporate Finance

Amrit Nahal, Sales & Corporate Broking

**Tel: +44 (0) 20 3328 5656**

**TooleyStreet Communications Limited**

*(Investor and media relations)*

Fiona Tooley

**Tel: +44 (0) 7785 703523**

**Email: [fiona@tooleystreet.com](mailto:fiona@tooleystreet.com)**