

The Character Group plc
("Character Group" or the "Company")

Total Voting Rights

For the purposes of the Financial Services Authority's Disclosure and Transparency Rules, the total number of ordinary shares of 5p each of Character Group ("Ordinary Shares") in issue as at 27 February 2015 is 24,821,596.

The Company holds 4,019,456 Ordinary Shares in Treasury, which do not carry any voting rights.

Therefore, the total number of Ordinary Shares carrying voting rights in Character Group is 20,802,140.

The above figure of 20,802,140 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 and Transparency Rules.

27 February 2015

Enquiries:

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