



17 May 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), received a notice yesterday (16 May 2023) from Mr Kiran Shah (the Joint-Managing Director of the Company and Group Finance Director) notifying the Company of share transactions effected by him that day.

Mr Shah has disclosed that he has sold 14,605 ordinary shares of 5 pence each in the capital of the Company ("Ordinary Shares") at a price of 331p per share and, through his personal ISA account, has purchased 14,605 Ordinary Shares at a price of 331p per share. Following these transactions, Mr Shah's interest in Ordinary Shares remains unchanged at 1,928,766 Ordinary Shares, which represents approximately 9.96% 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	Kiran Shah	
<b>2.</b>	<b>Reason for the notification</b>		
a.	Position/status	Joint Managing Director and Group Finance Director	
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	Sale and purchase of shares	
c.	Price(s) and volume(s)	Price(s)	Volume
		331p	14,605
		331p	14,605
d.	Aggregated information <ul style="list-style-type: none"> <li>Aggregated volume</li> <li>Price</li> </ul>	14,605 Ordinary Shares (sold) at 331 pence per Ordinary Share 14,605 Ordinary Shares (bought) at 331 pence per Ordinary Share	
e.	Date of the transaction	16 May 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

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