



Wednesday, 3 April 2024

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

Extension of and increase to Share Buyback Programme

On 6 February 2024, Character (AIM: CCT) announced a £1.0 million share buyback programme as part of its strategy to reduce the Company's share capital. Since the commencement of the Share Buyback Programme, the Company has repurchased for cancellation 365,770 Ordinary Shares in aggregate at a volume weighted average price of 264 pence per Ordinary Share for a total consideration of £964,059.49.

Character today announces that, further to the Company's announcement on 6 February 2024, the Board has resolved to increase the Share Buyback Programme by up to an additional £1.0 million, to a maximum consideration of £2.0 million. All other terms of the Share Buyback Programme as set out in the announcement on 6 February 2024 remain unchanged.

The Company will continue to make regulatory announcements in respect of its repurchases of Ordinary Shares, as required by UK MAR and the AIM Rules.

The Company confirms that it currently has no other unpublished price sensitive information at the time of this announcement.

As at 2 April 2024, the Company's total issued share capital consisted of 19,000,000 Ordinary Shares (excluding treasury shares) and 2,100,159 shares held in treasury. Therefore, the total number of voting rights in the Company was 19,000,000.

The Company has an unutilised capacity to buy back up to a further 2,524,230 Ordinary Shares under the authority granted at the Annual General Meeting on 19 January 2024.

All capitalised terms in this announcement shall have the same meaning as defined in the Company's announcement on 6 February 2024 unless the context provides otherwise.

The Character Group plc

FTSE sector: leisure goods

FTSE AIM All-share: symbol: CCT

Market cap: £ 50 million

Email: info@charactergroup.plc.uk

Group website: www.thecharacter.com

Product ranges can also be viewed at www.character-online.co.uk

[CHARACTER GROUP PLC CCT Stock | London Stock Exchange](#)

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