



30 October 2019

The Character Group plc
 ("Character Group" or the "Company")
designers, developer and international distributor of branded toys, games and giftware

Director/ PDMR shareholding

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them and transaction in own shares

The notification below is made in accordance with the requirements of the EU Market Abuse Regulation.

1.	Details of the person discharging managerial responsibilities / person closely associated			
a.	Name	Mr David Harris		
2.	Reason for the notification			
a.	Position/status	Non-executive Director		
b.	Initial notification/Amendment	Initial notification		
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			
a.	Name	The Character Group plc		
b.	LEI	213800HY6EB8T8VWWE73		
4.	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			
a.	Description of the Financial instrument, type of instrument Identification code	Ordinary shares of 5 pence GB0008976119		
b.	Nature of the transaction	Purchase of shares		
c.	Price(s) and volume(s)	Name	Price(s)	Volume
		Mr. David Harris	355 pence	1,408
		Mr. David Harris	358 pence	2,094
d.	Aggregated information <ul style="list-style-type: none"> • <i>Aggregated volume</i> • <i>Price</i> 	N/A		
e.	Date of the transaction	29 October 2019		
f.	Place of the transaction	London Stock Exchange, AIM		

Enquiries:

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