



Tuesday, 18 June 2024

The Character Group plc

("Character", the "Company" or the "Group")

**Transaction in Own Shares
and
Completion of the Share Buyback programme**

Character announces that, in accordance with the terms of its share buyback programme announced on 6 February 2024 as extended and increased as announced on 3 April 2024 (the "Programme"), the Company purchased the following number of its issued ordinary shares of £0.05 each ("Ordinary Shares") from Panmure Gordon (UK) Limited ("Panmure Gordon").

Date of purchase:	18 June 2024
Aggregate number of Ordinary Shares purchased:	1,725
Lowest price paid per share (GB pence):	298
Highest price paid per share (GB pence):	298
Volume weighted average price paid per share (GB pence):	298

The repurchased shares have been cancelled. Following the purchase of these shares, the Company holds 2,100,159 shares in treasury and has 18,657,298 shares in issue (excluding treasury shares). Therefore, the total voting rights in the Company will be 18,657,298. The figure of 18,657,298 may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, the Company under the FCA's Disclosure Guidance and Transparency Rules.

In accordance with Article 5(1)(b) of the UK version of Regulation (EU) No. 596/2014, which is part of UK law by virtue of the European Union (Withdrawal) Act 2018, the table below contains detailed information of the individual trades made by Panmure Gordon as part of the Programme.

Aggregate information:

Venue	Volume-weighted average price (pence per share)	Aggregate volume
AIMX	298	1,725

Individual transactions:

Number of shares purchased	Transaction price (pence per share)	Time of transaction	Venue
1,725	298	08:21:30	AIMX

Completion of the Share Buyback programme

Following the above transaction the Company has completed the Programme. This brings the total expended by the Company to date in purchasing its issued Ordinary Shares since the launch of the Programme on 6 February 2024 (including the associated dealing costs) to £1,999,997.90. The limit for purchasing Ordinary Shares under the Programme was £2.0 million and Panmure Gordon has, accordingly, reported to the Company that it has purchased a total of 708,472 Ordinary Shares on behalf of the Company since 6 February 2024 and, thereby, successfully concluded its engagement in relation to the Programme.

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