



LONDON: Friday 15 September 2017

The Character Group plc

(“Group” or the “Company”)

Designers, developers and international distributors of toys, games and giftware

Board change

Following a formal meeting of the Board held yesterday (14 September 2017), the Directors of the Company have resolved that, because of a loss of confidence in him by the senior executive team, Mr. Mark Dowding’s contract of employment with the Group has been terminated and he ceased to be a Director of the Group and Company Secretary, all with immediate effect. Consequently, from today, Mr Kiran Shah, the Joint MD of the Group will assume the responsibilities of Group Finance Director, a role he previously held within the business until February 2016, and Company Secretary.

This Board change does not reflect any circumstances relating to the trading of the Group or its finances. The Company expects to release a Trading update later this month, ahead of its Annual results scheduled for publication in early December.

ENQUIRIES

The Character Group plc

Jon Diver, Joint Managing Director

Kiran Shah, Joint Managing Director and Group Finance Director

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FTSE sector: leisure: **FTSE AIM All-share:** symbol: CCT.L: **Market cap:** £110m

Copies of this statement can be viewed at www.thecharacter.com.

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

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Market Abuse Regulation (MAR)

The information contained within this announcement may contain inside information stipulated under the Market Abuse Regulation (EU) No. 596/2014. Upon the publication of this announcement via the Regulatory Information Service, this inside information is now considered to be in the public domain.