

21 September 2016

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

Directors' share dealings

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them

Character Group (AiM: CCT) the designer, developer and international distributor of branded toys, games and giftware, announces that Mr Mark Dowding and Mr David Harris, being Directors of the Company and Persons Discharging Managerial Responsibilities (PDMRs), have notified the Company of share purchase transactions effected in the market yesterday (20 September 2016) by them respectively as follows:

- Mark Dowding Group Finance Director, purchased 10,000 Character Group ordinary shares at a price of 435p per share. Following this purchase, Mr Dowding's shareholding in the Company has increased to 83,841 ordinary shares, which represents approximately 0.39% of the Company's issued voting share capital.
- David Harris, Non-executive Director, purchased 4,597 Character Group ordinary shares at a price of 435p per share. Following this purchase, Mr Harris' shareholding in the Company has increased to 56,000 ordinary shares, which represents approximately 0.26% of the Company's issued voting share capital.
-

1.	Details of the person discharging managerial responsibilities / person closely associated			
a.	Name	Mark Dowding and David Harris		
2.	Reason for the notification			
a.	Position/status	Group finance director/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			
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
		Mark Dowding	435p	10,000
		David Harris	435p	4,597
d.	Aggregated information <ul style="list-style-type: none">• <i>Aggregated volume</i>• <i>Price</i>	N/A		
e.	Date of the transaction	20 September 2016		
f.	Place of the transaction	London Stock Exchange, AIM		

Enquiries:

The Character Group plc

Mark Dowding, Group Finance Director & Company Secretary
Tel: +44 (0)208 329 3377

Panmure Gordon, Nominated Adviser and Joint Broker

Andrew Godber
Tom Salvesen
Tel: +44 (0)20 7886 2500

Allenby Capital Limited, Joint Broker

Nick Athanas
Katrina Perez
Tel: +44 (0)20 3328 5656

Tooley Street Communications, IR & Media Relations

Fiona Tooley
Tel: +44 (0)7785 703 523