



Thursday, 8 August 2024

The Character Group plc

*Designers, developers and international distributor of toys, games and giftware
(the "Company")*

Directors' share dealings

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

The Character Group plc (AIM: CCT), has today received notices from Mike Hyde (a Non-Executive Director of the Company) and Mr Kiran Shah (the Joint-Managing Director and Group Finance Director of the Company) notifying the Company of share transactions effected by them respectively as follows

- Mr Hyde has disclosed that he gifted and transferred 36,528 ordinary shares of 5 pence each in the capital of the Company ("Ordinary Shares") to charity for nil consideration on 7 August 2024. Following this transaction, Mr Hyde's interest in shares in the Company is 200,000 Ordinary Shares, which represents approximately 1.07% of the Company's issued voting Ordinary Share capital.
- Mr Shah has disclosed that he has today sold 20,000 Ordinary Shares at a price of 276p per share and, through his personal pension plan, has purchased 20,000 Ordinary Shares at a price of 276.15p per share. Following these transactions, Mr Shah's interest in Ordinary Shares remains unchanged at 1,928,766 Ordinary Shares, which represents approximately 10.33% of the Company's issued voting Ordinary Share capital.

The information set out below is provided in accordance with the requirements of Article 19(3) of the Market Abuse Regulation (EU) No 596/2014.

1.	Details of the person discharging managerial responsibilities / person closely associated			
a.	Name	Mike Hyde		
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	Gift of shares from Mr Hyde to charity for nil consideration		
c.	Price(s) and volume(s)	Name	Price(s)	Volume
		Mike Hyde	Nil (gifted)	36,528
d.	Aggregated information • Aggregated volume • Price	Not applicable.		
e.				
f.	Date of the transaction	7 August 2024		
g.	Place of the transaction	London Stock Exchange, AIM		

1.	Details of the person discharging managerial responsibilities / person closely associated			
a.	Name	Kiran Shah		
2.	Reason for the notification			
a.	Position/status	Joint Managing Director and Group Finance 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	Ordinary shares of 5 pence		

	Financial instrument, type of instrument Identification code	GB0008976119	
b.	Nature of the transaction	Sale and purchase of shares	
c.	Price(s) and volume(s)	Price(s)	Volume
		276p	20,000
		276.15p	20,000
d.	Aggregated information <ul style="list-style-type: none"> • <i>Aggregated volume</i> • <i>Price</i> 	20,000 Ordinary Shares (sold) at 276 pence per Ordinary Share 20,000 Ordinary Shares (bought) at 276.5 pence per Ordinary Share	
e.	Date of the transaction	8 August 2024	
f.	Place of the transaction	London Stock Exchange, AIM	

ENQUIRIES:

The Character Group plc

Jon Diver, Joint Managing Director

Kiran Shah, Joint Managing Director & Group Finance Director

Office: +44 (0) 208 329 3377

Email: info@charactergroup.plc.uk

Panmure Gordon

(Nominated Adviser and Joint Broker)

Atholl Tweedie/Dougie McLeod, Investment Banking

Rupert Dearden/Rauf Munir, Corporate Broking

Tel: +44 (0) 20 7886 2500

Allenby Capital Limited

(Joint Broker)

Nick Athanas, Corporate Finance

Amrit Nahal, Sales & Corporate Broking

Tel: +44 (0) 20 3328 5656

TooleyStreet Communications Limited

(Investor and media relations)

Fiona Tooley

Tel: +44 (0) 7785 703523

Email: fiona@tooleystreet.com