



Friday, 25 February 2022

THE CHARACTER GROUP PLC

(the "Company")

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

Correction to Directors' Holdings

The Character Group plc announces that the following amendments are being made to the "Results of Tender Offer" announcement released on 14 February 2022 under RNS number 5112B (the "Initial Announcement") in respect of certain Directors' holdings following the settlement of the Tender Offer.

In the Initial Announcement, the number of shares tendered by each of the Directors who participated in the Tender Offer was stated subject to confirmation of final allocations by the relevant CREST nominee shareholder(s) where applications under the Tender Offer were made by that nominee on behalf of more than one beneficiary.

The Company has now received confirmation of final allocations from each of the Directors who participated in the Tender Offer. The numbers of shares tendered under the Tender Offer have been amended for the following Directors only:

Name	Number of Ordinary Shares tendered, as stated in the Initial Announcement	Amended number of Ordinary Shares tendered	Amended holding of Ordinary Shares following the Tender Offer	Percentage of issued Ordinary Share capital following the Tender Offer
Kiran Shah ⁽¹⁾	261,944	262,102	1,914,376	9.92%
Jon Diver ⁽²⁾	171,893	171,892	1,256,356	6.51%
Jeremiah Healy ⁽³⁾	8,784	8,183	64,817	0.34%
David Harris ⁽⁴⁾	8,205	12,112	56,071	0.29%
Clive Crouch	1,847	980	14,378	0.07%

Notes:

- (1) 21,396 Ordinary Shares have been tendered by Mr Shah personally and 240,706 Ordinary Shares by Sarissa Holdings Limited, following which Mr Shah's interests comprise 155,082 Ordinary Shares held personally by Mr Shah and 1,759,294 Ordinary Shares held by Sarissa Holdings Limited.
- (2) 105,474 Ordinary Shares have been tendered by Mr Diver personally and 66,418 Ordinary Shares by Mr Diver's Self Invested Pension Plan, following which Mr Diver's interests comprise 770,907 Ordinary Shares held personally by Mr Diver and 485,449 Ordinary Shares held by Mr Diver's Self Invested Pension Plan.
- (3) 1,925 Ordinary Shares have been tendered by Mr Healy personally and 6,258 Ordinary Shares by Mr Healy's wife, following which Mr Healy's interests comprise 14,075 Ordinary Shares held personally by Mr Healy, 5,000 Ordinary Shares held by Mr Healy's Self Invested Pension Plan, and 45,742 Ordinary Shares held by Mr Healy's wife.
- (4) 12,112 Ordinary Shares have been tendered by Mr Harris's Self Invested Pension Plan, following which Mr Harris's interests comprise 16,780 Ordinary Shares held personally by Mr Harris and 39,291 Ordinary Shares held by Mr Harris's Self Invested Pension Plan.

Capitalised terms and expressions have the same meanings as those attributed to them in the circular letter to shareholders published by the Company on 28 January 2022.

The Character Group plc

FTSE sector: leisure goods:

FTSE AIM All-share: symbol: CCT

Market cap: £121m

Email: info@charactergroup.plc.uk

Group website: www.thecharacter.com

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

[CHARACTER GROUP PLC CCT Stock | London Stock Exchange](#)

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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 which is part of UK domestic law pursuant to the Market Abuse (Amendment) (EU Exit) regulations (SI 2019/310).

1. Details of the persons discharging managerial responsibilities / person closely associated																			
a.	Name (i) Kiran Shah (ii) Jon Diver (iii) Jeremiah Healy (iv) David Harris (v) Clive Crouch																		
2. Reason for the notification																			
a.	Position/status (i) Joint Managing Director and Group Finance Director (ii) Joint Managing Director (iii) Group Marketing Director (iv) Non-Executive Director (v) Non-Executive Director																		
b.	Initial notification/Amendment Amendment																		
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 Sale of Ordinary Shares pursuant to the Tender Offer																		
c.	Price(s) and volume(s)																		
	<table border="1"> <thead> <tr> <th>Name</th> <th>Price(s)</th> <th>Volume</th> </tr> </thead> <tbody> <tr> <td>Kiran Shah</td> <td>630p</td> <td>262,102</td> </tr> <tr> <td>Jon Diver</td> <td>630p</td> <td>171,892</td> </tr> <tr> <td>Jeremiah Healy</td> <td>630p</td> <td>8,183</td> </tr> <tr> <td>David Harris</td> <td>630p</td> <td>12,112</td> </tr> <tr> <td>Clive Crouch</td> <td>630p</td> <td>980</td> </tr> </tbody> </table>	Name	Price(s)	Volume	Kiran Shah	630p	262,102	Jon Diver	630p	171,892	Jeremiah Healy	630p	8,183	David Harris	630p	12,112	Clive Crouch	630p	980
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d.	Aggregated information <ul style="list-style-type: none"> Aggregated volume Price Not applicable.																		
e.	Date of the transaction 14 February 2022																		
f.	Place of the transaction London Stock Exchange, AIM																		