



Thursday, 15 February 2024

The Character Group plc

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

Transaction in Own Shares/Director Shareholding

Character announces that, in accordance with the terms of its share buyback programme announced on 6 February 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:	15 February 2024
Aggregate number of Ordinary Shares purchased:	22,453
Lowest price paid per share (GB pence):	254.4
Highest price paid per share (GB pence):	254.4
Volume weighted average price paid per share (GB pence):	254.4

The repurchased shares have been cancelled. Following the purchase of these shares, the Company holds 2,100,159 shares in treasury and has 19,274,426 shares in issue (excluding treasury shares). Therefore, the total voting rights in the Company will be 19,274,426. The figure of 19,274,426 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	254.4	22,453

Individual transactions:

Number of shares purchased	Transaction price (pence per share)	Time of transaction	Venue
22,453	254.4	09:07:02	AIMX

Enquiries to:

The Character Group plc

Jon Diver, Joint Managing Director
 Kiran Shah, Joint Managing Director & Group Finance Director
 Office: +44 (0) 208 329 3377
 Mobile: +44 (0) 7831 802219 (JD)
 Mobile: +44 (0) 7956 278522 (KS)

Panmure Gordon (Nominated Adviser and Joint Broker)
 Atholl Tweedie / Daphne Zhang, 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 / Tony Quirke, 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