



Wednesday, 30 July 2025

The Character Group plc

designer, developer and international distributor of branded toys, games and giftware

(the “Company”)

**Share option grants and notification and public disclosure
of transactions by persons discharging managerial responsibilities**

The Character Group (AIM: CCT) announces that, on 29 July 2025, it granted options over 320,000 ordinary shares of 5 pence each in the Company (“Ordinary Shares”) held in treasury to certain of its employees, including grants made to Jerry Healy and Hamun Shah, two of the executive directors of the Company.

Following the grant, the interests of these directors in the issued share capital of the Company are as follows:

Director’s name	Position	Number of options granted	Aggregate number of options held post grant	Current total beneficial holding of Ordinary Shares	Current holding as a % of Issued Voting Capital
Jerry Healy	Group Marketing Director	60,000	126,000	64,817	0.36%
Hamun Shah	Group Finance Director	30,000	60,000	12,319	0.07%

Further information in relation to the dealings by these directors is provided below.

The options specify an option exercise price of 295.5p per share and are exercisable, subject to achieving the relevant performance condition and the Rules of the Company’s 2017 Share Option Plan, from 29 July 2028 until 28 July 2035.

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 (as it forms part of domestic law by virtue of the European Union (Withdrawal) Act 2018).

1.	Details of the person discharging managerial responsibilities / person closely associated		
a.	Name	Jerry Healy	
2.	Reason for the notification		
a.	Position/status	Group Marketing 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	Grant of option	
c.	Price(s) and volume(s)	Price(s)	Volume
		295.5p	60,000
d.	Aggregated information <ul style="list-style-type: none">Aggregated volumePrice	Not applicable.	
e.			
f.	Date of the transaction	29 July 2025	
g.	Place of the transaction	Outside of a trading venue	

1.	Details of the person discharging managerial responsibilities / person closely associated		
a.	Name	Hamun Shah	
2.	Reason for the notification		
a.	Position/status	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 Financial instrument, type of instrument Identification code	Ordinary shares of 5 pence GB0008976119	
b.	Nature of the transaction	Grant of Option	
c.	Price(s) and volume(s)	Price(s)	Volume
		295.5	30,000
d.	Aggregated information <ul style="list-style-type: none">Aggregated volumePrice	Not applicable.	
e.			
f.	Date of the transaction	29 July 2025	
g.	Place of the transaction	Outside of a trading venue	

ENQUIRIES:

The Character Group plc

Jon Diver, Joint Managing Director
Kiran Shah, Joint Managing Director
Hamun Shah, Group Finance Director
Office: +44 (0) 208 329 3377
Email: info@charactergroup.plc.uk

Panmure Liberum Limited

(Nominated Adviser and Joint Broker)
Atholl Tweedie, Investment Banking
Rupert Dearden, 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