



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

Tuesday, 8 September 2015

The Character Group plc

(Character or Company)

Trading update

Notice of Results

Change of adviser and appointment of joint broker

Trading Update and Notice of Preliminary Results

The Directors are pleased to report that trading for the financial year to 31 August 2015 has been satisfactory and that the Board fully expects to deliver a year end result in line with market expectations.

The Board will provide the market with a further update on developments and trading when preliminary results are announced; this is scheduled to take place in the first week of December 2015.

Change of Adviser and appointment of Joint Broker

The Board announces that Panmure Gordon (UK) Limited has been appointed as the Company's Nominated Adviser and Joint Broker with immediate effect. This follows the completion of the acquisition of Charles Stanley Securities by Panmure Gordon & Co. plc.

The Company has also appointed Allenby Capital Limited as Joint Broker with immediate effect.

Share buybacks

The Company confirms that it proposes to continue its policy of buying back its own shares in the market as and when considered appropriate for the Company and its shareholders. Details of any buy-back programme will be made at the time.

Enquiries:

The Character Group plc

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FTSE sector: leisure **FTSE AIM All-share:** symbol: CCT.L: **Market cap:** £107m

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

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