

17 September 2015

The Character Group plc
("Character Group" or the "Company")

Director's share dealing

Character Group (AIM: CCT) announces it has recently undertaken a series of institutional investor meetings which were well received. In response to demand from institutional and other investors, Sarissa Holdings Limited (a company in which Kiran Shah, Group Finance Director and Joint Managing Director, has a beneficial interest) and Jon Diver (Group Marketing Director and Joint Managing Director) have agreed to make stock available to meet this demand.

The Company has today received notification that Jon Diver has exercised unapproved options in respect of a total of 750,000 Ordinary Shares of 5p each in the Company ("**Ordinary Shares**") held currently in treasury, at an exercise price of 187p per share. He has subsequently sold 600,000 of such Ordinary Shares in the market at a price of 510p per share.

Accordingly, 750,000 Ordinary Shares (the "**Option Shares**") were allotted to Jon Diver by the Company on 17 September 2015, to satisfy the option exercise. The Option Shares rank *pari passu* with the existing issued Ordinary Shares, and have been admitted to trading on the AIM market of the London Stock Exchange plc.

In addition Sarissa Holdings Limited, has today sold 1,830,000 Ordinary Shares at a price of 510p per share.

For the purposes of the Financial Conduct Authority's Disclosure and Transparency Rules, the total number of Ordinary Shares in issue as at the date of this notice (taking into account the issue of the Option Shares but excluding the remaining Ordinary Shares held in treasury) is 21,608,490 ("**Revised Issued Voting Share Capital**").

Following the above mentioned exercise of share options, the sale of Option Shares and the accompanying sale of Ordinary Shares, the interests of Kiran Shah and Jon Diver in the Revised Issued Voting Share Capital are as follows:

Director	Exercise of Share Options	Sale of Option Shares	Sale of Ordinary Shares	Directors' resulting interests	approx. % of Revised Issued Voting Share Capital
Kiran Shah ¹	-	-	1,830,000	2,287,001	10.58%
Jon Diver ²	750,000	600,000	-	1,356,003	6.28%

Notes:

1. included in the interests of K.P. Shah are the interests of Sarissa Holdings Limited in 2,000,000 Ordinary Shares.
2. included in the interests of J.J. Diver are 551,867 Ordinary Shares held by Mr Diver's personal pension scheme;

Character Group holds 3,269,456 Ordinary Shares in treasury, representing approximately 15.13 per cent. of the Revised Issued Voting Share Capital, which do not carry voting rights.

The Character Group plc

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