

16 October 2017

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

Directors' share dealings and Transaction in Own Shares

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them and transaction in own shares

Directors' share dealings

Character Group (AIM: CCT), the designer, developer and international distributor of branded toys, games and giftware, announces that Mr. David Harris, being Director of the Company and Person Discharging Managerial Responsibilities (PDMRs), has notified the Company of share purchase transactions effected in the market by him as follows:

- Mr. David Harris, Non-executive director, purchased 4,181 ordinary shares of 5p each in the capital of the Company ("Ordinary Shares") at a price of 406.4 pence per share on 13 October 2017. Following this purchase, Mr. Harris's shareholding in the Company has increased to 60,181 ordinary shares, which represents approximately 0.29% of the Company's issued voting share capital.

1.	Details of the person discharging managerial responsibilities / person closely associated		
a.	Name	Mr David Harris	
2.	Reason for the notification		
a.	Position/status	Non-executive 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		
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	Purchase of shares	
c.	Price(s) and volume(s)	Name	Price(s)
		Mr. David Harris	406.4 pence
			4,181
d.	Aggregated information <ul style="list-style-type: none"> • <i>Aggregated volume</i> • <i>Price</i> 	N/A	
e.	Date of the transaction	13 October 2017	
f.	Place of the transaction	London Stock Exchange, AIM	

Transaction in Own Shares

In continuing its stated objective to enhance shareholder value, the Company announces that, on 13 October 2017, it bought-back for cancellation 112,000 Ordinary Shares in the market at a price of 400 pence per Ordinary Share. The Ordinary Shares acquired for cancellation represent approximately 0.53 per cent. of the current issued share capital of the Company (excluding shares held in treasury).

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 Ordinary Shares purchased for cancellation by the Company announced above and excluding Ordinary Shares held in treasury) is 20,889,102 ("Revised Issued Voting Share Capital").

The Company has an unutilised capacity to buy back up to a further 2,710,700 Ordinary Shares under the authority granted at the Annual General Meeting on 20 January 2017.

Character Group holds 3,096,506 Ordinary Shares in treasury which do not carry voting rights and these represent approximately 14.82 per cent. of the Revised Issued Voting Share Capital.

The figure of 20,889,102 may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest, or change to their interest, in the Company under the Disclosure and Transparency Rules.

In accordance with Article 5(1)(b) of Regulation (EU) No 596/2014 (the Market Abuse Regulation), the schedule below contains a summary of and detailed information about the purchases made by Panmure Gordon (UK) Limited on behalf of the Group as part of the buy-back programme.

Schedule 1: Summary of buy-back transactions

Date of purchase:	13 October 2017
Number of Ordinary Shares purchased:	112,000
Highest price paid per share (pence)	400
Lowest price paid per share (pence)	400
Average price paid per share (pence)	400

Schedule 2: Details of buy-back transactions

Time (hh:mm - GMT)	Number of Ordinary Shares purchased	Transaction price (pence per share)
09:55	100,000	400
16:33	12,000	400

Enquiries:

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