



Wednesday, 18 June 2025

## The Character Group plc

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

### Directors' share dealings

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them

Character Group (AIM: CCT) the designer, developer and international distributor of branded toys, games and giftware, announces that Mr Jerry Healy, the Group Marketing Director and a Person Discharging Managerial Responsibilities (PDMR), yesterday notified the Company that, on 16 June 2025 he transferred 12,000 Ordinary Shares to his wife, Mrs Kathleen Ann Healy, for nil consideration. Following this transfer, Mr Healy's interest in shares in the Company, including the interests of Persons Closely Associated ("PCAs") with him, has remained unchanged at 64,817 Ordinary Shares, which represents approximately 0.36 % of the Company's issued voting share capital.

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	Gift of shares to spouse for nil consideration	
c.	Price(s) and volume(s)	Price(s)	Volume
		Nil (gifted)	12,000
d.	Aggregated information <ul style="list-style-type: none"><li>Aggregated volume</li><li>Price</li></ul>	Not applicable.	
e.			
f.	Date of the transaction	16 June 2025	
g.	Place of the transaction	London Stock Exchange, AIM	

1.	Details of the person discharging managerial responsibilities / person closely associated	
a.	Name	Kathleen Ann Healy
2.	Reason for the notification	
a.	Position/status	Closely associated person of Jerry Healy
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

<b>4.</b>	<b>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</b>		
<b>a.</b>	Description of the Financial instrument, type of instrument Identification code	Ordinary shares of 5 pence GB0008976119	
<b>b.</b>	Nature of the transaction	Receipt of shares from spouse for nil consideration	
<b>c.</b>	Price(s) and volume(s)	Price(s)	Volume
		Nil (gifted)	12,000
<b>d.</b>	Aggregated information <ul style="list-style-type: none"> <li>• <i>Aggregated volume</i></li> <li>• <i>Price</i></li> </ul>	Not applicable.	
<b>e.</b>			
<b>f.</b>	Date of the transaction	16 June 2025	
<b>g.</b>	Place of the transaction	London Stock Exchange, AIM	

**Enquiries to:**

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