



The information contained within this announcement is deemed by the Company to constitute inside information stipulated under the Market Abuse Regulation (EU) No. 596/2014 as it forms part of UK domestic law by virtue of the European Union (Withdrawal) Act 2018. Upon the publication of this announcement via the Regulatory Information Service, this inside information is now considered to be in the public domain.

LONDON: Wednesday, 1 June 2022

THE CHARACTER GROUP PLC

(“Character”, the “Company” or the “Group”)

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

Non-Executive Director appointment

The Character Group plc (AIM: CCT), is delighted to announce the appointment of Jonathan Shearman as an independent, non-executive director with immediate effect. He has also been appointed as a member of each of the Company’s Audit, Remuneration, Nominations and Corporate Governance and Risk Management Committees.

Over a successful 20+ year career Jonathan has gained a wide spectrum of knowledge, experience and capabilities covering leadership, mentoring, M&A and business strategies including financial planning and forecasting, regulatory and compliance, audit and consultancy.

Jonathan graduated from Hull University with a BSc degree in Economics & Economic History. He began his City career in 1993 and, for the first 13 years, worked in equity sales with Williams de Broë and KBC Peel Hunt. He moved into investment management in 2006 spending two years with Gartmore Investment Management before joining Altium Group (a Pan European Investment Bank) in 2009 as a strategic consultant until 2012.

In 2009 Jonathan joined, Trifast plc (“Trifast”) as an independent non-executive director and has since been part of the team that has transformed the business into a global industrial fastenings group. (LSE Premium listing: TRI.L). In April 2020 he accepted the role as Trifast’s Non-Executive Chair.

Richard King, Non-executive Chair of Character, commented:

“On behalf of the Board and all stakeholders in the business I welcome Jonathan to the Company. It has become immediately apparent that Jonathan both understands and fits with our culture. His operational experience and his added knowledge in the ever-growing regulatory and corporate governance landscape will enhance our ability to face the increasing requirements needed across our global business.”

Additional information regarding Jonathan Shearman, pursuant to paragraph (g) of Schedule Two of the AIM Rules for Companies, is set out below.

Mr Jonathan Paul David Shearman, (aged 51)

Current directorships/partnerships:

Trifast plc

AmorethanD Limited

Jubilee Asset Management Limited

Previous directorships/partnerships (last five years):

Orchard Funding Group plc

Cathcon Trust (charity)

There is no further information to disclose in respect of these appointments under Rule 17 and Schedule 2 paragraph (g) of the AIM Rules.

The Character Group plc

FTSE sector: leisure:

FTSE AIM All-share: symbol: CCT

Market cap: £103m

Email: info@charactergroup.plc.uk

Group website: www.thecharacter.com

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

ENQUIRIES:

The Character Group plc

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