



21 December 2018

The Character Group plc

*Designers, developers and international distributor of toys, games and giftware
(the "Company")*

**Directors' share dealings
Transfer of treasury shares**

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 Jon Diver, Mr Kiran Shah, Mr Joe Kissane and Mr Jerry Healy, being Directors of the Company and Persons Discharging Managerial Responsibilities (PDMRs), have notified the Company of share transactions effected today by them respectively as follows:

- Mr Jon Diver, Joint Managing Director, purchased 25,000 ordinary shares of 5p each in the Company ("Ordinary Shares") at a price of 530p per share, pursuant to the Company's annual bonus arrangements for the 2018 financial year. Following this purchase, Mr Diver's interest in shares in the Company has increased to 1,381,003 Ordinary Shares, which represents approximately 6.55% of the Company's issued voting share capital.
- Mr Kiran Shah, Joint Managing Director and Group Finance Director, purchased 12,500 Ordinary Shares at a price of 530p per share, pursuant to the Company's annual bonus arrangements for the 2018 financial year. Following this purchase, Mr Shah's interest in shares in the Company has increased to 2,152,501 Ordinary Shares, which represents approximately 10.21% of the Company's issued voting share capital.
- Mr Joe Kissane, Managing Director of Character Options Limited, purchased 6,500 Ordinary Shares at a price of 530p per share, pursuant to the Company's annual bonus arrangements for the 2018 financial year. Following this purchase, Mr Kissane's interest in shares in the Company has increased to 506,500 Ordinary Shares, which represents approximately 2.4% of the Company's issued voting share capital.
- Mr Jerry Healy, Group Marketing Director, exercised an option in respect of 14,000 Ordinary Shares at an exercise price of 213p per share. Accordingly, the Company then transferred to Mr Healy from treasury 14,000 Ordinary Shares, representing approximately 0.07% of the Company's issued voting share capital. Following this option exercise, Mr Healy's interest in shares in the Company has increased to 55,000 Ordinary Shares, which represents approximately 0.26% of the Company's issued voting share capital.

The Company also announces that 68,000 Ordinary Shares each held as treasury shares were transferred from treasury following the exercise of employees' share options pursuant to the Company's 2006 share option plan (including the Ordinary Shares transferred to Mr Jerry Healy). Following this transfer, the Company's issued share capital consists of 23,735,815 Ordinary Shares of which 2,594,106 are held in treasury.

Therefore, the total number of Ordinary Shares carrying voting rights in Character Group is 21,141,709. The above figure of 21,141,709 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 a change to their interest, in the Company under the Disclosure Guidance and Transparency Rules.

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.

1.	Details of the person discharging managerial responsibilities / person closely associated															
a.	Name	Jon Diver, Kiran Shah and Joe Kissane														
2.	Reason for the notification															
a.	Position/status	Joint Managing Director/Joint Managing Director and Group Finance Director/Managing Director, Character Options Limited														
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	Purchase of shares, pursuant to the The Character Group plc's annual bonus arrangements for the 2018 financial year														
c.	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Name</th> <th>Price(s)</th> <th>Volume</th> </tr> </thead> <tbody> <tr> <td>Jon Diver</td> <td>530p</td> <td>25,000</td> </tr> <tr> <td>Kiran Shah</td> <td>530p</td> <td>12,500</td> </tr> <tr> <td>Joe Kissane</td> <td>530p</td> <td>6,500</td> </tr> </tbody> </table>			Name	Price(s)	Volume	Jon Diver	530p	25,000	Kiran Shah	530p	12,500	Joe Kissane	530p	6,500
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Jon Diver	530p	25,000														
Kiran Shah	530p	12,500														
Joe Kissane	530p	6,500														
d.	Aggregated information <ul style="list-style-type: none"> • <i>Aggregated volume</i> • <i>Price</i> 	Not applicable.														
e.	Date of the transaction	21 December 2018														
f.	Place of the transaction	London Stock Exchange, AIM														

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								
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e.	Date of the transaction	21 December 2018								
f.	Place of the transaction	London Stock Exchange, AIM								

ENQUIRIES:

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