



31 December 2019

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

Total Voting Rights

The Character Group plc (AIM: CCT), the designer, developer and international distributor of branded toys, games and giftware, announces that, as part of the Company's annual bonus arrangements with certain of the executive Directors of the Company for the 2019 financial year, 50,036 ordinary shares of 5p each in the capital of the Company each held as treasury shares ("the Sale Shares") were yesterday sold by the Company in off-market transactions at a price of 410p per share, being the mid-market closing price of an issued ordinary share in the capital of the Company on 29 December 2019. The Sale Shares were sold to/purchased by Mr Jon Diver, Mr Kiran Shah and Mr Joe Kissane, being Directors of the Company and Persons Discharging Managerial Responsibilities (PDMRs). The said Directors have, accordingly, notified the Company of share transactions effected yesterday by them respectively as follows:

- Mr Jon Diver, Joint Managing Director, purchased 28,439 of the Sale Shares at a price of 410p per share. Following this purchase, Mr Diver's interest in shares in the Company has increased to 1,409,442 Ordinary Shares, which represents approximately 6.59% of the Company's issued voting share capital.
- Mr Kiran Shah, Joint Managing Director and Group Finance Director, purchased 14,219 of the Sale Shares at a price of 410p per share. Following this purchase, Mr Shah's interest in shares in the Company has increased to 2,166,720 Ordinary Shares, which represents approximately 10.13% of the Company's issued voting share capital.
- Mr Joe Kissane, Managing Director of Character Options Limited, purchased 7,378 of the Sale Shares at a price of 410p per share. Following this purchase, Mr Kissane's interest in shares in the Company has increased to 513,878 Ordinary Shares, which represents approximately 2.40% 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.

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, UK Operations
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 Character Group plc's annual bonus arrangements for the 2019 financial year

c.	Price(s) and volume(s)	Name	Price(s)	Volume
		Jon Diver	410p	28,439
		Kiran Shah	410p	14,219
		Joe Kissane	410p	7,378
d.	Aggregated information <ul style="list-style-type: none"> • <i>Aggregated volume</i> • <i>Price</i> 	Not applicable.		
e.	Date of the transaction	30 December 2019		
f.	Place of the transaction	London Stock Exchange, AIM		

Total voting rights (TVR)

Following the above transactions, the Company's issued share capital consists of 23,608,501 Ordinary Shares of which 2,228,720 are held in treasury. Therefore, the total number of Ordinary Shares carrying voting rights in Character Group is 21,379,781. This figure of 21,379,781 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.

ENQUIRIES:

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