



Monday, 5 October 2020

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

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

### Director/PDMR shareholding

Character Group (AIM: CCT) the designer, developer and international distributor of branded toys, games and giftware, announces the following director/PDMR share transactions in respect of options over ordinary shares of 5p each in the Company ("Ordinary Shares") under the Company's 2017 Share Option Plan.

Michael Hyde (Managing Director Far East Operations) and Jeremiah Healy (Group Marketing Director) have today given notice to the Company that they have each surrendered options over Ordinary Shares under the Company's 2017 Share Option Plan, in return for which the Company has re-granted options to each of Michael Hyde and Jeremiah Healy, as follows:

Name of PDMR	Share options surrendered	Share options granted
Michael Hyde (Managing Director Far East operations)	<p>Date of grant: 5 June 2018</p> <p>No. of shares: 100,000 Ordinary Shares held in treasury</p> <p>Exercise price: 520p</p> <p>Conditional vesting date: 5 June 2021</p>	<p>Date of grant: 2 October 2020</p> <p>No. of shares: 92,000 Ordinary Shares held in treasury</p> <p>Exercise price: 325.5p</p> <p>Conditional vesting date: 2 October 2023</p>
Jeremiah Healy (Group Marketing Director)	<p>Date of grant: 5 June 2018</p> <p>No. of shares: 72,000 Ordinary Shares held in treasury</p> <p>Exercise price: 520p</p> <p>Conditional vesting date: 5 June 2021</p>	<p>Date of grant: 2 October 2020</p> <p>No. of shares: 66,000 Ordinary Shares held in treasury</p> <p>Exercise price: 325.5p</p> <p>Conditional vesting date: 2 October 2023</p>

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.

<b>1.</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a.	Name	Michael Hyde
<b>2.</b>	<b>Reason for the notification</b>	
a.	Position/status	Managing Director, Far East Operations
b.	Initial notification/Amendment	Initial notification
<b>3.</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
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>	
a.	Description of the Financial instrument, type of instrument Identification code	Ordinary shares of 5 pence GB0008976119

b.	Nature of the transaction	(i) Surrender of share options; and (ii) Grant of share options
c.	Price(s) and volume(s)	(i) Surrender of 100,000 share options at an exercise price of 520 pence per share; and (ii) Grant of 92,000 share options at an exercise price of 325.5 pence per share
d.	Aggregated information <ul style="list-style-type: none"> <li>• <i>Aggregated volume</i></li> <li>• <i>Price</i></li> </ul>	Not applicable
e.	Date of the transaction	2 October 2020
f.	Place of the transaction	Outside a trading venue

<b>1.</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a.	Name	Jeremiah Healy
<b>2.</b>	<b>Reason for the notification</b>	
a.	Position/status	Group Marketing Director
b.	Initial notification/Amendment	Initial notification
<b>3.</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
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>	
a.	Description of the Financial instrument, type of instrument Identification code	Ordinary shares of 5 pence GB0008976119
b.	Nature of the transaction	(i) Surrender of share options; and (ii) Grant of share options
c.	Price(s) and volume(s)	(i) Surrender of 72,000 share options at an exercise price of 520 pence per share; and (ii) Grant of 66,000 share options at an exercise price of 325.5 pence per share
d.	Aggregated information <ul style="list-style-type: none"> <li>• <i>Aggregated volume</i></li> <li>• <i>Price</i></li> </ul>	Not applicable
e.	Date of the transaction	2 October 2020
f.	Place of the transaction	Outside a trading venue

## ENQUIRIES

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