



Friday, 5 January 2018

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

Directors' share dealings

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

Michael Hyde (Managing Director of the Group's Far East Operations) being a Director of the Company and Person Discharging Managerial Responsibilities (PDMRs), has notified the Company that, on 5 January 2018 he exercised 100,000 unapproved share options, at an exercise price of 213p per share. Accordingly, the Company then allotted to Mr Hyde 100,000 Ordinary Shares of 5p each representing 0.48% of the Company's issued voting share capital.

1.	Details of the person discharging managerial responsibilities / person closely associated														
a.	Name	Michael Hyde													
2.	Reason for the notification														
a.	Position/status	Managing Director of Far East 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	Exercise of share options													
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>Michael Hyde</td> <td>213p</td> <td>100,000</td> </tr> <tr> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> </tr> </tbody> </table>		Name	Price(s)	Volume	Michael Hyde	213p	100,000						
Name	Price(s)	Volume													
Michael Hyde	213p	100,000													
d.	Aggregated information <ul style="list-style-type: none"> • Aggregated volume • Price 	N/A													
e.	Date of the transaction	5 January 2018													
f.	Place of the transaction	XOFF													

Enquiries:

The Character Group plc

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