



Monday, 2 February 2026

## The Character Group plc

("Character," the "Company" or the "Group")

### Directors' share dealings

Notification and public disclosure of transactions by persons discharging managerial responsibilities

Character Group (AIM: CCT) the designer, developer and international distributor of branded toys, games and giftware, announces that Mr Hamun Shah, Group Finance Director and a Person Discharging Managerial Responsibilities, notified the Company on Friday, 30 January 2026 that he had purchased 3,630 ordinary shares of 5 pence each ("Ordinary Shares") at a price of £2.395 per share. Following this transfer, Mr H Shah's interest in shares in the Company is 15,949 Ordinary Shares, which represents approximately 0.09% 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 (as it forms part of domestic law by virtue of the European Union (Withdrawal) Act 2018).

1.	Details of the person discharging managerial responsibilities / person closely associated				
a.	Name		Hamun Shah		
2.	Reason for the notification				
a.	Position/status		Group Finance 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		
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		
c.	Price(s) and volume(s)		Price (pence)	Volume	
			239.5	3,630	
d.	Aggregated information •Aggregated volume •Price		Not applicable.		
e.	Date of the transaction		30 January 2026		
f.	Place of the transaction		London Stock Exchange, AIM		

#### Enquiries to:

#### The Character Group plc

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