

6 June 2018

The Character Group plc
 (“Character Group” or the “Company”)

Granting of Options to Directors

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them and transaction in own shares

Character Group (AIM: CCT) the designer, developer and international distributor of branded toys, games and giftware, announces that, on 5 June 2018, it granted options under the Company’s 2017 Share Option Plan (the “Plan”) over issued ordinary shares of 5 pence each in the capital of the Company (“Ordinary Shares”) held in treasury at nil cost to Mr. Michael Hyde and Mr. Jeremiah Healy, Directors of the Company and Persons Discharging Managerial Responsibilities (PDMRs), as shown below:

<u>Company director</u>		Number of Ordinary Shares in respect of which the option has been granted	Percentage of Company’s current total voting rights represented by the new option grant	Exercise Price per Ordinary Share under the new option	Total number of Ordinary Shares under option	Percentage of Company’s current total voting rights represented by the total number of Ordinary Shares under option
Michael Hyde	Managing Director, Far East Operations	100,000	0.47%	520p	100,000	0.47%
Jeremiah Healy	Group Marketing Director	72,000	0.34%	520p	144,000	0.68%

Options under the Plan are ordinarily exercisable from the 3rd until the 10th anniversary of the date of grant, subject to satisfaction of any applicable performance condition and the Rules of the Plan.

The notification below, made in accordance with the requirements of the EU Market Abuse Regulation, provides further details of the option grants.

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

1.	Details of the person discharging managerial responsibilities / person closely associated	
a.	Name	Mr. Michael Hyde and Mr. Jeremiah Healy
2.	Reason for the notification	
a.	Position/status	PDMRs
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	Grant of options

c.	Price(s) and volume(s)	Name	Price(s)	Volume
		Mr. Michael Hyde	520p upon exercise	100,000
		Mr. Jeremiah Healy	520p upon exercise	72,000
d.	Aggregated information <ul style="list-style-type: none"> • <i>Aggregated volume</i> • <i>Price</i> 	172,000 520p upon exercise		
e.	Date of the transaction	5 June 2018		
f.	Place of the transaction	XLON		

Enquiries:

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