

Friday, 27 November 2020

The Character Group plc

(the "Company")

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

Notice of Preliminary Results

The Character Group (AIM: CCT) announces that the Company's preliminary results for the year ended 31 August 2020 are now expected to be released on Thursday, 10 December 2020. This will provide the Company and its auditors with additional time for meeting the logistical challenges of a remote audit and the enhanced safety procedures arising out of the COVID-19 pandemic.

ENQUIRIES

The Character Group plc

Jon Diver, Joint Managing Director Kiran Shah, Joint Managing Director Office: +44 (0) 208 329 3377 Mobile: +44 (0) 7831 802219 (JD)

Mobile: +44 (0) 7956 278522 (KS) Email: info@charactergroup.plc.uk

Panmure Gordon (Nominated Adviser and Joint Broker)

Atholl Tweedie, Investment Banking

Charles Leigh-Pemberton, Corporate Broking

Tel: +44 (0) 20 7886 2500

Allenby Capital Limited (Joint Broker)

Nick Athanas

Tel: +44 (0) 20 3328 5656

TooleyStreet Communications Limited (investor and media relations)

Fiona Tooley

Tel: +44 (0) 7785 703523 Email: fiona@tooleystreet.com