



This announcement contains inside information for the purposes of Article 7 of the Market Abuse Regulation (EU) 596/2014 as it forms part of UK domestic law by virtue of the European Union (Withdrawal) Act 2018 ("MAR"), and is disclosed in accordance with the Company's obligations under Article 17 of MAR. Upon the publication of this announcement via the Regulatory Information Service, this inside information is now considered to be in the public domain.

LONDON: Monday, 19 April 2021

THE CHARACTER GROUP PLC

("Character", "Company", "Group")

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

Non - Executive Director appointment

The Character Group plc (AIM: CCT), is delighted to announce the appointment of Carmel Warren FCA as an independent, non-executive director with immediate effect. She has also been appointed as a member of the Company's Audit Committee.

Carmel, aged 56, is an experienced executive at both operational and board levels. From 2015-2019, Carmel served as Chief Financial Officer of D4t4 Solutions Plc (D4t4), the AIM quoted specialists in data platforms. Between 2007-2015 she was Chief Financial Officer of Celebrus Technologies Ltd, a customer intelligence software company, which was subsequently acquired by D4t4 in 2015. Following a career break travelling to seven continents, she has most recently acted as interim Chief Financial Officer at Universe Group plc (AIM: UNG.L), a leading developer and supplier of retail management solutions, payment and loyalty systems. Prior to her PLC career Carmel spent eleven years with ExxonMobil in key financial and operational roles within the organisation and, for five years, operated her own Consultancy. She qualified as an accountant with Ernst & Young LLP in 1990.

Richard King, Non-executive Chairman of Character, commented:

"On behalf of my colleagues and all stakeholders I welcome Carmel to the business. Her extensive experience and skill sets will complement our existing Board skills whilst further strengthening the Group's ability to satisfy and fully implement the increasing governance requirements, particularly in the scope of the work and oversight of the Board's Audit Committee."

Additional information regarding Mrs. Carmel Elizabeth Elinor Warren (née Scully), pursuant to paragraph (g) of Schedule Two of the AIM Rules for Companies, is set out below.

Current directorships/partnerships

Inspired Business Coaching Limited
Marshall Keen Limited

Previous directorships/partnerships (last five years):

D4t4 Solutions Plc
Magiq Limited
Celebrus Technologies Limited

There is no further information to disclose in respect of these appointments under Rule 17 and Schedule 2 paragraph (g) of the AIM Rules.

The Character Group plc

FTSE sector: leisure goods:

FTSE AIM All-share: symbol: CCT

Market cap: £100.5m

Email: info@charactergroup.plc.uk

Group website: www.thecharacter.com

Product ranges can also be viewed at www.character-online.co.uk

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