



The Character Group plc

("Character", or "Group")

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

TRIO OF TOP TOYS IN THIS YEAR'S DREAMTOYS LISTING FOR CHARACTER GROUP

LONDON: WEDNESDAY, 28 OCTOBER 2020: The Board of Character (AIM: symbol: CCT.L) is pleased to announce that its principal trading subsidiary, Character Options Limited has featured strongly in the prestigious best toys of the year wish list, the official 12 "Dream Toys" 2020 announced by the Toy Retailers Association (TRA) in London today.

The DreamToys list is recognised as the most authoritative prediction of toys that will be sought after at Christmas in the UK. The toys have been selected by an independent, representative panel of UK retailers and industry experts and these toys are expected to be the focus of consumer attention for the coming festive season.

THREE of Character hero toys have been selected in the DreamToys Top 12 toys list for Christmas:

- **Peppa Pig's Shopping Centre Playset** – a multi featured toy for fans of *Peppa*;
- **Laser Battle Hunters** – the ultimate in remote control vehicles with a unique side winding action; and
- **Pokémon Carry Case Playset** - the first playset for this popular brand.

In addition to the 'Dream Dozen', further toys were named as the most sought after in their categories. Amongst these were FIVE other toys from Character Options' portfolio:

- **Squeakee the Balloon Dog** and **Gotta' Go Flamingo** ;
- **Heroes of Goo Jit Zu** Series 2 figures;
- **PenSilly** the family game; and
- **Stuff-a-loons**, a fun creative line.

Although this year the DreamToys event has had to be held virtually to respect social distancing guidelines, this has not detracted from the prestige and standing within the industry associated with this influential listing. The virtual presentation of the Dream Toys Top 12 has also seen a larger number of social media platforms sharing the news in real time and to a wider audience.

Jerry Healy, Executive Director & Group Marketing Director, commented:

"Over the last 10 years since the DreamToys list was established, Character has been represented strongly and this year is no exception. This event is a high point in our annual marketing calendar as it provides a unique opportunity to obtain an objective assessment of our toy product portfolio and comparisons with the best of the rest. We are delighted to see three Character products achieving acknowledgement and recognition in what has been an extraordinary year for the industry. This achievement has been the result of months of work in creating further awareness for the Character toy lines and is also a testament to the effort from our global team and the quality and relevance of our toys."

Full details of the complete 2020 DreamToys list can be found at: <https://www.toyretailersassociation.co.uk/dreamtoys-2020>.

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