

09 June 2023

**Card Factory plc**  
**("cardfactory" or the "Company")**  
**Notification of dealings by a director/PDMR**

cardfactory has been notified that on 8 June 2023, the Company's CEO, Darcy Willson-Rymer purchased, in aggregate, 87,565 ordinary shares of 1 pence each in the capital of the Company ("Ordinary Shares") at an average price of 90.338 pence per share.

This share purchase was made pursuant to the requirement in the Company's Remuneration Policy requiring one third of bonus payments (after tax) to be invested in Ordinary Shares, where the minimum shareholding requirements are not met.

The transaction took place on the London Stock Exchange.

Darcy Willson-Rymer's beneficial interest in the Company's shares following this purchase is 265,753 Ordinary Shares, 0.078% of the Company's issued ordinary share capital.

This notification is made in accordance with Article 19 of the Market Abuse Regulation and the Disclosure and Transparency Rules.

**Enquiries:**

Ciaran Stone  
General Counsel and Company Secretary  
Card Factory plc  
Tel: 01924 839150

**CARD FACTORY PLC**

**NOTIFICATION OF TRANSACTIONS OF PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES**

1	Details of the person discharging managerial responsibilities / person closely associated																					
a)	Name	Darcy Willson-Rymer																				
2	Reason for the notification																					
a)	Position/status	CEO																				
b)	Initial notification /Amendment	Initial notification																				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor																					
a)	Name	Card Factory plc																				
b)	LEI	213800TTSOPFVCKPFQ11																				
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 one pence each GB00BLY2F708																				
b)	Nature of the transaction	Purchase																				
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£0.90563</td><td>8246</td></tr><tr><td>£0.90499</td><td>9895</td></tr><tr><td>£0.90249</td><td>9922</td></tr><tr><td>£0.90291</td><td>9918</td></tr><tr><td>£0.90249</td><td>9922</td></tr><tr><td>£0.90166</td><td>9931</td></tr><tr><td>£0.90367</td><td>9909</td></tr><tr><td>£0.90349</td><td>9911</td></tr><tr><td>£0.90349</td><td>9911</td></tr></table>	Price(s)	Volume(s)	£0.90563	8246	£0.90499	9895	£0.90249	9922	£0.90291	9918	£0.90249	9922	£0.90166	9931	£0.90367	9909	£0.90349	9911	£0.90349	9911
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d)	Aggregated information - Aggregated volume - Price -Total	87,565 £0.90338 £79,500.08																				
e)	Date of the transaction	8 June 2023																				
f)	Place of the transaction	London Stock Exchange																				

Name of officer of issuer responsible for making notification: Ciaran Stone  
Date of notification: 9 June 2023

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