

## TR-1: Standard form for notification of major holdings

NOTIFICATION OF MAJOR HOLDINGS				
<b>1a. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:</b>		The Character Group plc		
<b>1b. Please indicate if the issuer is a non-UK issuer</b>				
Non-UK issuer				<input type="checkbox"/>
<b>2. Reason for the notification</b>				
An acquisition or disposal of voting rights				<input type="checkbox"/>
An acquisition or disposal of financial instruments				<input type="checkbox"/>
An event changing the breakdown of voting rights				<input checked="" type="checkbox"/>
Other (please specify)				<input type="checkbox"/>
<b>3. Details of person subject to the notification obligation</b>				
Name		Kiran Shah		
City and country of registered office (if applicable)		London, United Kingdom		
<b>4. Full name of shareholder(s)</b>				
Name		(a) Kiran Shah and (b) Sarissa Holdings Limited		
City and country of registered office (if applicable)		(a) London, UK (b) Jersey, Channel Islands		
<b>5. Date on which the threshold was crossed or reached:</b>		15 February 2024		
<b>6. Date on which issuer notified (DD/MM/YYYY):</b>		16 February 2024		
<b>7. Total positions of person(s) subject to the notification obligation</b>				
	% of voting rights attached to shares (total of 8. A)	% of voting rights through financial instruments (total of 8.B 1 + 8.B2)	Total of both in % (8.A + 8.B)	Total number of voting rights held in issuer (8.A + 8.B)
Resulting situation on the date on which threshold was crossed or reached	10.01%	0%	10.01%	1,928,766
Position of previous notification (if applicable)				

8. Notified details of the resulting situation on the date on which the threshold was crossed or reached				
A: Voting rights attached to shares				
Class/type of shares ISIN code	Number of voting rights		% of voting rights	
	Direct (DTR5.1)	Indirect (DTR5.2.1)	Direct (DTR5.1)	Indirect (DTR5.2.1)
GB0008976119	169,472	1,759,294	0.88%	9.13%
<b>SUBTOTAL 8. A</b>	1,928,766		10.01%	

**B 1: Financial Instruments according to DTR5.3.1R (1) (a)**

Type of financial instrument	Expiration date	Exercise/ Conversion Period	Number of voting rights that may be acquired if the instrument is exercised/converted	% of voting rights
SUBTOTAL 8. B 1				N/A

B 2: Financial Instruments with similar economic effect according to DTR5.3.1R (1) (b)					
Type of financial instrument	Expiration date	Exercise/ Conversion Period	Physical or cash Settlement	Number of voting rights	% of voting rights
SUBTOTAL 8.B.2					N/A

9. Information in relation to the person subject to the notification obligation			
Person subject to the notification obligation is not controlled by any natural person or legal entity and does not control any other undertaking(s) holding directly or indirectly an interest in the (underlying) issuer			
Full chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held starting with the ultimate controlling natural person or legal entity			
Name	% of voting rights if it equals or is higher than the notifiable threshold	% of voting rights through financial instruments if it equals or is higher than the notifiable threshold	Total of both if it equals or is higher than the notifiable threshold

10. In case of proxy voting, please identify:	
Name of the proxy holder	N/A
The number and % of voting rights held	N/A
The date until which the voting rights will be held	N/A

11. Additional information	
Place of completion	London, UK
Date of completion	15 February 2024

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