

5 June 2024

**Card Factory plc**  
**('cardfactory' or 'the Company')**

**Directorate Changes**

cardfactory, the UK's leading specialist retailer of greeting cards, gifts, wrap and bags, is delighted to announce the appointment of Pamela Powell (Pam) as Senior Non-Executive Director with effect from 21 June 2024.

Pam will succeed Roger Whiteside who has advised the Company that he intends to step down from the Board at the conclusion of the company's 2024 Annual General Meeting, scheduled to be held on 20 June 2024 (AGM).

Pam will be appointed as a member of each of the Company's Remuneration Committee, Audit & Risk Committee and Nomination Committee.

Pam is an internationally experienced blue chip consumer FMCG marketeer, including senior global positions at Unilever from 1989 to 2001, and SAB Miller, from 2002 to 2011 as Group Director, Strategy and Innovation. Pam has subsequently developed a non-executive portfolio in industries spanning consumer brands, manufacturing, supply and distribution.

Pam Powell is currently Non-Executive Director of Origin Enterprises plc, the international agronomy services group, where she is a member of the ESG committee. Pam was previously Non-Executive Director of Cranswick plc, vertically integrated UK producer and suppliers of premium pork and poultry products; Premier Foods plc and A G Barr plc. Pam was a member of Audit, Remuneration and Nomination committees with each of these companies, chaired the Remuneration Committees of Cranswick plc and Premier Foods plc and was a member of the Cranswick plc ESG committee.

Pam is considered to meet the requirements to be classified as an independent director under the UK Corporate Governance Code.

Resolution 6 in the notice of AGM, for Roger's re-election as a Director, will be withdrawn and will not be put to the AGM (or any adjourned meeting).

Paul Moody, Chair, commented: "The Board would like to thank Roger for his significant contribution over the past six years in supporting cardfactory's strategic evolution and commercial growth. Roger has consistently brought constructive challenge, fresh perspective and his significant retail and leadership experience to the Board. His valuable expertise and wise counsel around the board table will be missed. We wish Roger all the very best in the future.

We are absolutely delighted to welcome Pam to the Board of Card Factory plc. Pam brings extensive non-executive and consumer facing executive experience, invaluable within vertically integrated businesses, both nationally and internationally."

Pam does not currently hold any Card Factory plc shares and there are no further details required to be disclosed under LR 9.6.13 R of the UK Listing Authority's Listing Rules.

**Enquiries:**

**Card Factory plc**

Darcy Willson-Rymer, Chief Executive Officer  
Matthias Seeger, Chief Financial Officer

via Teneo (below)

**Teneo**

James Macey White / Jo Blackshaw

+44 (0) 207 353 4200

[cardfactory@teneo.com](mailto:cardfactory@teneo.com)

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