

23 July 2024

Card Factory plc
("cardfactory" or the "Company")

Notification of Transactions of Directors

cardfactory announces that it was notified on 23 July 2024 by each of Darcy Willson-Rymer and Matthias Seeger, of the following transactions in respect of ordinary shares of 1p each in the capital of the Company, consequent to the grant of options to subscribe for shares under the Company's Save As You Earn scheme ("SAYE"), which may be exercised after 3 years.

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	Chief Executive Officer							
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	Grant of options under the Card Factory plc SAYE scheme							
c)	Price(s) and volume(s)	<table><tr><td>Price</td><td>£0.7536 per share exercise price</td></tr><tr><td>Volume</td><td>4,086 shares</td></tr></table>		Price	£0.7536 per share exercise price	Volume	4,086 shares		
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d)	Aggregated information	<table><tr><td>Aggregate Volume</td><td>4,086 shares</td></tr><tr><td>Price</td><td>£0.7536 per share exercise price</td></tr><tr><td>Total</td><td>£3,079.21</td></tr></table>		Aggregate Volume	4,086 shares	Price	£0.7536 per share exercise price	Total	£3,079.21
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Price	£0.7536 per share exercise price								
Total	£3,079.21								
e)	Date of the transaction	23 July 2024							
f)	Place of the transaction	Outside a trading venue							

1	Details of the person discharging managerial responsibilities / person closely associated			
a)	Name	Matthias Seeger		
2	Reason for the notification			
a)	Position/status	Chief Financial Officer		
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	Grant of options under the Card Factory plc SAYE scheme		
c)	Price(s) and volume(s)		Price	£0.7536 per share exercise price
			Volume	4,086 shares
d)	Aggregated information		Aggregate Volume	4,086 shares
			Price	£0.7536 per share exercise price
			Total	£3,079.21
e)	Date of the transaction	23 July 2024		
f)	Place of the transaction	Outside a trading venue		

Name of officer of issuer responsible for making notification: Ciaran Stone
Date of notification: 23 July 2024

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