

1 August 2024

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

Notification of Transactions of Directors

cardfactory announces that it was notified on 1 August 2024 by Darcy Willson-Rymer, Chief Executive Officer, that he acquired 13,526 ordinary shares of 1 pence each in the capital of the Company ("Ordinary Shares"), by exercise of an option granted on 8 July 2021, pursuant to the Card Factory plc SAYE Scheme 2015.

Darcy Willson-Rymer's beneficial interest in the Company's shares following this purchase is 507,549 Ordinary Shares, 0.14% of the Company's issued ordinary share capital.

This notification is made in accordance with the Disclosure Guidance 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	Award							
c)	Price(s) and volume(s)	<table><tr><td>Price</td><td>£0.53496</td></tr><tr><td>Volume</td><td>13,526 shares</td></tr></table>		Price	£0.53496	Volume	13,526 shares		
Price	£0.53496								
Volume	13,526 shares								
d)	Aggregated information	<table><tr><td>Aggregate Volume</td><td>13,526 shares</td></tr><tr><td>Price</td><td>£0.53496 per share</td></tr><tr><td>Total</td><td>£7,235.87</td></tr></table>		Aggregate Volume	13,526 shares	Price	£0.53496 per share	Total	£7,235.87
Aggregate Volume	13,526 shares								
Price	£0.53496 per share								
Total	£7,235.87								
e)	Date of the transaction	1 August 2024							
f)	Place of the transaction	Outside a trading venue							

Name of officer of issuer responsible for making notification: Ciaran Stone
Date of notification: 1 August 2024

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