



Monday, 23 September 2024

**The Character Group plc**  
*Designers, developers and international distributor of toys, games and giftware*  
 (the "Company")

**Director's share dealings**  
 Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them

The Character Group plc (AIM: CCT) announces the following historical purchases by Carmel Warren, Non-Executive Chair, via her Self-Invested Pension Plan ("SIPP"), of ordinary shares of 5 pence each in the capital of the Company ("Shares") pursuant to the SIPP's dividend reinvestment arrangements, which were unintentionally not disclosed to the Company.

Carmel Warren established a dividend reinvestment plan via her SIPP which inadvertently included dividends received from the Company, pursuant to which an aggregate of 553 Shares were acquired via the SIPP (the "SIPP Acquisitions") as follows: (i) 148 Shares acquired at a price of 274p per Share on 11 August 2023; (ii) 237 Shares acquired at a price of 250p per Share on 13 February 2024; and (iii) 168 Shares acquired at a price of 288p per Share on 13 August 2024.

Including the historical purchases detailed above, Carmel Warren has a total interest of 6,337 Shares representing approximately 0.03% of the Company's issued share capital.

The SIPP Acquisitions occurred outside of closed periods and were not previously notified due to an oversight, which is being corrected through the release of this notification now that it has been identified by Carmel Warren and the Company. The Company has reviewed its processes for notification of directors' interests and directors' dividend reinvestment plans and considers the late lodgement of this notification to be an inadvertent error.

The information set out below is provided in accordance with the requirements of Article 19(3) of the Market Abuse Regulation (EU) No 596/2014.

<b>1.</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>		
a.	Name	Carmel Warren	
<b>2.</b>	<b>Reason for the notification</b>		
a.	Position/status	Non-Executive Chair	
b.	Initial notification/Amendment	Initial notification	
<b>3.</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a.	Name	The Character Group plc	
b.	LEI	213800HY6EB8T8VWWE73	
<b>4.</b>	<b>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</b>		
a.	Description of the Financial instrument, type of instrument Identification code	Ordinary shares of 5 pence GB0008976119	
b.	Nature of the transaction	Purchases of shares via SIPP	
c.	Price(s) and volume(s)	Price(s)	Volume
		(i) 274p	148
		(ii) 250p	237
		(iii) 288p	168
d.	Aggregated information <ul style="list-style-type: none"> <li>Aggregated volume</li> <li>Price</li> </ul>	553 ordinary shares for £1,481.86	
e.			
f.	Date of the transaction	(i) 11 August 2023 (ii) 13 February 2024 (iii) 13 August 2024	
g.	Place of the transaction	London Stock Exchange, AIM	

**ENQUIRIES:**

**The Character Group plc**  
 Jon Diver, Joint Managing Director  
 Kiran Shah, Joint Managing Director & Group Finance Director

Office: +44 (0) 208 329 3377  
Email: [info@charactergroup.plc.uk](mailto:info@charactergroup.plc.uk)

**Panmure Liberum**  
*(Nominated Adviser and Joint Broker)*  
Atholl Tweedie/Dougie McLeod, Investment Banking  
Rupert Dearden/Rauf Munir, Corporate Broking  
Tel: +44 (0) 20 7886 2500

**Allenby Capital Limited**  
*(Joint Broker)*  
Nick Athanas, Corporate Finance  
Amrit Nahal, Sales & Corporate Broking  
Tel: +44 (0) 20 3328 5656

**TooleyStreet Communications Limited**  
*(Investor and media relations)*  
Fiona Tooley  
Tel: +44 (0) 7785 703523  
Email: [fiona@tooleystreet.com](mailto:fiona@tooleystreet.com)

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact [ms@seg.com](mailto:ms@seg.com) or visit [www.ms.com](http://www.ms.com).

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHEXLFLZKLBBBZ