



THE CHARACTER GROUP PLC

("Character", the "Company" or the "Group")

Designers, developers and international distributor of toys, games, and giftware

Trading Update

London: Tuesday, 1 October 2024: The Board of Character provides the following update to shareholders on the Group's trading ahead of the publication of the Company's 2024 audited annual results.

Whilst the market has continued to experience external challenging conditions, such as the higher cost of living, the surge in freight costs and shipping delays due to reduced capacity, the Group has continued to perform well and expects its adjusted profit before tax for the financial year ended 31 August 2024 to be in line with current market expectations. Initial sales of products for the Christmas '24 season are showing encouraging signs, especially new introductions. Previews of our 2025 new ranges are also going well.

The Group continues to have a solid balance sheet with a healthy cash balance.

The Directors look forward to updating shareholders further on its performance at the time of publication of the Group's results which are scheduled to be released in December 2024.

The Character Group plc

FTSE sector: leisure goods:

FTSE AIM All-share: symbol: CCT

Market cap: £52m

Email: info@charactergroup.plc.uk

Group website: www.thecharacter.com

Product ranges can also be viewed at www.character-online.co.uk

[CHARACTER GROUP PLC CCT Stock | London Stock Exchange](#)

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