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Tuesday, 29 October 2024

The Character Group plc
("Character", the "Company" or the "Group")
Transaction in Own Shares

Character announces that, in accordance with the terms of its share buyback programme announced earlier today (the "Programme"), the Company purchased the following number of its issued ordinary shares of £0.05 each ("Ordinary Shares") from Panmure Liberum Limited ("Panmure Liberum").

Date of purchase:	29 October 2024
Aggregate number of Ordinary Shares purchased:	10,500
Lowest price paid per share (GB pence):	265
Highest price paid per share (GB pence):	265
Volume weighted average price paid per share (GB pence):	265

The repurchased shares have been cancelled. Following the purchase and cancellation of these shares, the Company holds 1,983,059 shares in treasury and has 18,763,898 shares in issue (excluding treasury shares). Therefore, the total voting rights in the Company will be 18,763,898. The figure of 18,763,898 may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, the Company under the FCA's Disclosure Guidance and Transparency Rules.

In accordance with Article 5(1)(b) of the UK version of Regulation (EU) No. 596/2014, which is part of UK law by virtue of the European Union (Withdrawal) Act 2018, the table below contains detailed information of the individual trades made by Panmure Liberum as part of the Programme.

Aggregate information:

Venue	Volume-weighted average price (pence per share)	Aggregate volume
AIMX	265	10,500

Individual transactions:

Number of shares purchased	Transaction price (pence per share)	Time of transaction	Venue
10,500	265	10:31:30	AIMX

Enquiries to:

[The Character Group plc](#)
Jon Diver, Joint Managing Director
Kiran Shah, Joint Managing Director & Group Finance Director
Office: +44 (0) 208 329 3377
Mobile: +44 (0) 7831 802219 (JD)
Mobile: +44 (0) 7956 278522 (KS)

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

Tel: +44 (0) 20 7000 2000

Allenby Capital Limited *(Joint Broker)*

Nick Athanas, Corporate Finance

Amrit Nahal / Tony Quirke, 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

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