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Friday, 8 November 2024

**The Character Group plc**  
("Character", the "Company" or the "Group")  
**Transaction in Own Shares**  
**and**  
**Correction to previous announcement**

**TRANSACTION IN OWN SHARES**

Character announces that, in accordance with the terms of its share buyback programme announced on 29 October 2024 (the "Programme"), the Company yesterday purchased the following number of its issued ordinary shares of £0.05 each ("Ordinary Shares") from Panmure Liberum Limited ("Panmure Liberum").

Date of purchase:	7 November 2024
Aggregate number of Ordinary Shares purchased:	5,000
Lowest price paid per share (GB pence):	275
Highest price paid per share (GB pence):	275
Volume weighted average price paid per share (GB pence):	275

The repurchased shares have been cancelled. Following the purchase of these shares, the Company holds 1,983,059 shares in treasury and has 18,758,898 shares in issue (excluding treasury shares). Therefore, the total voting rights in the Company will be 18,758,898. The figure of 18,758,898 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	275	5,000

**Individual transactions:**

Number of shares purchased	Transaction price (pence per share)	Time of transaction	Venue
5,000	275	14:59:24	AIMX

**CORRECTION**

In an RNS announcement issued by the Company on 29 October entitled 'Launch of buyback programme' (AVS number

in an RNS announcement issued by the Company on 29 October entitled "Launch of buyback programme" (RNS number 9493J) there was a typographical error; the figure in the penultimate line of the second para should have read "2,815,000 Ordinary Shares". For the avoidance of doubt, the full paragraph as amended should read:

"The Programme will be carried out in accordance with the Company's general authority to purchase a maximum of 2,890,000 Ordinary Shares, granted by its shareholders at the Annual General Meeting of the Company held on 19 January 2024 (the "**General Authority**"). Since the General Authority was granted, the Company has purchased 708,472 Ordinary Shares, leaving an unutilised capacity to buyback under the General Authority of 2,181,528 Ordinary Shares. Subject to the Company seeking and obtaining shareholders' approval at the Company's next Annual General Meeting expected to be held in January 2025 authorising (in substitution for the current authority granted at the 2024 AGM) another such general authority (being, if approved, also a "**General Authority**") to purchase a maximum of 2,815,000 Ordinary Shares, in accordance with that renewed authority until no later than the close of business on 30 May 2025."

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