

22 May 2025

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

**Notification of Transactions of Directors**

cardfactory announces that it was notified on 22 May 2025 by each of Darcy Willson-Rymer and Matthias Seeger, following the grants of restricted share plan awards under the Company's Long Term Incentive Plan ("LTIP"), of their conditional interests in ordinary shares of 1p each in the capital of the Company.

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	Conditional Share Award							
c)	Price(s) and volume(s)	<table><tr><td>Price</td><td>£0.00</td></tr><tr><td>Volume</td><td>445,878 shares</td></tr></table>		Price	£0.00	Volume	445,878 shares		
Price	£0.00								
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d)	Aggregated information	<table><tr><td>Aggregate Volume</td><td>445,878</td></tr><tr><td>Price</td><td>£0.00</td></tr><tr><td>Total</td><td>0.00</td></tr></table>		Aggregate Volume	445,878	Price	£0.00	Total	0.00
Aggregate Volume	445,878								
Price	£0.00								
Total	0.00								
e)	Date of the transaction	22 May 2025							
f)	Place of the transaction	Outside a trading venue							

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Matthias Seeger
2	Reason for the notification	

a)	Position/status	Chief Financial Officer							
b)	Initial notification /Amendment	Initial notification							
3	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>								
a)	Name	Card Factory plc							
b)	LEI	213800TTSOPFVCKPFQ11							
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e)	Date of the transaction	22 May 2025							
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Name of officer of issuer responsible for making notification: Ciaran Stone  
Date of notification: 22 May 2025

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