

4 June 2025

**Card Factory plc**  
**("cardfactory" or the "Company")**  
**Notification of dealings by a director/PDMR**

cardfactory has been notified that on 3 June 2025, the Company's CFO, Matthias Seeger purchased, in aggregate, 24,760 ordinary shares of 1 pence each in the capital of the Company ("Ordinary Shares") at an average price of 97.1835 pence per share.

This share purchase was made pursuant to the requirement in the Company's Remuneration Policy requiring one third of bonus payments (after tax) to be invested in Ordinary Shares, where the minimum shareholding requirements are not met.

The transaction took place on the London Stock Exchange.

Matthias Seeger's beneficial interest in the Company's shares following this purchase is 85,230 Ordinary Shares, 0.02437% of the Company's issued ordinary share capital.

This notification is made in accordance with Article 19 of the Market Abuse Regulation and the Disclosure and Transparency Rules.

**Enquiries:**

Ciaran Stone

Tel: 01924 839150

General Counsel and Company Secretary

Card Factory plc

**CARD FACTORY PLC**

**NOTIFICATION OF TRANSACTIONS OF PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES**

1	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Matthias Seeger
2	<b>Reason for the notification</b>	
a)	Position/status	CFO
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
4	<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 one pence each GB00BLY2F708
b)	Nature of the transaction	Purchase
c)	Price(s) and volume(s)	Price(s)      Volume(s) £0.972110    20,465 £0.970527    4,295
d)	Aggregated information - Aggregated volume - Price -Total	24,760 £0.971835 £24,062.64
e)	Date of the transaction	3 June 2025
f)	Place of the transaction	London Stock Exchange

Name of officer of issuer responsible for making notification: Ciaran Stone  
Date of notification: 4 June 2025

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