

16 June 2025

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

**Notification of Transactions of Directors and Total Voting Rights**

cardfactory, the UK's leading specialist retailer of greeting cards, gifts and celebration essentials, announces that, on 16 June 2025, it allotted 304,433 new ordinary shares of 1 pence each in the capital of the Company ("**Shares**") following the exercise of nil-cost Restricted Share options granted under the Card Factory plc Long Term Incentive Plan. The allotment includes the issue of shares to Darcy Willson-Rymer (Chief Executive Officer), as well as issue of Shares to other Group employees.

Darcy Willson-Rymer has exercised his right to acquire, in aggregate, 128,609 Shares and, on 16 June 2025, sold 60,661 Shares to meet income tax and National Insurance liabilities arising from the vesting. Under the terms of the Restricted Share award, the balance of the vesting shares are subject to a holding period which prohibits sale of such shares before 14 June 2026.

Following the dealings described above, Darcy Willson-Rymer's interests in the Company are set out below:

Director/PDMR	Shares held prior to award vesting	Restricted Shares vesting	No. of shares sold to cover tax liabilities	No. shares held following Restricted Share vesting and sale	% of total voting rights
Darcy Willson-Rymer	763,184	128,609	60,661	831,132	0.237%

**Total Voting Rights**

In accordance with Disclosure and Transparency Rules 5.6.1R, the Company notifies the market that at the date of this announcement the Company's issued ordinary share capital comprises 350,038,531 ordinary shares with a nominal value of 1p each ("Ordinary Shares") with each share carrying one vote. No shares are held in treasury.

The number of 350,038,531 ordinary shares above may be used by shareholders in the Company as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change in their interest in, the ordinary share capital of the Company under the FCA's Disclosure and Transparency Rules.

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	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Darcy Willson-Rymer
2	<b>Reason for the notification</b>	
a)	Position/status	Chief Executive 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

d)	LEI	Z1380011S0PFCVKPFQ11														
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	(a) Exercise of right to nil cost Restricted Shares and (b) sale of shares to satisfy tax liabilities														
c)	Price(s) and volume(s)	<table><tr><td></td><td>Price(s) per share</td><td>Volume</td></tr><tr><td>(a) Exercise</td><td>Nil</td><td>128,609</td></tr><tr><td>(b) Sale</td><td>£0.9475</td><td>60,661</td></tr></table>				Price(s) per share	Volume	(a) Exercise	Nil	128,609	(b) Sale	£0.9475	60,661			
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d)	Aggregated information	<table><tr><td></td><td>Price(s) per share</td><td>Volume</td><td>Aggregate (£)</td></tr><tr><td>(a) Exercise</td><td>Nil</td><td>128,609</td><td>Nil</td></tr><tr><td>(b) Sale</td><td>£0.9475</td><td>60,661</td><td>£57,476.30</td></tr></table>				Price(s) per share	Volume	Aggregate (£)	(a) Exercise	Nil	128,609	Nil	(b) Sale	£0.9475	60,661	£57,476.30
	Price(s) per share	Volume	Aggregate (£)													
(a) Exercise	Nil	128,609	Nil													
(b) Sale	£0.9475	60,661	£57,476.30													
e)	Date of the transaction	(a) 16 June 2025 (b) 16 June 2025														
f)	Place of the transaction	(a) Outside a trading venue (b) London Stock Exchange														

Name of officer of issuer responsible for making notification: Ciaran Stone  
Date of notification: 16 June 2025

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